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The impact of perceived brand integrity in increasing brand legitimacy in halal cosmetics among Muslim customers in Jakarta, Indonesia

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ABSTRACT

Introduction
The rapid growth of halal cosmetic consumption has forced companies to compete in the Indonesian market. Halal cosmetic companies use modern strategies that involve environmental concerns.

Objectives
This study aims to analyze the role of perceived brand ethics and environmentally friendly packaging in influencing brand legitimacy through perceptions of brand integrity in halal cosmetics.

Method
This research used quantitative methods. The research population was customers of halal cosmetics in Jakarta, Indonesia and a sample of 200 respondents was obtained using nonprobability sampling techniques. The questionnaires were distributed with five-point Likert-scale measurements. The analysis technique used in this study was structural equation modeling using IBM SPSS AMOS.

Results
The results prove that perceived brand ethics and environmentally friendly packaging have a positive effect on perceived brand integrity. Perceived brand integrity has a positive effect on brand legitimacy and can mediate the influence of perceived brand ethics on brand legitimacy.

Implications
The implication of this research is that it is hoped that companies will continue to improve their brand ethics by continuing to comply with brand ethics laws. Furthermore, it can provide education to consumers regarding environmentally friendly cosmetics and increase brand integrity through communities such as halal cosmetic brands.

Originality/Novelty
This study contributes to the literature on halal cosmetics in Indonesia, one of the largest Muslim markets.

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INTRODUCTION

The cosmetics and beauty industry encompasses a diverse array of products and tools, with variations in both brand and function. Among these factors, consumers attribute the highest significance to brand identity, which can enhance a product's perceived value. In the contemporary market landscape, the cosmetics sector is characterized by intense competition as companies strive to attract consumers. The emergence of new market entrants in this industry has prompted established firms to expand their operations and secure their market position (Suhaemi, 2021).

The development of the Indonesian cosmetics industry has grown annually. In addition, many Indonesians also have skin problems, which provides a huge opportunity for the cosmetics industry. Data from the Statistics Indonesia (*Badan Pusat Statistics* abbreviated BPS in Bahasa Indonesia) show that in the first quarter of 2020, the pharmaceutical, chemical, and traditional medicine industries, including cosmetics, grew by 5.59% (Sandi, 2020). The growth rate of the cosmetics industry has increased by 9.61% in 2021. In addition, for 2022, BPOM noted an increase in the number of Indonesian cosmetics companies by 20.6% compared to 2021. The cosmetics industry has increased from 819 industries to 913 in July 2022 (Al Hamasy, 2022; Hasibuan, 2022). Cosmetics industry in in Indonesia is predicted to grow 4,86 annually between 2023 and 2029 (Fadilah, 2024; Rini, 2024).

As growth continues to increase in the cosmetics industry, competition will also be tighter. This allows the company to adjust its market segmentation in Indonesia. Indonesia is one of the largest users of halal cosmetics, accounting for 11.34% of the global halal spending (Mandra, 2022; Nabila, 2023). However, there are many dangerous and illegal cosmetics in Indonesia that were found by the Food and Drug Supervisory Agency (*Badan Pengawas Obat dan Makanan* abbreviated BPOM in Bahasa Indonesia). BPOM also makes various efforts to overcome the problem of dangerous and illegal cosmetics in Indonesia. These efforts include educating the public, especially the younger generation, investigating and finding dangerous or illegal cosmetic products, and collaborating with stakeholders to prevent the circulation of illegal and dangerous cosmetics (Badan Pengawas Obat dan Makanan, 2022, 2023, 2024).

With many cases related to illegal or dangerous products, as mentioned above, halal cosmetics companies need to make sure their brand is accepted by customers in Indonesia. Brand can be one of important factors for customers purchasing decision of halal cosmetics (Aliza & Akbar, 2024; Musaidah et al., 2024). Brand legitimacy refers to how appropriate and appealing a brand's actions are when judged according to societal standards and principles. It reflects the extent to which a company's brand aligns with the values and expectations held by the broader community (Amani, 2023). Several factors such as perceived brand ethicality, perceived brand integrity, and green packaging can affect brand legitimacy (Amani, 2024).

