



## A Moderating Effects of Islamic Advertising in the Relationship of Islamic Branding and Purchase Intention: The Case of Wardah Sunscreen Serum

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### Abstract

With a population of over 231 million, the majority of whom are Muslims, Indonesia's consumer base tends to prioritize specific values when selecting products and services. Muslim consumers in Indonesia generally favour halal-certified products that align with Sharia principles. This preference presents significant opportunities for manufacturers aiming to access and expand within this market. One effective approach to utilizing this market potential is through Islamic Branding and Islamic Advertising. Therefore, based on this issue, this study aims to examine the effect of Islamic Branding on Purchase Intention, with Islamic Advertising as a moderating variable. This study utilizes a quantitative research method with a descriptive approach, focusing on women in Bandung City. A purposive sampling technique was applied to select 169 respondents, and data analysis was conducted using simple linear regression along with Moderated Regression Analysis (MRA). The results showed that Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products have good Islamic Branding (average score of 86.37%), high Purchase Intention (average score of 84.02%), and excellent Islamic Advertising (average score of 84.32%). In addition, the results show that Islamic Branding has a positive and significant effect on Purchase Intention, and Islamic Advertising strengthens the relationship between Islamic Branding and Purchase Intention.

**Keywords** *Islamic Branding, Purchase Intention, Islamic Advertising, Halal Branded, Brand Image, Advertising*

### INTRODUCTION

In this modern era, consumer behaviour has changed significantly, especially when choosing self-care products. Consumers are increasingly intelligent and critical in choosing products, requiring companies to continue to innovate in marketing strategies to attract consumer attention and maintain market share. In Indonesia, a country with the second largest Muslim population in the world (Hatia, 2024), products that meet halal standards are becoming increasingly crucial. For Muslim consumers, preferences in choosing products are not only based on quality, but also product compliance with Islamic law, including halal certification (Mohayidin & Kamarulzaman, 2014; Ambali & Bakar, 2014). The halal awareness possessed by a Muslim refers to the knowledge that Muslim customers hold when searching for and consuming halal goods that comply with Islamic law (Setyaningsih & Marwansyah, 2019; Gumilar et al., 2023). In Indonesian culture, halal good (like food) goes beyond just a culinary element; it also holds deep religious importance (Lipoeto, et al., 2001; Fothriani & Annisa, 2019; Lestari et al., 2023). This phenomenon has fueled the rapid growth of Sharia-based businesses in Indonesia, extending across numerous sectors, including personal care and beauty products (Romdhoni et al., 2022).

Wardah, a prominent cosmetic brand targeting the Muslim market, exemplifies this trend. Products like the Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++, which is marketed as halal-certified and wudhu-friendly, demonstrate Wardah's commitment to fulfilling Muslim consumers' needs for UV protection while adhering to Sharia principles. The Islamic Branding strategy becomes very relevant when facing marketing challenges in this segment. According to Rif'adah (2019), Islamic branding is a concept that incorporates Islamic identity into products by employing elements such as Islamic names, principles of sharia, or terms associated

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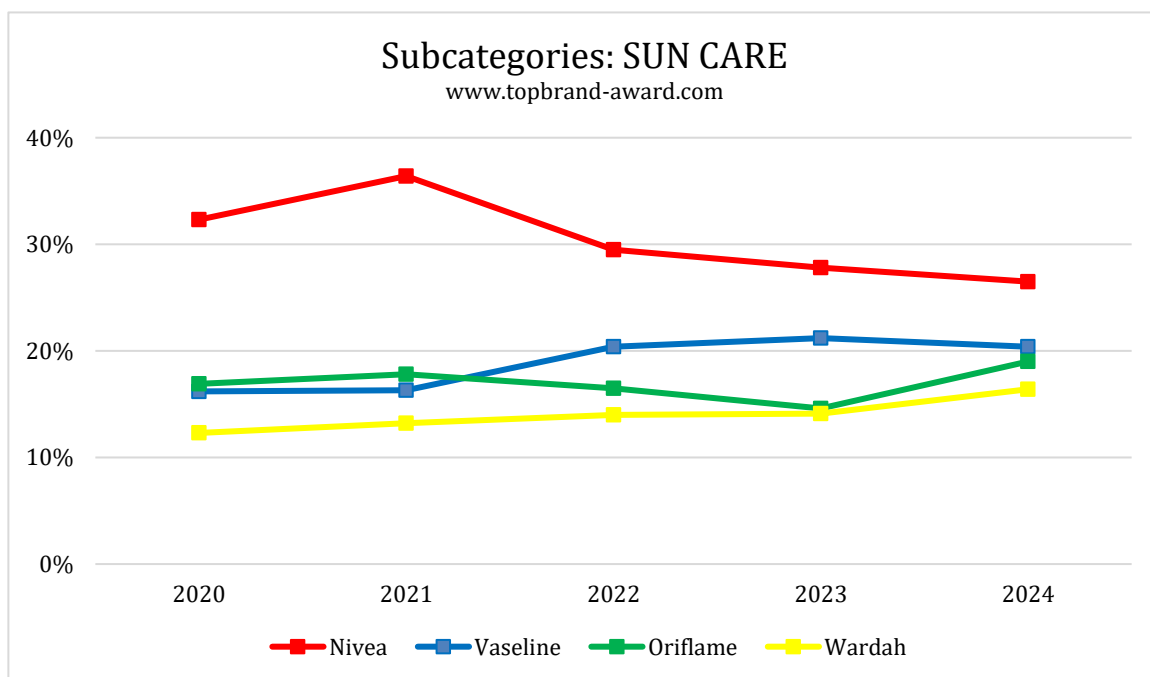
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with Islam. [Ranto \(2013\)](#) argues that companies embracing Islamic branding will be well-positioned to compete with global firms in the future, provided they consistently uphold Islamic identity and values.

Geographically, Indonesia is located in the equatorial region, which causes the country to have a tropical climate with year-round sun exposure. This condition makes using protective products such as sunscreen very important because excessive UV radiation exposure can result in long-term skin damage ([Isfardiyana, 2014](#)). For Muslim consumers, choosing a sunscreen that complies with Islamic law, such as a product that is easy to rinse off during wudhu and has a halal certificate, is an important consideration. Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ is one product designed to meet these needs, offering a formula that rinses off easily with water and is halal-certified, making it easier for Muslim consumers to maintain their worship without sacrificing skincare. The product is manufactured by PT Merek Paragon Technology and Innovation, an Indonesian company recognized as a pioneer in the halal cosmetics industry since 1995. The company demonstrated its commitment to product quality and integrity by obtaining halal certification from the Indonesian Ulema Council (MUI) in 1999 ([Salaka & Hidayat, 2019](#)).

