

The Mediating Role of Customer Satisfaction in the Relationship Between Halal Label, Product Quality, and Customer Loyalty: Evidence From MS Glow Customers

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ABSTRACT

The research investigates the effect of halal labeling and product quality on customer loyalty, with customer satisfaction as an intervening variable. A quantitative approach was used, with primary data gathered through questionnaires distributed to MS Glow consumer. One hundred respondents were selected using purposive sampling. Data analysis was conducted using SPSS version 26, covering instrument testing, classical assumption testing, hypothesis testing, and path analysis. The results show that halal labeling has no significant direct effect on customer loyalty, while product quality significantly affects customer loyalty. Both halal labeling and product quality significantly influence customer satisfaction, and customer satisfaction significantly affects customer loyalty. The mediation analysis confirms that customer satisfaction significantly mediates the relationship between halal labeling and customer loyalty, as well as between product quality and customer loyalty. These findings indicate that customer satisfaction plays a critical role in strengthening the impact of halal labeling and product quality on customer loyalty among MS Glow consumers

INTRODUCTION

The cosmetic industry in Indonesia has grown significantly in recent years. Rising public awareness of skincare as part of a modern lifestyle has driven this growth. Indonesia also represents a highly promising market for the cosmetic industry due to its large population, which reached approximately 285 million people in 2025 (Badan Pusat Statistik, 2025). Not only women, but skincare products have also become increasingly popular among men across various age groups. This trend has led to a growing demand for cosmetic and skincare products while simultaneously intensifying competition among manufacturers to offer products that effectively meet consumers' needs and preferences (Indonesia, 2024).

Amid increasingly intense competition, cosmetic companies are highly recommended not only to furnish high products with excellent quality together with to establish long term relationships with their customers. One of the local cosmetic brands that has successfully grown and gained public trust is MS Glow. Since its establishment in 2013, MS Glow has continuously expanded its market share through various skincare product innovations tailored to the characteristics and needs of Indonesian consumers. The firm's ability to sustain its presence throughout highly competitive cosmetics market indicates that customer loyalty is a crucial factor in supporting business sustainability amid the wide range of product alternatives available.

Customer loyalty is a strategic asset for companies because it contributes to increased repeat purchases, revenue stability, and positive word of mouth promotion. As argued by Kotler and Keller (2016), Customer loyalty refers to a stable intention to purchase a product or service over time. Customers who exhibit loyalty are less prone to change to competing brands, even when a variety of alternative products are available in the market. Therefore, companies need to understand the elements that influence and enhance customer loyalty in order to secure a sustainable competitive advantage

Among of the factors influencing customer loyalty, particularly in Indonesia, a nation market by a predominantly muslim dominated population, is the availability of a is the presence of a halal certified label appearing on a product. According to the data of Pew Research Center (2024), approximately 87% of Indonesia's population is Muslim, making the halal aspect an important consideration in purchasing decisions. From an Islamic perspective, halal product consumption forms part of religious obligations, as stated in Surah Al-Baqarah (2:168), which instructs Muslims to consume what is lawful and wholesome (*halālan ṭayyiban*). Therefore, a halal label serves not only as an indicator of compliance with Islamic law but also as a symbol of product safety, cleanliness, and quality. MS Glow has obtained halal certification, which has the potential to enhance consumer trust and confidence in the products they use.

Beyond halal labeling, product quality functions as a key determinant in shaping customer loyalty. Product quality can be described as the capability of a product to satisfy consumer needs and requirements through attributes including performance, safety, durability, and the benefits it delivers. High quality products create positive user experiences, which in turn enhance

customer satisfaction. According to Tjiptono (2002), customer satisfaction arises when a product is able to perform meets either even fulfils consumer expectations beyond anticipated levels. Therefore, customer satisfaction can serve as a mechanism through which halal labels and product quality contribute to the development of customer loyalty toward a particular brand.

Prior studies examining the relationships among halal certification labeling, product quality, customer satisfaction, and customer loyalty reveal produced inconsistent results. Some studies confirm that halal certification labeling and product quality positively affect customer loyalty, while others report insignificant relationships. This inconsistency signals an unresolved gap in the literature indication that requires extended inquiry. Growing competition within the cosmetic industry also reinforces the need to understand what drives customer loyalty. This investigation therefore attempts to evaluate the effects of halal labeling and product quality on MS Glow customer loyalty, where customer satisfaction serves as an mediator among MS Glow consumers in Salatiga City.