The first factor that can affect brand legitimacy is perceived brand ethicality. Perceived brand ethicality is essential for gaining company legitimacy and can therefore, improve a company's business performance in this context (Payne et al., 2021). A brand's perceived integrity refers to the belief in its ethical and professional conduct. This can be established by ensuring and promoting the brand's perceived ethics, which are demonstrated through consistent, trustworthy, and dependable behavior (Butt et al., 2021; Cambier & Poncin, 2020)Previous studies also show that ethical behavior in the consumer market can influence consumers' awareness of halal products (Pradhita, 2024; Putri & Syakur, 2023), which eventually led to their legalization (Nurhayati & Hendar, 2020).

The second factor influencing brand legitimacy is green packaging, which can increase brand legitimacy because, by implementing environmentally friendly packaging practices, brands can develop trust, loyalty, and competitive advantage in the marketplace, thus providing a foundation for positive environmental outcomes and long-term success. contribute. business terminology. As consumers increasingly value sustainability in purchasing decisions, green packaging will play an essential role in shaping brand perception and driving consumer behavior (Alam, 2023; Farooq et al., 2023; Hyder & Amir, 2023). In addition, other findings suggest that customers consider eco-friendly packaging to be important in choosing a product (Machová et al., 2022).

Beyond these two factors, perceived brand integrity can serve as an effective intermediary between perceived brand ethicality and the legitimacy of a corporate brand (Amani, 2024). Consequently, brands that demonstrate ethical conduct enhance their social standing or acknowledgment through their commitment to integrity (Alwi et al., 2017). Ethical brand behavior is perceived by customers as a company's endeavor to enhance confidence in its moral and professional conduct. This perception is primarily focused on the brand's integrity, which can lead to public acceptance and recognition. When a brand's truthfulness and ethical standards align with widely accepted principles, customers develop a sense of the brand's integrity (Carsana & Jolibert, 2018). Research shows that perceived brand integrity positively impacts customer satisfaction (Anum et al., 2023; Vuong & Bui, 2023), often resulting in a unique group of loyal customers (Yousaf et al., 2020).

Based on the background description above, this study examines the effect of perceived brand ethicality and green packaging on brand legitimacy with perceived brand integrity as an intervening variable. The novelty of this research from previous studies is to add green packaging variables as independent variables that can have a positive effect on brand legitimacy. This study analyzes this topic in the context of halal cosmetics.

LITERATURE REVIEW

Cognitive-Effective-Conative Theory

This study uses the cognitive-affective-conative theory, which states that people have three important states of mind: cognitive, affective, and conative (Hilgard, 1980).

Magnier & Schoormans (2015) explain that these mental states are related to sustained consumption in three cognitive domains. The cognitive domain refers to a person's knowledge and awareness of certain things, and in the context of sustainable consumption, the cognitive domain refers to a person's understanding of green product features (Quoquab & Mohammad, 2020).

Brand legitimacy

Brand legitimacy is the assumption or general perception of customers or society that the actions or practices of a particular company and its brand in accordance with socially constructive norms, values, beliefs, and definitions are indicative of consumer legitimacy (Yang et al., 2021). Consumer legitimacy is granted if a business enterprise and its brand exhibit the same behaviors, values, and beliefs as different stakeholders, including customers and the public (Martín-de Castro, 2021).

Perceived Brand Ethicality

By incorporating an extensive code of ethics and accurate and complete information about products and services, brands may be perceived as honest, accountable, and responsible (Park et al., 2017). Consumers now consider brands' innovation and social ethics rather than just quality and price. Consumers who believe that a product is ethical tend to have a positive emotional response to the brand (Zahira et al., 2023).