According to data from Indonesia's Top Brand Index, the brands Nivea, Vaseline, Oriflame, and Wardah have consistently ranked among Indonesia's most popular sun care products from 2020 to 2024. Wardah, particularly in its sun care category, has held the fourth position, showing a steady annual increase in its TBI score over this period, as illustrated in Figure 1 below.



**Figure 1.** Top Brand Award graph for Sun Care subcategory products  
Source: [Top Brand Award \(2024\)](#)

Figure 1 illustrates that Wardah's products within the sun care subcategory are highly popular in the market and receive a favourable response from Indonesian consumers ([Top Brand Award, 2024](#)). Previous research has examined the impact of Islamic Branding and Islamic Advertising on purchase intention separately. However, there is limited research analyzing the interaction between these two variables. This study, therefore, seeks to examine the moderating role of Islamic Advertising in the relationship between Islamic Branding and Purchase Intention for the Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ product in Bandung City.

## LITERATURE REVIEW

### Islamic Branding

Islamic branding is a strategic practice that integrates Islamic values into product marketing to attract Muslim consumers. In general, branding involves using elements such as names, symbols, or designs that uniquely distinguish products from competitors in the market (Kotler & Armstrong, 2017; Tjiptono & Diana, 2016). The findings from the study by Parilla and Abadilla (2023) indicated a favourable connection between brand image and purchasing patterns, meaning that a stronger brand image increases the likelihood of purchasing.

According to prior studies (Temporal, 2016; Young, 2010; Yusof & Jusoh, 2014), Islamic branding involves customizing brands to conform to sharia principles, such as honesty, accountability, and transparency. This strategy is often realized through the use of halal labels, Islamic names, and advertising techniques that reflect Islamic values. As such, Islamic branding aims to not only meet the needs of Muslim consumers but also provide them with a sense of security and confidence that the products they consume are Sharia-compliant. In various sectors, from food to other consumer products, Islamic branding has been proven to increase consumer awareness of halal products and strengthen demand for products that meet Sharia standards.

In practice, Islamic branding has three main dimensions, namely sharia compliance (Islamic Brand by Compliance), Islamic country of origin (Islamic Brand by Origin), and orientation to Muslim consumers (Islamic Brand by Customer). Alserhan (2010a) classify Islamic branding into four types, which include brands that are fully compliant with sharia, goods made in Islamic nations and intended for Muslim customers, halal goods made outside of Islam, and companies with Islamic roots but not solely catering to Muslims (Alserhan, 2010a; Alserhan, 2010b; Nasrullah, 2015).

Key indicators in Islamic branding include the importance of the brand in creating emotional and intellectual connections with consumers, familiarity and trust built through clarity of information about product compliance with sharia, and the use of halal labels that symbolize product authenticity and safety in the eyes of Muslim consumers (Alserhan, 2010a; Alserhan, 2010b; Nasrullah, 2015). In its application, Islamic branding not only emphasizes sharia values but also reflects the increasing global awareness of Islamic values in the marketing world.

### Islamic Advertising

The main function of advertising is to improve the image and sales of a product or service through various means, such as providing educational information, persuading consumers, and reminding them of products they are already familiar with (Kotler & Armstrong, 2017). In addition, Shimp (2003) explains that advertising includes several aspects, namely providing information about products or services, influencing consumers through persuasion strategies, reminding consumers of product availability, providing added value through brand image, and supporting other marketing efforts.

In the Islamic context, advertising must not only adhere to the basic principles of advertising, such as providing information and influencing consumers, but must also comply with the Islamic code of ethics which includes honesty (shiddiq) and trustworthiness (amanah). Cader (2015) and Mutaqin (2013) explain that Islamic advertising must avoid the promotion of haram goods and adhere to moral and ethical standards governed by Islamic teachings. Thus, Islamic advertising not only aims to introduce products but must also ensure that the advertised products are in accordance with Sharia principles and do not contradict the religious norms upheld by Muslim consumers. The main objective of Islamic advertising is to provide truthful information, persuade in a way that is in accordance with religious values, and remind Muslim consumers of the importance of choosing products that are not only quality but also halal and sharia-compliant.

Islamic advertising includes various types of advertisements whose objectives are similar

to conventional advertising. However, Islamic advertising emphasizes the principles of honesty, responsibility, and compliance with Islamic religious values (Mutaqin, 2013). Ads designed with Islamic principles must pay attention to ethics in the messages conveyed, both in content and visuals. It should avoid goods or services forbidden in Islam and ensure that every element of the advertisement, including messages and visuals, is in accordance with the Islamic values adopted by the target audience. In addition, Islamic advertising should also avoid controversy or violation of religious norms because this could harm the business's reputation among Muslim customers.

Appeals to advertising messages in the context of advertising can generally be categorized into three main types: rational, emotional, and moral. In Islamic advertising, the message must be in line with Islamic principles, comply with logical and emotional aspects, and meet moral standards (Fadhillah, 2022; Jaapar et al., 2022). In Islamic advertising, all these appeals must be aligned with Islamic principles, which emphasize the importance of not only adhering to the logical and emotional aspects of advertising but also ensuring that the messages conveyed meet the moral and ethical standards set by the religion. Thus, Islamic advertising not only aims to attract consumers but also serves as a means to educate and spread moral values that follow Islamic teachings.

The dimensions of Islamic advertising include some elements that are also commonly found in conventional advertising, such as Attention, Interest, Desire, and Action (AIDA), which are designed to attract consumers' attention, increase their interest in the product, arouse the desire to buy, and encourage the act of purchase. However, in Islamic advertising, these elements are complemented by an additional emphasis on adherence to Islamic principles (Kotler & Keller, 2012; Djatnika, 2007). Indicators of Islamic advertising include various important aspects that must be fulfilled for an advertisement to be considered compliant with Islamic values. These include the compatibility of the message with the Shari'ah, the use of visuals that comply with religious requirements, sensitive gender representation, and the avoidance of controversies that may cause debate among Muslim consumers. In addition, ethics and morality in advertising must be maintained, especially in using clear and credible language. The credibility of advertisements and their influence on purchase intention is also a very important aspect, where the information conveyed must be accurate, and the advertised product must match the description provided (Cader, 2015; Purnama & Safira, 2017; Zulkifli et al., 2019).

### **Purchase Intention**

Purchase intention is a component of consumer behaviour that represents the propensity to buy products after giving them some thought (Li et al., 2022; Kertiriasih, 2023). Purchase intention reflects consumers' positive responses to certain products, which are influenced by various psychological factors and usage experience (Kotler & Keller, 2012; Schiffman, 2015). Purchase intention is a crucial step in the decision-making process that indicates how prepared a customer is to complete a deal. This process not only reflects consumers' interest in the product but also illustrates their readiness to commit to making an actual purchase. Thus, purchase intention can be considered the main predictor of purchasing behaviour, where the intention to buy acts as the first step that leads to real action in buying a specific good or service.