LITERATURE REVIEW

Customer loyalty denotes as consumer's readiness to maintain repeated buy a designated product or brand over the long term (Kotler, 2016). Customer loyalty in this study employs the Theory of Planned Behavior (TPB) as proposed by Ajzen (1991) as its underlying framework. TPB states that behavioral outcomes are shaped by three factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. Within the framework of halal cosmetic product consumption, customer loyalty emerges when consumers hold positive beliefs about the product, receive social encouragement to use it, and perceive that the product meets their needs and expectations. Therefore, factors such as halal labeling, product quality, and customer satisfaction are considered important determinants in shaping customer loyalty.

One factor that has the potential to influence customer loyalty is halal labeling. A halal label is information displayed on a product's packaging indicating that the product has met the halal standards established by an authorized certification body. For Muslim consumers, a halal label not only reflects compliance with Islamic principles but also serves as an indicator of product safety, cleanliness, and quality. Earlier research has found that halal labeling enhances customer loyalty (Handayani et al., 2019). Furthermore, studies undertaken by Irwana Pahutar et al. (2023) and Rizkiyah Rokhmatul Lail and Clarashinta Canggi (2021) revealed that halal labeling likewise exerts a positive influence on customer satisfaction. However, the findings of Nurul Izzah (2019) indicated that the extent to which halal labeling affects customer loyalty and customer satisfaction was not significant. These inconsistent findings suggest the existence of a research gap that requires further investigation.

In addition to halal labeling, product quality is another important factor that contributes to the formation of customer satisfaction and customer loyalty. According to Tjiptono Fandi (2002), product quality reflects a product's ability to meet established standards and consumer expectations. Products characterized

by reliability, durability, and conformity to specifications are more likely to enhance consumers' positive perceptions of a brand. The study conducted by Ari Dhotul Azizah (2023) found that product quality has a positive effect on customer loyalty. Similarly, the study conducted by Depy Muhamad Pauzy (2021) and Keshi Mutih Palma et al. (2024) demonstrated that product quality positively influences customer satisfaction. In contrast, Fadila Dona Febriana and Rokh Eddy Prabowo (2022) reported that product quality does not produce a significantly effect on customer loyalty or customer satisfaction

Customer satisfaction reflects how customers evaluate whether a product meets their needs and expectations (Zeithaml, V. A., Bitner, M. J., & Gremler, 2013). Customers who feel satisfied tend to repurchase the product, recommend it to others, and build a lasting relationship with the brand. Prior research confirms that customer satisfaction positively influences customer loyalty (Maulana, A. E., Lewangka, O., & Mappatompong, 2023). Furthermore, research conducted by Riki Andi Fajar et al. (2022), Novie Putri Anggraini and Sri Suryoko (2018) demonstrated that customer satisfaction plays a mediating role in the effects of halal labeling and product quality on customer loyalty. Nevertheless, the study by Fredi Pradana (2018) found that customer satisfaction does not significantly influence customer loyalty. Based on these findings, this study examines the mediating role of customer satisfaction in the relationship between halal labeling, product quality, and customer loyalty among MS Glow customers in Salatiga City.