Green Packaging

Green packaging is a product packaging that helps in sustainable environmental growth without harming the environment. With the rise of global warming and other environmental pollution issues, green packaging for food and beverage products is now emerging in Indonesia. Halal cosmetics with green products as one of the attributes has a positive impact on purchase intention among customers (Yati et al., 2024). Plastic waste is a major problem in Indonesia and the world (Atmojo et al., 2023; Halim & Maulana, 2023). Environmentally safe packaging, also known as green packaging, does not harm the environment and is an innovative effort by companies to attract consumers through new packaging innovations (Drago et al., 2020; Wandosell et al., 2021).

Perceived Brand Integrity

Brand credibility, also known as perceived brand integrity, refers to promises made to customers through proper positioning and differentiation strategies. Credibility is key to building trust and establishing better relationships (Dash et al., 2021). Perceived integrity, that is, people's perception of a brand's proven and trusted ability to fulfill its promises, determines the brand's success (Joshi & Garg, 2021).

Hypothesis Development

Perceived brand ethicality applied by companies is very important to gain company legitimacy so that, in this case, it can improve the company's business performance (Payne et al., 2021). Brands that prioritize ethical behavior not only increase their reputational capital but also contribute to positive social change and sustainable

business practices. Aligning consumer actions with ethical values and engaging employees in meaningful dialog can strengthen the legitimacy of the company and foster good relationships with consumers. Further, the perception of brand ethics affects a company's brand legitimacy. This demonstrates that within the realm of halal cosmetics, a brand's ethical conduct (specifically, its adherence to Islamic principles) can prompt consumers to grant legitimacy, or social acceptance, to the brand. Consumers of halal products, acting as legitimizing agents, are inclined to bestow social approval on a brand when its behavior aligns with societal values and elevated social standards, as prescribed by Islamic law (Amani, 2024). According to Nurhayati & Hendar (2020) perceived brand ethicality can influence consumers to promote legalization of halal products. Based on this description, the hypotheses of this study are as follows:

H1 : Perceived brand ethicality has a positive effect on brand legitimacy

Green packaging represents an exciting opportunity for brands to enhance the legitimacy and credibility of business sustainability while meeting consumer demand for environmentally friendly products. By implementing green packaging practices, brands can foster trust, loyalty, and a competitive advantage in the marketplace, thereby contributing to positive environmental outcomes and long-term business success. As consumers increasingly prioritize sustainability in their purchasing decisions, green packaging will continue to play an important role in shaping brand perceptions and driving consumer behavior. Previous studies also found that green packaging can increase brand credibility (P. Kumar et al., 2021; Qayyum et al., 2022; Spack et al., 2012). Customers who see green packaging are more likely to trust the brand and have greater confidence in its sustainability. This study focuses on sustainable consumption and production patterns and supports sustainability (Amoako et al., 2022). These results emphasize the importance of implementing environmentally friendly packaging for industries, companies, and consumers. Based on this description, the hypotheses of this study are as follows:

H2: Green packaging has a positive effect on brand legitimacy

Perceived brand ethicality serves as the foundation of perceived brand integrity, influencing consumers' perceptions of trust, credibility, and sincerity. Brands that prioritize ethical behavior and social responsibility foster stronger emotional connections with consumers, thereby increasing loyalty, advocacy, and long-term brand success. By aligning actions with ethical values and principles, brands can cultivate a reputation of integrity and authenticity, thereby earning consumers' trust and respect in an increasingly discerning marketplace. This is supported by research showing that perceived brand integrity is influenced by perceived brand ethicality (Amani, 2024). When a brand adheres to elevated social standards and Islamic principles, it encourages halal consumers to build trust in the brand's ethical and professional conduct, including qualities like truthfulness and equitability. The concept of perceived brand integrity, which refers to the consumer's belief in a brand's ethical and professional behavior, can be established by ensuring and highlighting perceived

brand ethics. These ethics are exhibited through characteristics such as reliability, consistency, and trustworthiness (Butt et al., 2021; Cambier & Poncin, 2020). Based on this description, the hypotheses of this study are as follows:

H3: Perceived brand ethicality has a positive effect on Perceived brand integrity

Perceived brand integrity serves as the cornerstone of brand legitimacy and influences consumer trust, loyalty, and overall brand perception. Brands that prioritize integrity and ethical behavior foster stronger emotional connections with consumers, thereby increasing brand legitimacy, credibility, and long-term success. By aligning actions with ethical values and principles, brands can cultivate a reputation for integrity, earning the trust and respect of consumers in an increasingly discernible marketplace. As a positioning and differentiation strategy, brand integrity seeks to establish a distinct place in consumers' minds by consistently delivering on the commitments made to them (A. Khan et al., 2021; N. Khan et al., 2021). It convinces customers to determine their social approval. Brand integrity manifests through authentic and sincere brand conduct, adherence to wholesome and elevated moral and ethical principles, and serves as a foundation for establishing trust and consistency between a brand's actions and statements (Suhartanto et al., 2021). Based on this description, the hypotheses of this study are as follows:

H4: Perceived brand integrity has a positive effect on brand legitimacy

Perceived brand integrity acts as a bridge between perceived brand ethicality and brand legitimacy. Consumers view ethical brand behavior as an effort to enhance trust in ethical and professional conduct, which is known as perceived brand integrity. This perception ultimately leads to social acceptance or approval of the brand (Amani, 2024). Yousaf et al. (2020) suggest that consumers develop a sense of brand integrity when a brand's ethics and honesty align with accepted principles and standards. Research has demonstrated that perceived brand integrity enhances customer satisfaction (V. Kumar & Kaushik, 2022; Uysal & Okumuş, 2022) and typically results in a select group of devoted customers (Yousaf et al., 2020). Based on this description, the hypotheses of this study are as follows:

H5: Perceived brand ethicality affects brand legitimacy, mediated by perceived brand integrity.

The hypotheses of this study can be explained in Figure 1.

Figure 1

Research Framework
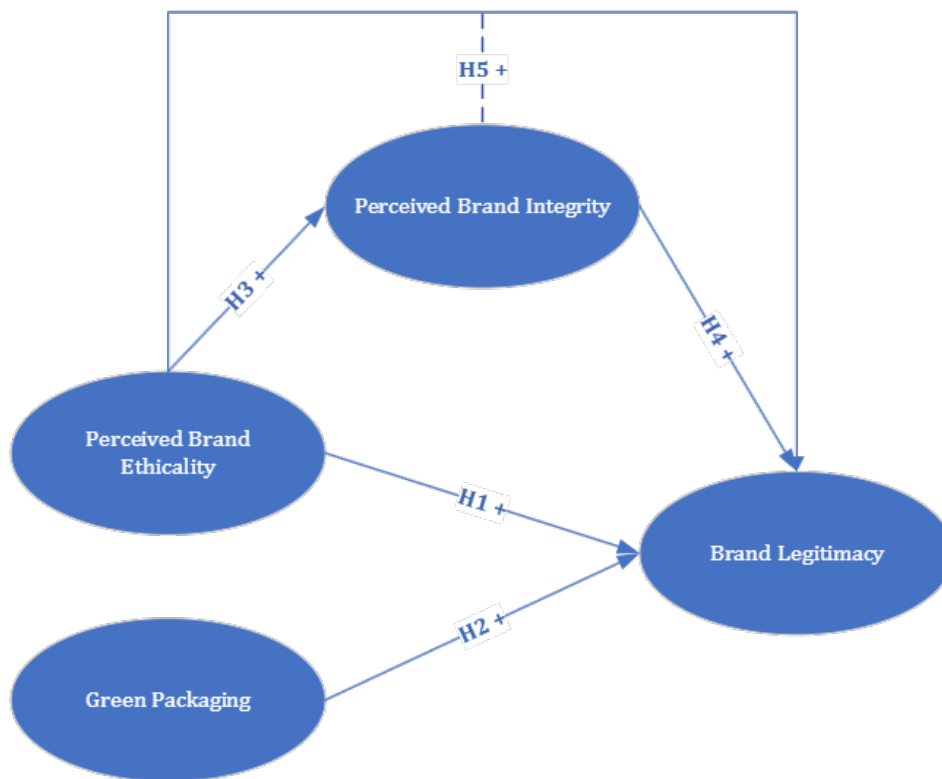
Source: Amani (2024)