Purchase intention consists of four dimensions that reflect consumer behaviour when making buying decisions. Transactional interest indicates the consumer's readiness to purchase a product, either directly or through other media. Referential interest involves recommending products to others and expanding market reach through word-of-mouth communication. Preferential interest reflects a consumer's loyalty and preference for a particular brand, showing commitment and likelihood of repeat purchases. Lastly, exploratory interest represents the consumer's tendency to seek more information before deciding, including additional research or

reviews, to ensure they make the right choice.

According to [Kotler and Keller \(2012\)](#) and [Ferdinand \(2002\)](#), these dimensions are relevant in understanding and predicting consumer behaviour. For marketers, understanding purchase intention is an important tool for designing effective marketing strategies. By understanding how consumers react to products as well as the factors that influence their purchase intentions, companies can customize their approach to better attract consumer interest and increase the chances of a transaction.

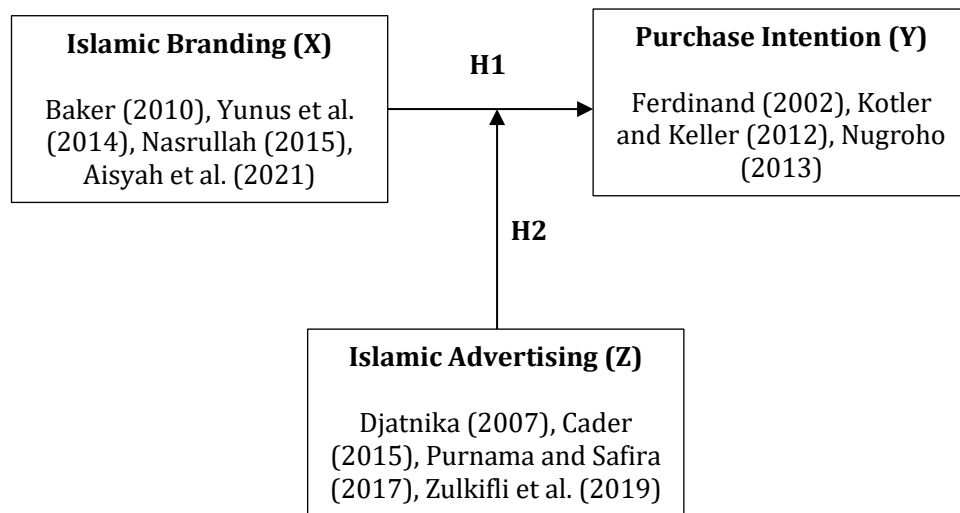
Previous research demonstrated that Islamic branding greatly impacts consumers with their purchase intention. For example, [Risky \(2019\)](#) found that Islamic Branding significantly influenced Purchase Intention. Another study by [Fitriyani \(2021\)](#) showed that although Islamic Branding had a beneficial effect on purchase intention, the effect was not statistically significant. This indicates variability in the impact of Islamic branding on consumer behaviour, depending on the context and market conditions. Based on the description, we can formulate the following hypothesis:

H1: There is an influence between Islamic Branding on Consumer Purchase Intentions for Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ in Bandung City.

Besides Islamic branding, Islamic advertising is also a powerful tool for attracting Muslim consumers. In this context, advertising serves not only as a medium of information about the product but also as a means to reflect the quality and compliance of the product to customer demands. As stated by [Andriani \(2016\)](#), the balance of information in advertising is very important; products that are not well advertised are less likely to be in demand despite their high quality. Research by [Zulkifli et al. \(2019\)](#) confirms that Islamic Advertising has a major impact on customers purchasing decisions. Similar results were also found by [Afrianty \(2020\)](#), which showed that Islamic Branding significantly affects purchase intention. Purchase intention is a component of consumer behaviour that represents the propensity to buy products after giving them some thought ([Li et al., 2022](#); [Kertiriasih, 2023](#)). [Widokarti and Priansa \(2019\)](#) added that purchase intention is an interest in a product accompanied by the belief that the product has benefits, thus encouraging consumers to want to own it by buying it. Therefore, Islamic Branding and Islamic Advertising can function as drivers of purchase intention, although their influence may vary depending on market conditions and the marketing strategies used. From the description, we can make a hypothesis that:

H2: Islamic Advertising can moderate the influence between Islamic Branding and Consumer Purchase Intention on Wardah UV Shield Airy Smooth Sunscreen Serum SPF50 PA++++ in Bandung.

Based on the descriptions provided, we can construct the following framework as presented in Figure 2.



**Figure 2.** The framework of this research

## RESEARCH METHOD

This study applies a quantitative approach to testing hypotheses related to the effect of Islamic Branding on Purchase Intention, which is moderated by Islamic Advertising. Primary data were collected through surveys sent to participants who fulfil specific requirements. Purposive sampling was employed in this study. Purposive sampling allows researchers to specifically choose population members who meet predetermined criteria. The criteria include women who live in Bandung City, know the Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ product, and have seen advertisements for the product.

As the most populated city in West Java, Bandung has the potential to gain market share due to its status as a fashion metropolis and effect on national trends (Kusnandar, 2022). Additionally, the city has a large Muslim population, which naturally makes it a potential Islamic market in Indonesia.

The list of questions was created by collecting and modifying the list of questions from relevant previous research. The questions for the Islamic Branding variable consist of 8 questions which have been modified by the author from previous research questions (Yunus et al., 2014; Parida, 2018; Riyani, 2020; Gustian, 2021), the Purchase intention variable consists of 7 questions (Andriani, 2020; Shifa et al., 2024), and the Islamic Advertising variable consists of 14 questions (Purnama, 2017; Andriani, 2020; Gustian, 2021; Cader, 2015). The questionnaire was structured using a four-point Likert scale—Strongly Agree (4), Agree (3), Disagree (2), and Strongly Disagree (1)—adapted from Sugiyono (2019), omitting the neutral option to encourage respondents to take a more assertive stance on the statements provided.

In addition, secondary data was gathered from a number of pertinent literary sources that discuss related topics, such as Islamic Branding, Islamic Advertising, Brand Awareness, and Purchase Intention. This secondary data provides a theoretical foundation and empirical context to support the analysis conducted in this study.