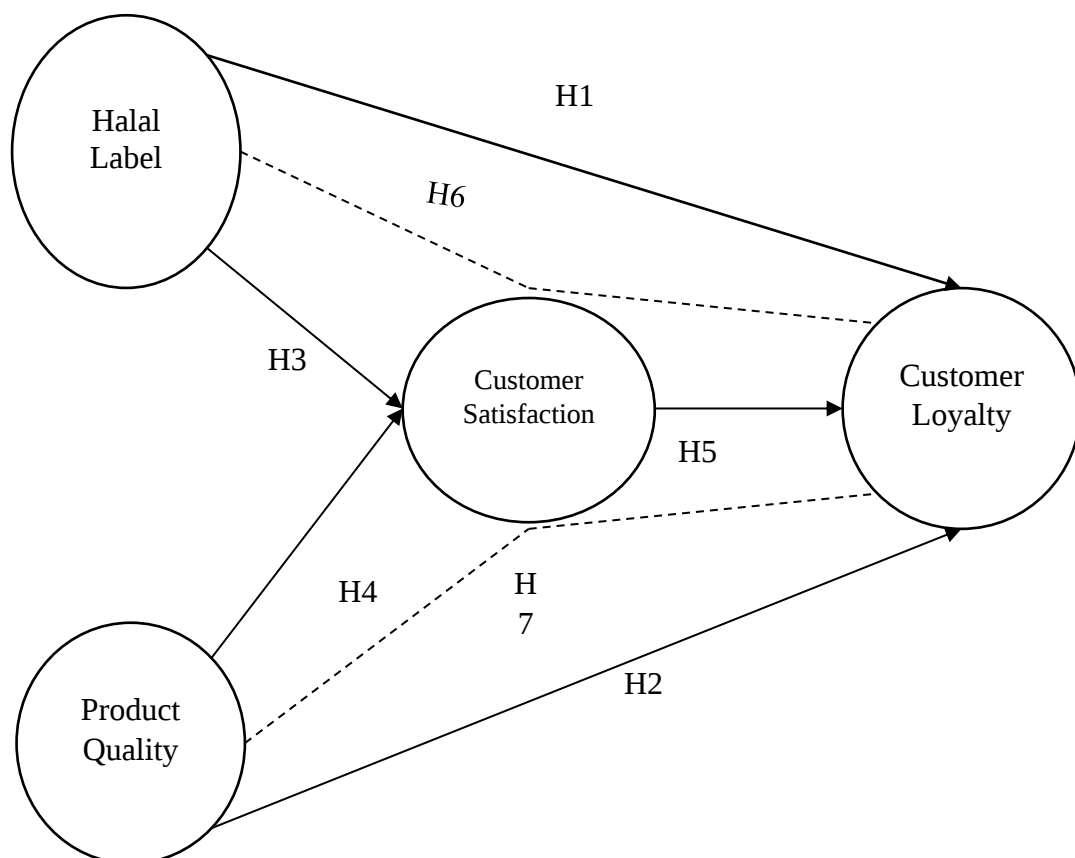


Figure 1. Conceptual Framework

METHODS

This research adopted a survey based quantitative approach the influence of halal labeling and product quality on customer loyalty among MS Glow consumers, with customer satisfaction functioning operating as a mediating mechanism. The study was conducted among MS Glow consumers in Salatiga City using data collected in 2023. The selection of 2023 was based on the rapid growth of the cosmetic industry in the post-COVID-19 period, characterized by increasing public awareness of skincare, growing demand for halal cosmetic products, and intensified competition among local skincare brands. These conditions made 2023 a relevant period for examining consumer behavior in influencing customer satisfaction and fostering customer loyalty toward MS Glow products. The study population consisted of all MS Glow users in Salatiga, while individuals involved in the study were chosen through the application of purposive sampling method. Participants were required to qualify as MS Glow users residing in Salatiga, have used the product for at least one year, and be between 17 and 35 years old. The Lemeshow formula for unknown populations determined resulting in a total sample 100 respondents.

Primary data were acquired through the administration of closed ended survey forms measured on a five-point Likert scale, whereas secondary data were sourced from academic literature, including books, journal articles, and other relevant references. In this study, halal labeling and product quality were treated as causal variables, customer loyalty served as the dependent variable, and customer satisfaction was positioned functioning as the mediator. Statistical analysis was performed using SPSS version 26 by conducting validity testing and reliability assessments, followed by diagnostic test of classical assumptions, which included normality, multicollinearity, and heteroscedasticity tests. Furthermore, multiple linear regression analysis was employed, accompanied by the coefficient of determination (R^2), t-test, F-test, path analysis, and Sobel test to assess both direct and indirect relationships and to determine the mediating effect of customer satisfaction on the relationship between halal labeling, product quality, and customer loyalty.