METHOD

This study used a quantitative approach with a causal design. This approach was chosen to understand the cause-and-effect relationships between the variables studied. The unit of analysis in this study is halal cosmetic products, which are relevant to the development of the halal industry in the cosmetics sector. The data used were cross-sectional, which means that data were collected at one specific point in time to provide a specific and up-to-date picture of the phenomenon under study.

Data were collected using a nonprobability sampling method. This method involves two main techniques: accidental and purposive sampling. Accidental sampling was used to identify individuals who met the criteria. On the other hand, purposive sampling was applied to select respondents based on specific criteria, namely halal cosmetic users, as recommended by Sekaran & Bougie (2016). The sample size was determined using the formula from Hair et al. (2021), which refers to the number of indicators multiplied by ten. In this study, there were 20 indicators; therefore, at least 200 respondents were needed.

Data were collected by distributing questionnaires with a five-point Likert scale, which includes options from "Strongly Disagree" to "Strongly Agree." This scale allowed respondents to express their level of agreement with the given statements. The collected data were analyzed using structural equation modeling (SEM) software with

IBM SPSS Amos (Arbuckle, 2019). This approach was chosen for its ability to analyze complex relationships between latent variables so that the results can provide deeper and more valid insights to answer the research objectives.

RESULTS AND DISCUSSION

Respondent Characteristics

This study collected data from customers of halal cosmetics in Jakarta, Indonesia. As suggested by the previous discussion in the Method section, 200 samples were required for this study. After the data was collected, the first step in the analysis described the respondents' characteristics. Table 1 shows the characteristics of research respondents based on the results of the data analysis.

Table 1

Respondent Characteristics

Description	N	%
Use of halal cosmetics		
1-2 times	30	15,0
3 - 4 times	123	61,5
> 5 times	47	23,5
Total	200	100,0
Types of halal cosmetics used		
Wardah	79	39,1
Something	97	48,0
Make Over	4	2,0
Other	20	20,0
Total	200	100,0
Age		
< 20 years old	34	16,8
21 – 30 years old	146	72,8
31 – 40 years old	17	8,9
> 40 years old	3	1,5
Total	200	100,0
Latest education		
Senior High School	23	11,4
Diploma	14	6,9
Bachelor	126	63,4
Master	17	8,4
Total	200	100,0

Source: Primary data.

Based on Table 1, a total of 200 respondents (100 %) used halal cosmetics. Most respondents used halal cosmetics three to four times (61.5 %), while the minority used halal cosmetics more than five times (23.5 %). Then the majority of the types of halal cosmetics used are Something cosmetics 48%, while the minority of the types used are Make Over 2%. In terms of age, the most significant number of respondents was around 21 to 30 years, which was 72.8%, with a total of 146 respondents, while the

lowest age was above 40 years, around 1.5%, with a total of three respondents. Furthermore, in terms of the latest education, the highest value is those with a bachelor's degree of 63.4%, with a total of 126 respondents. In comparison, the education with the lowest value is a diploma of 6.9%, with 14 respondents.

Descriptive Statistics, Validity, and Reliability Test Results

Table 2 presents the descriptive statistics of data in terms of mean or average and standard deviation. Furthermore, it also presents validity and reliability test results for this study. The descriptive statistics show that the brand legitimacy variable is measured by five statements. The highest average value is 4.050 for the statement "The words and deeds of halal cosmetic brands are very consistent." In contrast, the lowest average value is 3.640 for the statement "Good principles seem to guide the behavior of halal cosmetics."