**Validity Test Results****Table 1.** Variable Validity Test Results

| <b>Variables</b>            | <b>Statement items</b> | <b>Comparison of r-count and r-table (n=169)</b> | <b>information</b> |
|-----------------------------|------------------------|--|--------------------|
| <i>Islamic Branding</i>     | x1                     | 0.603>0.151                                      | valid              |
|                             | x2                     | 0.603>0.151                                      | valid              |
|                             | x3                     | 0.65>0.151                                       | valid              |
|                             | x4                     | 0.64>0.151                                       | valid              |
|                             | x5                     | 0.536>0.151                                      | valid              |
|                             | x6                     | 0.556>0.151                                      | valid              |
|                             | x7                     | 0.625>0.151                                      | valid              |
|                             | x8                     | 0.571>0.151                                      | valid              |
| <i>Purchasing Intention</i> | y1                     | 0.713>0.151                                      | valid              |
|                             | y2                     | 0.5>0.151  | valid              |
|                             | y3                     | 0.568>0.151                                      | valid              |
|                             | y4                     | 0.505>0.151                                      | valid              |
|                             | y5                     | 0.689>0.151                                      | valid              |
|                             | y6                     | 0.569>0.151                                      | valid              |
|                             | y7                     | 0.519>0.151                                      | valid              |
| <i>Islamic Advertising</i>  | z1                     | 0.508>0.151                                      | valid              |
|                             | z2                     | 0.454>0.151                                      | valid              |
|                             | z3                     | 0.477>0.151                                      | valid              |
|                             | z4                     | 0.484>0.151                                      | valid              |
|                             | z5                     | 0.533>0.151                                      | valid              |
|                             | z6                     | 0.421>0.151                                      | valid              |
|                             | z7                     | 0.503>0.151                                      | valid              |
|                             | z8                     | 0.524>0.151                                      | valid              |
|                             | z9                     | 0.464>0.151                                      | valid              |
|                             | z10                    | 0.506>0.151                                      | valid              |
|                             | z11                    | 0.628>0.151                                      | valid              |
|                             | z12                    | 0.485>0.151                                      | valid              |
|                             | z13                    | 0.725>0.151                                      | valid              |
|                             | z14                    | 0.652>0.151                                      | valid              |

Source: Processed questionnaire (2024)

From Table 1, regarding findings from the validity test of the Islamic Branding, Purchase Intention and Islamic Advertising variables, it is known that of all the statements submitted to 169 respondents, the r-count value is above the r-table value (r-count> r-table) ensure the validity of every question about the factors.

**Reliability Test Results****Table 2.** Reliability Test Results

| <b>Variables</b>       | <b>Comparison of Mark Cronbach Alpha and value limit</b> | <b>Information</b> |
|------------------------|--|--------------------|
| Islamic Branding (X)   | 0.714>0.6  | Reliable           |
| Purchase Intention (Y) | 0.684>0.6  | Reliable           |

| <b>Variables</b>        | <b>Comparison of Mark<br/>Cronbach Alpha and value limit</b> | <b>Information</b> |
|-------------------------|--|--------------------|
| Islamic Advertising (Z) | 0.798>0.6  | Reliable           |

Source: Processed questionnaire (2024)

According to the reliability test results, all of the research items in this study can be trusted since the Cronbach Alpha reliability coefficient value ( $\alpha$ ) is more than 0.60 (Umar, 1996). This study's data analysis uses simple linear regression to examine the connection between Islamic Branding and Purchase Intention and Moderated Regression Analysis (MRA) to evaluate the moderating role of Islamic Advertising in the relationship.

## **FINDINGS AND DISCUSSION**

### **Respondent Characteristics**

In this study, 169 respondents succeeded in meeting the specified criteria, with demographic data as follows.

**Table 3.** Respondent Demographic

| <b>Gender</b>  | <b>Number of Respondents</b> | <b>Percentage</b> |
|----------------|------------------------------|-------------------|
| Man            | 0                            | 0.0%              |
| Woman          | 169                          | 100.0%            |
| Total          | 169                          | 100.0%            |
| <b>Age</b>     | <b>Number of Respondents</b> | <b>Percentage</b> |
| <18 years      | 65                           | 38.46%            |
| 18-25 years    | 82                           | 48.52%            |
| 26 -40 years   | 15                           | 8.88%             |
| >40 years      | 7                            | 4.14%             |
| Total          | 169                          | 100.00%           |
| <b>Work</b>    | <b>Number of Respondents</b> | <b>Percentage</b> |
| Housewife      | 12                           | 7.1%              |
| Student        | 77                           | 45.6%             |
| Employee/Staff | 66                           | 39.1%             |
| Student        | 10                           | 5.9%              |
| Self-employed  | 0                            | 0.0%              |
| Others         | 4                            | 2.4%              |
| Total          | 169                          | 100.0%            |

Source: Processed questionnaire (2024)

The majority of those surveyed, 48.52%, were in the age range of 18-25 years old. This shows that this product tends to be more attractive to young consumers, especially in that age group. In addition, most of the respondents, 45.6%, were students. This finding also indicates that Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products are more attractive to the consumer segment among students. This trend should be considered in developing a more effective marketing strategy, focusing on certain age and social status segments with a high interest in the product.



**Descriptive Analysis*****Descriptive Test Results of Variable X (Islamic Branding)*****Table 4.** Recapitulation of Descriptive Results of Islamic Branding Variables (X) on Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++

| No.            | Statement  | Actual Score | Ideal Score | Percentage (%) |
|----------------|--|--------------|-------------|----------------|
| 1              | Islamic brands have become an important part of Wardah, which is a producer from a Muslim-majority country.      | 583          | 676         | 86,24          |
| 2              | Respondents purchased this Wardah product because the brand is intended for Muslim consumers.                    | 567          | 676         | 83,88          |
| 3              | Islamic branding on Wardah products reflects Wardah's efforts to follow Muslim consumer trends.                  | 582          | 676         | 86,09          |
| 4              | Islamic Branding increases respondents' trust in Wardah.   | 578          | 676         | 85,50          |
| 5              | Islamic branding on Wardah products provides unique value and a positive impression on Muslim consumers.         | 588          | 676         | 86,98          |
| 6              | Islamic branding on Wardah products gives an Islamic and halal impression.                                       | 580          | 676         | 85,80          |
| 7              | The halal label on Wardah products makes respondents believe that this product is halal according to Sharia law. | 602          | 676         | 89,05          |
| 8              | With the Islamic brand, Wardah products support consumers' halal lifestyle.                                      | 591          | 676         | 87,43          |
| <b>Average</b> |  | 583,875      | 676         | 86,37          |

Source: Processed questionnaire (2024)

According to the analysis in Table 4, the weighted average of all assessed statements came to 583.875, or 86.37% of the ideal score that was anticipated. This shows that respondents generally had a highly positive opinion of the statement items, demonstrating a high degree of comprehension and acceptance of the ideas examined in this study.