RESULTS

The outcomes of the coefficient of determination (R^2) test analysis showed that Equation 1 generated an Adjusted R Square value of 0.488. This finding demonstrates that halal labeling, product quality, and customer satisfaction collectively accounted for 48.8% associated with customer loyalty, whereas the remaining 51.2% was attributable to factors not incorporated into the research model. In contrast, Equation 2 produced an Adjusted R Square value of 0.377, demonstrating that halal labeling and product quality were able to explain 37.7% of the variation in customer satisfaction, while the other 62.3% was influenced by variables beyond the scope of this study. The correlation coefficient (R) values were 0.709 for Equation 1 and 0.623 for Equation 2, indicating strong relationships among the variables in both models. Therefore, Equation 1 demonstrates greater explanatory power than Equation 2, suggesting that the

inclusion of customer satisfaction makes an important contribution to enhancing MS Glow customer loyalty.

Table 1. Results of the F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.279	3	50.760	35.033	.000 ^b
	Residual	150.684	104	1.449		
	Total	302.963	107			
a. Dependent Variable: Customer Loyalty						
b. Predictors: (Constant), Customer Satisfaction, Halal Label, Product Quality						

The findings of the F-test for Equation 1 revealed an F-statistic of 35.033 yielding a significance value of 0.000 (< 0.05), highlighting that halal labeling, product quality, and customer satisfaction collectively have a positive and statistically significant influence on customer loyalty. Similarly, the F-test for Equation 2 generated an F-statistic of 33.374 with a significance value of 0.000 (< 0.05), demonstrating that halal labeling and product quality simultaneously have a positive and significant effect on customer satisfaction. These results confirm that both regression models are statistically acceptable and effectively explain the linkages among the variables assessed in this study.

Table 2. Results of the T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.544	1.111		1.389	.168
	Halal Label	.101	.077	.104	1.309	.194
	Product Quality	.353	.105	.294	3.342	.001
	Customer Satisfaction	.284	.058	.435	4.882	.000
a. Dependent Variable: Customer Loyalty						

Based on the results of the t-test, Equation 1 revealed that halal labeling had a t-value of 1.309 with a significance level of 0.194 (> 0.05), indicating a positive but insignificant effect on customer loyalty. In contrast, product quality had a t-value of 3.342 with statistical significance at 0.001 (< 0.05), demonstrating a positive and significant effect on customer loyalty. Furthermore, customer satisfaction obtained a t-value of 4.882 with a significance level of 0.000 (< 0.05), indicating a positive and significant effect on customer loyalty. In Equation 2, halal labeling had a t-value of 2.466 at a p-value of 0.015, which is below the 0.05 threshold, indicating a positive and significant effect on customer satisfaction. Likewise, product quality achieved a t-statistic of 6.032 accompanied by a significance value of 0.000 (< 0.05), showing a positive and significant effect on customer satisfaction. These findings suggest that product quality and customer

satisfaction significantly influence the proposed model, whereas halal labeling does not have a significant direct effect on customer loyalty but significantly affects customer satisfaction.

Path analysis was employed to examine the mediating effect of customer satisfaction on the relationship between halal labeling, product quality, and customer loyalty. The results indicated that the first equation produced an R^2 value of 0.503, meaning that 50.3% of the variation in customer loyalty could be explained by halal labeling, product quality, and customer satisfaction. Meanwhile, the second equation generated an R^2 value of 0.389, indicating that 38.9% of the variation in customer satisfaction could be explained by halal labeling and product quality, while the remaining variation was influenced by other factors outside the research model.

The analysis based on the Sobel test showed that demonstrated that customer satisfaction significantly mediates the effect of halal labeling on customer loyalty, producing a t-statistic of 2.519, which exceeds the critical t-value of 1.985. In addition, customer satisfaction was also found to mediate the effect of product quality on customer loyalty, with a calculated t-value of 4.252, which is likewise greater than the critical t-value of 1.985. Therefore, customer satisfaction serves as an effective mediator in the interaction between halal labeling, product quality, and customer loyalty among MS Glow customers in Salatiga City.