Table 2

Descriptive Statistics, Validity, and Reliability Test Results

Statement	Factor loading	Cronbach's α	μ	σ	Decision
Brand legitimacy		0.728			Reliable
I like the value of halal cosmetics	0.880		3.730	1.101	Valid
Good principles seem to guide the behavior of halal cosmetics	0.912		3.640	1.107	Valid
The words and deeds of halal cosmetic brands are very consistent	0.741		4.055	0.968	Valid
Halal cosmetic companies seem to go out of their way to be fair in their dealings with others	0.654		4.055	0.828	Valid
Halal cosmetics companies are already operating while considering professionalism in increasing trust	0.627		3.955	0.958	Valid
Perceived brand ethicality		0.801			Reliable
Halal cosmetic brands avoid destructive behavior at all costs	0.808		3.860	1.032	Valid
Halal cosmetic brands contribute to society	0.824		3.585	1.109	Valid
Halal cosmetics brands have been beneficial to people's welfare compared to other brands	0.846		3.795	0.974	Valid
I believe halal cosmetic brands make decisions after carefully considering the potential positive and negative consequences for all parties involved	0.834		3.835	0.991	Valid
I believe that halal cosmetics always comply with brand integrity laws	0.834		3.620	1.101	Valid
Green packaging		*0.802*			*Reliable*
I believe the packaging of cosmetic products is environmentally friendly	0.758		3.925	0.961	Valid

Statement	Factor loading	Cronbach's α	μ	σ	Decision
because it looks like the packaging					
I pay attention to environmental labels such as the recyclable mark on cosmetic product packaging	0.887		4.110	0.945	Valid
I can quickly distinguish between recyclable and non-recyclable cosmetic products	0.908		4.030	1.007	Valid
I understand that green packaging has addressed environmental issues better than other packaging	0.854		3.955	0.887	Valid
Halal cosmetic packaging is already environmentally friendly from the appearance of labeling	0.770		4.090	0.858	Valid
Perceived brand integrity		*0.809*			*Reliable*
Halal cosmetic brands are useful for the benefit of the community	0.814		3.685	1.092	Valid
The halal cosmetic brand I use for beauty purposes	0.764		3.825	1.034	Valid
Halal cosmetic brands are as useful as they can be	0.893		3.635	1.108	Valid
The halal cosmetic brand that I use provides benefits to my skin	0.943		3.640	1.186	Valid
My community prefers halal cosmetic brands	0.925		3.585	1.131	Valid

Source: Primary data. Author's estimation. Notes: α = alpha; μ = mean; σ = standard deviation

The descriptive statistics show that the perceived brand ethicality variable is measured by five statements. The highest average value is 3.860 for the statement "Halal cosmetic brands avoid destructive behavior at all costs", while the lowest average value is 3.580 for the statement "Halal cosmetic brands contribute to society."

Furthermore, the descriptive statistics show that the green packaging variable is measured by five statements. The highest average value is 4.110 for the respondent's statement, "I pay attention to environmental labels such as the recyclable mark on cosmetic product packaging," while the lowest average value is 3.920 for the statement, "I believe the packaging of cosmetic products is environmentally friendly because it looks like the packaging."

Finally, the descriptive statistics show that the perceived brand integrity variable is measured by five statements. The highest average value is 3.820 for the statement "The halal cosmetic brand I use for beauty purposes," while the lowest average value is 3.580 for the statement "My community prefers halal cosmetic brands."

The validity test results conclude that all 20 statement indicators had factor loadings > 0.50, which means that each statement item used to measure these variables was considered valid. The reliability test of the four variables concludes that

Cronbach's alpha value is greater than 0.60, indicating that the statement items are reliable.