***Results of Descriptive Test of Variable Y (Purchase Intension)*****Table 5.** Recapitulation of Descriptive Results of *Purchase Intension* Variables (Y) on Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++

| No. | Statement   | Actual Score | Ideal Score | Percentage (%) |
|-----|---|--------------|-------------|----------------|
| 1   | Respondents purchased or used Wardah products to meet their needs.  | 553          | 676         | 81,80          |
| 2   | Respondents are interested in buying this Wardah product because it has an Islamic brand and a halal label. | 592          | 676         | 87,57          |

| No.            | Statement   | Actual Score | Ideal Score | Percentage (%) |
|----------------|---|--------------|-------------|----------------|
| 3              | Respondents sought further information about Wardah.  | 567          | 676         | 83,88          |
| 4              | Respondents were interested in using this Wardah product after I got information from people close to them. | 572          | 676         | 84,62          |
| 5              | Respondents made this Wardah product their main choice  | 558          | 676         | 82,54          |
| 6              | Respondents chose Wardah products over other brands because they have an Islamic brand and a halal label.   | 565          | 676         | 83,58          |
| 7              | Respondents will recommend this Wardah product to others.   | 569          | 676         | 84,17          |
| <b>Average</b> |   | 568,00       | 676,00      | 84,02          |

Source: Processed questionnaire (2024)

Table 5 above shows that the average weight of all statement items is 568.00, or 84.02% of the ideal score.

#### ***Descriptive Test Results Variable Z (Islamic Advertising)***

**Table 6.** Recapitulation of Descriptive Results of Islamic Advertising Variables (Z) on Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++

| No. | Statement  | Actual Score | Ideal Score | Percentage (%) |
|-----|--|--------------|-------------|----------------|
| 1   | This Wardah product advertisement contains Islamic content.                                      | 544          | 676         | 80,47          |
| 2   | This Wardah product advertisement does not show anything that deviates from Islamic law.         | 563          | 676         | 83,28          |
| 3   | This Wardah advertisement star wearing Muslim clothing and in accordance with Islamic law.       | 546          | 676         | 80,77          |
| 4   | Respondents remember Wardah products more because of the frequency of the advertisement.         | 557          | 676         | 82,40          |
| 5   | This Wardah advertisement is interesting because of the media used.                              | 562          | 676         | 83,14          |
| 6   | This Wardah advertisement does not offend certain ethnic groups and other controversial matters. | 589          | 676         | 87,13          |
| 7   | This Wardah advertisement has Islamic ethics and shows good morality.                            | 568          | 676         | 84,02          |
| 8   | This Wardah product advertisement provides clear information and uses good language and polite.  | 572          | 676         | 84,62          |
| 9   | This Wardah advertisement makes  | 584          | 676         | 86,39          |

| No.            | Statement   | Actual Score | Ideal Score | Percentage (%) |
|----------------|---|--------------|-------------|----------------|
|                | respondents aware that there is a product that suits the respondent's situation and needs.                  |              |             |                |
| 10             | This Wardah advertisement naturally dampened respondents' interest in the product.                          | 573          | 676         | 84,76          |
| 11             | The accuracy of the information in this Wardah product advertisement can be guaranteed.                     | 581          | 676         | 85,95          |
| 12             | This Wardah advertisement makes respondents confident to purchase the product.                              | 571          | 676         | 84,47          |
| 13             | This Wardah advertisement creates strong interest and a high tendency to buy the product among respondents. | 556          | 676         | 82,25          |
| 14             | This Wardah advertisement contains product information that is in accordance with reality.                  | 588          | 676         | 86,98          |
| <b>Average</b> |   | 570,00       | 676,00      | 84,32          |

Source: Processed questionnaire (2024)

Table 6 above shows that the average weight of all statement items is 570.00 or 84.32% of the ideal score. This study reveals that the Islamic Branding variable Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ has an average score of 86.37%, placing it in the "Very Good" category. Respondents consider Islamic Branding very important because they view Wardah as a reliable Islamic brand that follows the trends of Muslim consumer needs, thus creating a positive and unique impression. The halal label on Wardah products significantly increases consumer trust. Similarly, the Purchase Intention variable is also in the "Very Good" category, with a weighted average score of 568 and a response rate of 84.02%. In addition, the Islamic Advertising variable reached the "Very Good" category with a weighted average score of 570, according to a response value of 84.32%.

### Classical Assumption Test

#### Normality Test

The table below displays the findings of this study's normalcy testing.

**Table 7.** Data Normality Test Results

| One Sample Kolmogorov-Smirnov Test |                |                          |
|------------------------------------|----------------|--------------------------|
|                                    |                | Unstandardized Residuals |
| N                                  |                | 169                      |
| Normal Parameters <sup>a,b</sup>   | Mean           | 0.0000000                |
|                                    | Std. Deviation | 2.43316375               |
| Most Extreme Differences           | Absolute       | 0.059                    |
|                                    | Positive       | 0.048                    |
|                                    | Negative       | -0.059                   |
| Test Statistics                    |                | 0.059                    |

**One Sample Kolmogorov-Smirnov Test**

|                         |                    |
|-------------------------|--------------------|
| Asymp. Sig. (2- tailed) | 0.200 <sup>d</sup> |
|-------------------------|--------------------|

Source: Research data processed using SPSS 26.0 software in 2024

Description: Normally distributed Sig. > 0.05.

The data presented in the table above indicate that the asymp.sig (2-tailed) value exceeds 0.05 (0.200 > 0.05). Therefore, it can be concluded that the study's data follow a normal distribution and are suitable for further analysis.

**Multicollinearity Test**

The multicollinearity test results are as follows:

**Table 8.** Multicollinearity Test Results

| Model                 | Collinearity Statistics |       |
|-----------------------|-------------------------|-------|
|                       | Tolerance               | VIF   |
| (Constant)            | 0.001                   |       |
| 1 X Islamic Branding  | 0.670                   | 1,493 |
| Z Islamic Advertising | 0.667                   | 1,493 |

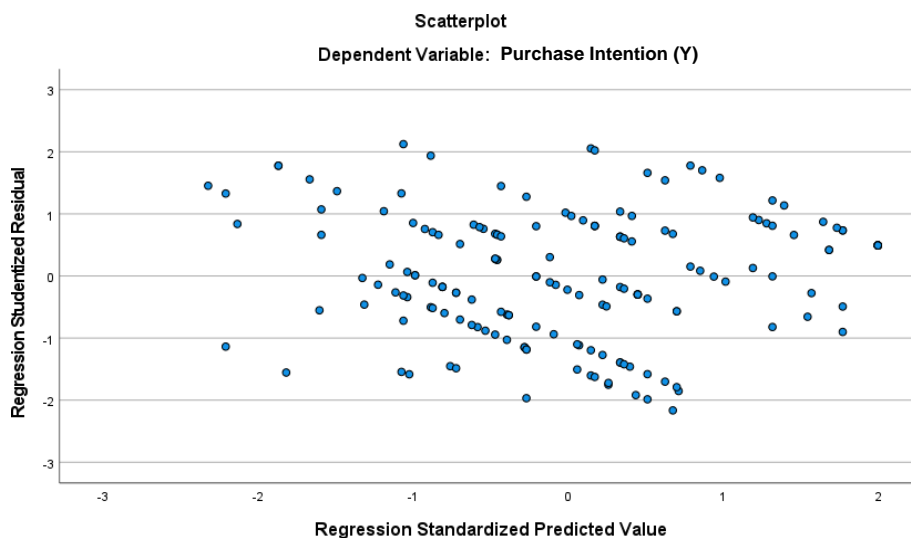
a. Dependent Variable: Y Purchase Intention