DISCUSSION

a. The Impact of Halal Label on Customer Loyalty

The t-test analysis revealed that halal labeling obtained a t-statistic of 1.309 with a significance level of 0.194 (> 0.05), suggesting implying that it does not have a significant effect on MS Glow customer loyalty. This evidence implies that the presence of a halal label is not the primary factor driving consumers to remain loyal to MS Glow products. The present result corroborates the evidence presented by Nurul Izzah (2019) which found that halal labeling did not significantly influence customer loyalty.

b. The Impact of Product Quality on Customer Loyalty

Product quality yielded a t-statistic of 3.342 with a significance value of 0.001 (< 0.05), demonstrating a positive and statistically significant influence on customer loyalty. These results indicate that higher levels of perceived product quality are associated with stronger customer loyalty toward MS Glow. This result supports the findings of Ari Dhotul Azizah (2023).

c. The Impact of Customer Satisfaction on Customer Loyalty

The investigation reveals that customer satisfaction exerts a positive and substantial influence on customer loyalty, producing a t-value of 4.882 at a significance level of 0.000 (< 0.05). Satisfied customers tend to repurchase the

product and remain loyal over an extended period. This result aligns with the findings of Maulana, A. E., Lewangka, O., & Mappatompong (2023).

d. The Impact of Halal Label on Customer Satisfaction

The halal label produced a t-value of 2.466 with a significance level of 0.015 (< 0.05), confirming a positive and meaningful effect on customer satisfaction. Consumers, especially Muslim consumers, feel more secure and confident when a product carries a halal label, and this assurance directly raises their satisfaction. This finding supports the evidence reported by Irwana Pahutar et al. (2023) and Rizkiyah Rokhmatul Lail and Clarashinta Canggih (2021).

e. The Impact of Product Quality on Customer Satisfaction

Product quality recorded a t-value of 6.032 at a significance level of 0.000 (< 0.05), confirming a positive and significant effect on customer satisfaction. When product quality meets consumer expectations, satisfaction with MS Glow products increases. This finding supports the results of Depy Muhamad Pauzy (2021) and Keshi Mutih Palma et al. (2024).

f. The Impact of Halal Labeling on Customer Loyalty through Customer Satisfaction

The Sobel test yields a calculated t-value of 2.519, exceeding the critical t-value of 1.98. This result confirms that customer satisfaction acts as a significant mediator between the effect of halal labeling on customer loyalty. Halal labeling does not exert directly exert an influence on customer loyalty, but it increases customer satisfaction, thereby drives customer loyalty. This finding aligns with Novie Putri Anggraini and Sri Suryoko (2018).

g. The Impact of Product Quality on Customer Loyalty through Customer Satisfaction

The path analysis outcomes indicate customer satisfaction plays a significant mediating role in the relationship between product quality on customer loyalty, with an estimated t-value of 4.252 (> 1.98). This outcome reveals that product quality enhances not only through a direct effect on customer loyalty while also exerting an indirect effect through increased customer satisfaction. This result supports the findings of Asri Yanti Bali (Bali, 2022).

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that product quality and customer satisfaction through a positive and significant relationship influence MS Glow customer loyalty in Salatiga City, whereas the direct effect of halal labelling is not statistically significant effect upon customer loyalty. However, halal labeling positively and demonstrates a significant impact on customer satisfaction, and product quality also favorably and plays a significant role in influencing customer satisfaction. The mediation analysis confirms that customer satisfaction acts as an intervening variabel the effects exerted by halal labeling and product quality on customer loyalty. These findings suggest that customer loyalty forms

primarily through the satisfaction consumers feel after using the product, especially when high product quality and halal assurance support that experience.

Based on these findings, MS Glow should consistently maintain and improve product quality while preserving its halal certification and labeling to strengthen customer satisfaction and loyalty. Subsequent studies should incorporate additional aspects such as price, consumer perception of the brand, promotion, or consumer trust, and expand the research scope geographically to produce more comprehensive findings. This study has one key limitation: it relied exclusively on questionnaires as the data collection instrument, meaning respondents' answers could not be directly controlled and only reflected their perceptions at the time the research took place.

FURTHER STUDY

Future studies are directed to incorporate additional constructs that may contribute to customer loyalty, namely brand image, price, promotion, and consumer trust. Furthermore, research can be conducted on other halal cosmetic brands with larger sample sizes and broader geographical coverage to obtain more representative findings. Employing a mixed-methods perspective may equally be considered to provide a deeper understanding of consumer behavior in shaping customer satisfaction and customer loyalty.

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