Goodness of Fit

Table 3 provides insights on goodness of fit test results for this study. Based on data in the table, there are seven measuring instruments, namely (Significance Probability, CMIN/DF, GFI, AGFI, TLI, CFI, RMSEA) for model evaluation. Three of these instruemnts, CMIN/DF, AGFI, and CFI have met the specified cut-off value and considered good fit. The CMIN/DF value is 3.258 or below 5, the AGFI value is 0.714 or smaller than the GFI, and the CFI value is 0.903 or above 0.90. According to Hair et al. (2021), the goodness-of-fit test is a feasible model. Therefore, this model is suitable for use and can be used for further testing. Figure 2 shows the structural equation model for this study.
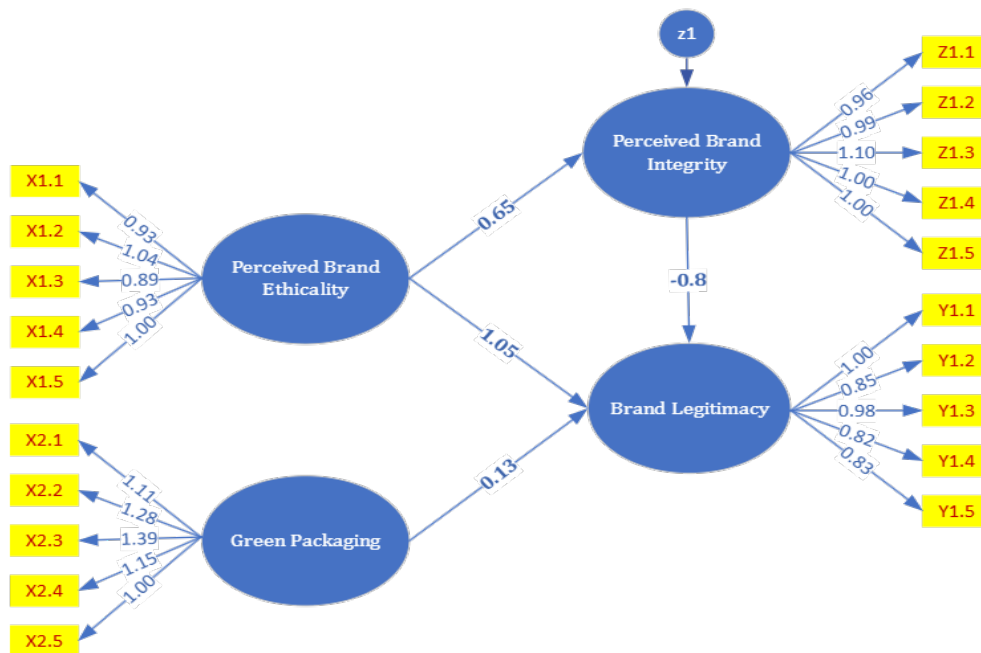
Table 3

Goodness of Fit

Goodness of Fit	Cut Off Value	Value	Model Evaluation
Significance probability	> 0.05	0.000	Poor Fit
CMIN/DF	< 5.00	3.258	Good Fit
GFI	> 0.90	0.775	Poor Fit
AGFI	≤ GFI	0.714	Good Fit
TLI	> 0.90	0.888	Marginal Fit
CFI	> 0.90	0.903	Good Fit
RMSEA	0.05 – 0.08	0.107	Poor Fit

Source: Primary data. Authors' estimation.

Figure 2

Structural Equation Model of the Study

Source: Primary data. Authors' estimation.

Hypothesis Testing Results

Table 4 describes the hypothesis testing results for this study. The hypothesis is related to the influence of perceived brand ethicality and green packaging on brand legitimacy through perceived brand integrity. Based on the hypothesis results from the table above, of the five hypotheses that can be supported, only H1, H3, H4, and H5 are supported, while H2 is not.

Table 4

Hypothesis Testing Results

Hypothesis	Estimate	P-Value (0.05)	P-Value (0.1)	Decision
Direct				
H1: *perceived brand ethicality => brand legitimacy*	0.395	0.000	0.000	Supported
H2: *green packaging => brand legitimacy*	0.161	0.144	0.072	Not Supported
H3: *perceived brand ethicality => perceived brand integrity*	0.467	0.000	0.000	Supported
H4: *perceived brand integrity => brand legitimacy*	0.524	0.000	0.000	Supported
Indirect				
H5: *perceived brand ethicality => brand legitimacy => perceived brand integrity*	0.429	0.000	0.000	Supported (Partial Mediation)

Source: Primary data. Authors' estimation.