Source: Research data processed using SPSS 26.0 software (2024)

According to Table 8, the VIF value for the variables related to Islamic branding and advertising yields a VIF value of less than 10 and a tolerance value larger than 0.10. Consequently, it can be said that the independent variables in the model do not exhibit multicollinearity.

**Heteroscedasticity Test**

A method to assess the presence of heteroscedasticity in a multiple linear regression model involves examining the scatterplot of the predicted values of the dependent variable against the residual errors. If a distinct pattern emerges and the points are distributed both above and below zero on the Y-axis, this indicates the absence of heteroscedasticity.



**Figure 3.** Heteroscedasticity Test Results

Source: Research data processed using SPSS 26.0 software (2024)

Figure 3 illustrates how the data is dispersed at random and does not follow any particular pattern. On the Y-axis, the data is dispersed both above and below zero. This suggests that the regression model being utilized does not contain heteroscedasticity.

**Verificative Analysis**

Simple linear regression and Moderated Regression Analysis (MRA) techniques will be used to process all data that has passed the traditional assumption test to the next step, Verification Analysis. Islamic branding is the study's independent variable, purchase intention is its dependent variable, and Islamic advertising is its moderating variable.

**Determination Coefficient Test Results**

**Table 9.** Results of the coefficient of determination of the Islamic Branding Equation on Purchase Intention

| Model | R                  | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|--------------------|----------|-------------------|----------------------------|
| 1     | 0,580 <sup>a</sup> | 0,337    | 0,333             | 2,939                      |

a. Predictors: (Constant), Islamic Branding X1

b. Dependent Variable: Purchase Intention Y

Source: Questionnaire processed using SPSS program version 26 (2024)

According to the coefficient of determination calculation, Islamic branding has a 33.7% impact on purchase intention, with other factors influencing 66.3%.

**Table 10.** Results of the Coefficient of Determination of the Islamic Branding Equation on Purchase Intention moderated by Islamic Advertising

| Model | R                  | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|--------------------|----------|-------------------|----------------------------|
| 1     | 0,763 <sup>a</sup> | 0,583    | 0,575             | 2,346                      |

a. Predictors: (Constant), X Islamic Branding \* Z Islamic Advertising, X Islamic Branding, Z Islamic Advertising

b. Dependent Variable: Purchase Intention Y

Source: Questionnaire processed using SPSS program version 26 (2024)

From the calculation of the coefficient of determination, the effect of Islamic Branding on Purchase Intention moderated by Islamic Advertising is 58.3%, while other factors influence 41.7%.

**Simple Linear Regression Test Results**

Using SPSS version 26, the results of Simple Linear Regression and Moderated Regression Analysis (MRA) were analyzed, yielding the following findings.

**Table 11.** Regression Analysis of the Islamic Branding Equation on Purchase Intention

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.   |
|------------|-----------------------------|------------|---------------------------|-------|--------|
|            | B                           | Std. Error | Beta                      |       |        |
| (Constant) | 10,301                      | 1,457      |                           | 7,072 | <0,001 |

| Model                          | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.   |
|--------------------------------|-----------------------------|------------|---------------------------|-------|--------|
|                                | B                           | Std. Error | Beta                      |       |        |
| 1<br><i>X Islamic Branding</i> | 0,496                       | 0,054      | 0,580                     | 9,212 | <0,001 |

Source: Questionnaire processed using SPSS program version 26 (2024)

The Islamic Branding variable yields a t-count of 9.212 with a significance value of <0.001, smaller than 0.05, as seen in Table 10 above. Islamic branding influences purchase intention for Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ in Bandung City, according to the computed t value of 9.212, which is higher than the t table value (1.974) at the 5% error rate.

Furthermore, the following is the regression equation,

$$\text{Purchase Intention} = 10.301 + 0.496 (\text{Islamic Branding}) \quad (1)$$

The constant value of 10.301 indicates that if Islamic Branding is 0, then Purchase Intention is 10.301. The regression coefficient value of the Islamic Branding variable is 0.496. This means that every increase in Islamic Branding by one unit will increase Purchase Intention by 0.496.

#### **Moderated Regression Analysis (MRA) Test Results**

**Table 12.** Regression Analysis Between Islamic Branding and Islamic Advertising Equation on Purchase Intention

| Model                   | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig.   |
|-------------------------|-----------------------------|------------|---------------------------|-------|--------|
|                         | B                           | Std. Error | Beta                      |       |        |
| (Constant)              | 4,521                       | 1,411      |                           | 3,204 | 0,002  |
| 1<br>X Islamic Branding | 0,231                       | 0,055      | 0,271                     | 4,169 | <0,001 |
| Z Islamic Advertising   | 0,297                       | 0,036      | 0,539                     | 8,308 | <0,001 |

Source: Questionnaire processed using SPSS program version 26 (2024)

**Table 13.** Regression Analysis of Islamic Branding Equation on Purchase Intention Moderated by Islamic Advertising Coefficient

| Model                                      | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.   |
|--|-----------------------------|------------|---------------------------|--------|--------|
|  | B                           | Std. Error | Beta                      |        |        |
| (Constant)                                 | 36,185                      | 7,173      |                           | 5,044  | <0,001 |
| 1<br>X Islamic Branding                    | -0,919                      | 0,261      | -1,075                    | -3,516 | <0,001 |
| Z Islamic Advertising                      | -0,471                      | 0,174      | -0,855                    | -2,703 | 0,008  |
| X Islamic Branding * Z Islamic Advertising | 0,028                       | 0,006      | 2,442                     | 4,493  | <0,001 |

Source: Questionnaire processed using SPSS program version 26 (2024)

Purchase Intention Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ is positively and significantly impacted by the Islamic Advertising variable, according to the analysis results in the second equation (See Table 11), which also show that the Islamic Branding variable moderated by the Islamic Advertising variable has a significant impact on Purchase Intention

Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++, with a significance value of 0.001 (Sig. <0.05) from table 12. The Islamic advertising variable moderates the effect of Islamic branding on purchase intention for Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++. The following equation represents quasi moderation as both an independent variable and a variable that can moderate the influence between the independent and dependent variables,

$$\text{Purchase Intention} = 36.185 - 0.919 (\text{Islamic Branding}) - 0.471 (\text{Islamic Advertising}) + 0.028 (\text{Moderation}) \quad (2)$$

Additionally, these findings suggest that Islamic advertising can mitigate the impact of Islamic branding on Bandung City residents' intentions to purchase Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++.

## Discussion

### ***Islamic Branding on Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++***

This study identified three main dimensions in the Islamic Branding (X) variable for Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products, namely Islamic Branding based on Islamic Brand by Origin, Islamic Brand by Customer, and Islamic Brand by Compliance. Overall, the Islamic Branding variable is categorized as "Very Good", which is also reflected in each of its individual dimensions.

The first dimension is Islamic Brand by Origin, which assesses the importance of an Islamic brand based on the producer and the product's country of origin. The average score obtained for this dimension is 3.45 out of a maximum scale of 4.00, which falls into the "Very Good" category. This shows that Muslim consumers in Bandung highly value and trust products based on the Islamic origin of the producer and the country where the product is produced.

Then, for the Islamic Brand by Customer aspect, the primary metrics comprising this dimension are consumer trust and brand familiarity. The average score for this dimension is 3.42 out of 4.00, although still classified as "Very Good". However, this one has the lowest score out of the three Islamic branding dimensions. The low score on this dimension may indicate that although Wardah has the trust of consumers, the product still needs improvement, particularly in terms of brand familiarity among Muslim consumers. This may be due to the fact that the product is still relatively new or the promotion has not been intensive enough.

In Islamic Branding by Compliance, Halal labeling serves as the primary focus. This aspect is essential for Muslim consumers who seek assurance that their products conform to Islamic law. This dimension gets the highest score among the three dimensions, 3.50 out of 4.00, which also falls into the "Very Good" category. This indicates that halal labelling on Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products is highly appreciated by Muslim consumers in Bandung, making this dimension a major strength in branding this product.

### ***Purchase Intention on Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++***

This study identifies Purchase Intention on Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products which consists of four main dimensions, namely Transactional Interest, Exploratory Interest, Preference Interest, and Referential Interest. Overall, the Purchase Intention variable on Wardah products is categorized as "Very Good," with similar results in each dimension. The following is an in-depth analysis of each dimension.

For transactional interest, this dimension measures consumers' propensity to buy the product, and the highest score was obtained with an average of 3.39 out of 4.00, categorized as "Very Good." According to this number, most respondents favour purchasing the product. Factors

such as Islamic Branding and the presence of a halal label are significant influences on consumer buying interest. Muslim consumers in Bandung tend to see the Islamic values contained in branding as a strong reason to make a purchase. This opens up great opportunities for Wardah to maintain and increase sales of this product through a branding strategy that continues to emphasize Sharia values.

Then, for the Exploratory Interest, this dimension assesses consumers' desire to seek more information about the product. With an average score of 3.37 out of 4.00, which also falls into the "Very Good" category, this dimension shows that consumers are highly curious about Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++. Consumers tend to want to know more about this product's benefits, composition, and advantages, especially those related to skin suitability and UV protection. This result suggests that Wardah can optimize product information through various communication channels such as its official website, social media, and influencers to address the needs of consumers seeking more information before making a purchase.

The Preference Interest dimension measures consumer loyalty to Wardah products. It scored the lowest among the other dimensions with an average of 3.32 out of 4.00, although it is still classified as "Very Good." The low score on this dimension can be attributed to the intense competition in the sunscreen product market, where consumers may have experience with other brands that offer formulations more suited to their skin type.

Then, for the Referential Interest, this dimension measures consumers' propensity to recommend the product to others. With an average score of 3.37 out of 4.00, which also falls into the category of "Excellent," this dimension shows that customers are not only pleased with the item but also open to sharing their positive experiences with others. Consumers' trust in the halal label and strong Islamic branding has a positive impact on promoting this product to their friends, family and community. Word-of-mouth recommendations, reinforced by promotion on social media, can help Wardah expand its market reach further.

### ***Islamic Advertising on Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++***

This study identifies Islamic Advertising (Z), which consists of four dimensions: Attention, Interest, Desire, and Action. Overall, Islamic Advertising variables for Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products are rated in the "Very Good" category, including each dimension. The following is a brief description of each dimension:

Attention. This dimension consists of three indicators, namely message conformity with Islamic law, sharia-compliant visual presentation, and gender representation. This dimension obtained an average score of 3.27 out of 4.00, which is the lowest score among the four dimensions.

Second, Interest. This dimension covers several aspects, such as avoidance of controversy, ethics and morality in advertising, as well as clarity of message and appropriate use of language. With an average score of 3.39 out of 4.00, this dimension is also in the "Very Good" category. This shows that Wardah advertisements are able to attract consumer interest by paying attention to the principles of ethics and morality, as well as delivering clear and precise messages.

Third, Desire. This dimension focuses on providing the right information to consumers, the interest that arises after seeing the ad, and the credibility of the ad. This dimension recorded the highest score of 3.42 out of 4.00, indicating that Wardah's advertisements were able to trigger a strong desire from consumers to purchase the product. This success is attributed to delivering accurate and relevant information without exaggerating product claims.

Fourth, Action. This dimension assesses how advertising affect consumers' intentions to buy as well as how well the product matches the advertisement. With an average score of 3.39 out of 4.00, this dimension is also categorized as "Very Good", which indicates that Wardah's advertisements succeeded in effectively influencing consumers' purchase intentions.



### ***The Influence of Islamic Branding on Purchase Intention***

The study's findings indicate that, at a significance level below 0.001, the Islamic Branding variable has a t-count value of 9.212, higher than the t-table of 1.974. As a result, the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected, demonstrating the considerable impact of Islamic branding on Purchase Intention for Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products. According to the coefficient of determination, 33.7% of the Purchase Intention variable is explained by Islamic Branding, while other factors influence the remaining 66.3%. In addition, the R-value of 0.580 indicates a moderate relationship between Islamic Branding and Purchase Intention.

Islamic Branding serves as a means to convince consumers that companies that implement Islamic branding adhere to Sharia principles in the entire production and marketing process and uphold Islamic business norms such as integrity, profitability, and honesty (Alserhan, 2010a; Alserhan, 2010b; Nasrullah, 2015). A product's Halal label provides concrete evidence of its Halal certification, enhancing positive perceptions among consumers. Most importantly, the Halal label shows the product's quality, safety, and cleanliness, giving consumers confidence and assurance in their satisfaction when choosing Halal-certified products (Rohimah, 2024). Fitrialina et al.'s (2024) study found the Effect of Digital Marketing and Islamic Branding on Purchase Intention of Jilbab on Pudanis Products in the Era of the Covid-19 Pandemic, supports this conclusion, which shows that consumer purchase intention is significantly influenced by digital marketing and Islamic Branding simultaneously.

Another study by Pribadi and Rohimat (2023) further highlights this phenomenon, examining the impact of Islamic branding, Islamic advertising, and online customer reviews on purchase intentions for Kahf products on Instagram. Their findings reveal that Islamic branding significantly shapes consumers' perceptions of Kahf products, subsequently enhancing their intention to purchase. This underscores the powerful influence of branding on consumer behaviour in the context of Islamic values.

### ***The Effect of Islamic Branding on Purchase Intention Moderated by Islamic Advertising***

The results showed that the Moderate Regression Analysis (MRA) test for the Islamic Advertising variable resulted in a t-count value of 4.493, which is greater than the t-table value of 1.974, at a level of significance below 0.001 ( $\leq 0.05$ ). As a result, the alternative hypothesis (Ha) is accepted and the null hypothesis (Ho) is rejected, which indicates that Islamic Advertising strengthens the influence of Islamic Branding on Purchase Intention of Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products. The coefficient of determination of 0.583, or 58.3%, indicates the strength of this relationship. This indicates that the moderating effect of Islamic advertising influences 58.3% of purchase intention, with other factors influencing the remaining 41.7%.

According to Hair et al. (2019), in assessing the impact of moderating variables on Moderated Regression Analysis (MRA), it is important to compare the R Square value before and after adding moderating variables. In this study, the R Square value increased from 33.7% (before adding moderating variables) to 58.3% (after adding moderating variables), which shows a significant increase. This increase indicates that the moderating variable, namely Islamic Advertising, effectively strengthens the influence of Islamic Branding on the Purchase Intention of Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products.

This study concludes that Islamic Advertising can strengthen the relationship between Islamic Branding and Purchase Intention as a moderating variable. In addition, Islamic Advertising also has a positive effect on Purchase Intention as a quasi-moderator, which has not been discussed in previous studies. This finding is consistent with the theory that advertising products in

accordance with Islamic ethics will attract consumer attention and create a positive impression of the Islamic brand, which in turn enhances purchase intention.

Sasetyo et al. (2012) state that advertising has a strong influence in shaping brand image. In this context, Islamic Advertising moderates the Islamic Branding of a product. Islamic Advertising or Islamic advertising is described as the dissemination of knowledge about goods and services that are founded on Islamic values found in the Qur'an and Hadith in order to sway Muslim buyers (Zulkifli et al., 2019). Furthermore, research by Sili and Kurniadi (2023) concluded that advertising not only serves as a means for companies to increase Purchase Intention, but can also form a positive image for the product and brand itself. Just as well-managed conventional advertising can create a strong brand image, Islamic advertising also contributes to raising the purchase intention of customers who are looking for goods that follow Islamic law (Arista & Astuti, 2011).

In Indonesia, consumer behaviour is heavily influenced by Islamic values, communal traditions, and family dynamics. Religious principles, such as the importance of halal products, modesty, and ethical consumption, guide many purchasing decisions, with consumers prioritizing items that align with Islamic teachings. Family and communal values also play a significant role, with decisions often made collectively, especially during religious holidays like Ramadan. Additionally, religious education fosters ethical consumerism, making Indonesians more likely to support brands that promote fairness, transparency, and social responsibility. As a result, brands that align with Islamic values and demonstrate a commitment to modesty, ethical practices, and family-oriented consumption are more likely to build trust and loyalty among Indonesian consumers (Simanjuntak & Harbani, 2022).

## CONCLUSIONS

Islamic Branding of Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products are rated very well by consumers in Bandung City. Respondents stated that this product has a strong Islamic brand image because it is produced by Muslim producers, targeted at Muslim consumers, and in conformity with Islamic legal principles. The highest average score is achieved in the Islamic Brand by Compliance dimension, especially related to the presence of halal labels. This shows that the halal label plays a positive role in influencing consumer perceptions, thus strengthening the Islamic brand image of the product. In addition, Purchase Intention towards the product also received a very good assessment, where respondents tend to want to make transactions, seek further information, make it their first choice, and recommend it to others. The dimension that scored the highest was transactional interest, with most respondents strongly agreeing to buy this product because of its Islamic brand and halal certification.

Meanwhile, Islamic Advertising of Wardah UV Shield Airy Smooth Sunscreen Serum SPF 50 PA++++ products in Bandung is rated in the "very good" category. This shows that respondents consider this product advertisement to be effective, especially when evaluated using the AIDA model (Attention, Interest, Desire, and Action). Among these dimensions, the Desire dimension received the highest average score, indicating that this advertisement effectively creates a strong desire in consumers to buy the product.

The research highlights that Islamic Advertising plays a significant role in enhancing the relationship between Islamic Branding and Purchase Intention, suggesting that producers like Wardah, aiming to increase purchase intention among Muslim consumers, should leverage Islamic Advertising to strengthen their brand identity while ensuring their advertisements align with Islamic principles. Wardah has significant potential to solidify its position as a leader in halal and modest beauty products by focusing on clear halal certification, promoting community engagement, and emphasizing features like the "wudhu-friendly" property. Collaborating with influencers and

beauty vloggers could build trust and brand awareness through personalized recommendations. Additionally, Wardah can boost consumer preference by innovating product formulations for a more comfortable, long-lasting finish while maintaining the wudhu-friendly advantage. Incorporating natural ingredients that nourish the skin would also enhance the products' appeal. To improve consumer attention, Wardah could increase ad frequency on platforms like YouTube while ensuring that advertisements integrate Islamic values, including appropriate visuals and clothing in line with Islamic law. By enhancing digital engagement, using educational content, and promoting campaigns aligned with Muslim consumers' values, Wardah can effectively attract and retain loyal customers, strengthening its presence in the beauty industry.

#### LIMITATION & FURTHER RESEARCH

This study focused solely on examining the effects of Islamic branding, Islamic advertising, and purchase intention. Future research should consider additional variables to gain a deeper understanding of how Islamic branding influences purchase intentions within a similar context. These could include the impact of brand ambassadors' level of religiosity on consumers' interest in purchasing Islamic-branded products, the role of individuals' personal religiosity in shaping their consumption behavior, and the effectiveness of incorporating Islamic symbols and elements in branding.

Furthermore, since the respondents from this study only cover people who live in Bandung City, future research can expand the range of respondents to people who live throughout Indonesia by covering various ethnicities and diverse backgrounds of Indonesian society.

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