DISCUSSION

H1: Perceived brand ethicality has a positive effect on brand legitimacy

The results showed that perceived brand ethicality has a positive effect on brand legitimacy, with an estimated value of 0.395. This means that the higher the application of perceived brand ethicality carried out by halal cosmetics, the more brand legitimacy will increase. This means that if a brand is considered ethical, consumers will trust and support it more. This trust then builds strong brand legitimacy.

The results of this study are in line with previous studies (Amani, 2024; Payne et al., 2021) stating that the perception of brand ethics affects a company's brand legitimacy. Furthermore, the findings in this study are also supported by Nurhayati & Hendar (2020), who state that ethical behavior in the consumer market can influence consumers to legitimize halal products. In the realm of halal cosmetics, the study demonstrates that a brand's ethical conduct, specifically its adherence to Islamic principles, can prompt consumers to grant the brand social legitimacy. Consumers of halal products, acting as legitimizing agents, are inclined to bestow social acceptance upon a brand when its behavior aligns with societal norms and values. This indicates

that compliance with religious guidelines can significantly influence consumer perceptions and acceptance of cosmetic brands in the halal market.

H2: Green packaging has a positive effect on brand legitimacy

The results showed that green packaging has a positive effect on brand legitimacy, with an estimated value of 0.161. This means that the higher the application of green packaging carried out by halal cosmetics, the more brand legitimacy will increase. This means that correctly implementing green packaging can increase brand legitimacy. Brands that use green packaging can build consumer trust and increase their brand value.

The results of this study are in line with previous studies (Amani, 2024; Amoako et al., 2022) stating that green packaging can increase brand legitimacy. Brands that utilize environmentally friendly packaging are more likely to gain consumer trust and be perceived as committed to eco-friendly practices.

H3: Perceived brand ethicality has a positive effect on Perceived brand integrity

The results showed that perceived brand ethicality has a positive effect on perceived brand integrity, with an estimated value of 0.467. This means that the higher the application of perceived brand ethicality carried out by halal cosmetics, the more perceived brand integrity will increase. This means that ethical brands can be challenged to have higher integrity, and brands considered to have strong integrity are more trusted and supported by consumers.

The results of this study are in line with previous studies (Amani, 2024; Butt et al., 2021; Cambier & Poncin, 2020) stating that perceptions of brand ethics affect perceptions of brand integrity. When a brand shows its commitment to upholding elevated social standards and Islamic legal principles, it encourages halal consumers to trust in the brand's ethical conduct and professional integrity, particularly in terms of truthfulness and equitable treatment.

H4: Perceived brand integrity positively affects brand legitimacy.

The results showed that perceived brand integrity has a positive effect on brand legitimacy, with an estimated value of 0.524. This means that the higher the application of perceived brand integrity carried out by halal cosmetics, the more brand legitimacy will increase. This means that applying perceived brand integrity, such as consistency, reliability, and transparency in halal cosmetics, will build trust and legitimacy in the eyes of consumers.

The results of this study are in line with previous studies (A. Khan et al., 2021; N. Khan et al., 2021; Suhartanto et al., 2021) stating that brand integrity has a positive effect on brand legitimacy. Brand integrity serves as a strategy for positioning and differentiation, aiming to establish a presence in consumers' minds by fulfilling promises made to them, which plays a crucial role in garnering social approval. Studies focused on halal products indicate that brand integrity involves genuine and truthful brand conduct, demonstrating an authentic commitment to sound ethical and moral principles.

H5: Perceived brand ethicality affects brand legitimacy, mediated by perceived brand integrity.

The results showed that perceived brand integrity can mediate the effect of perceived brand ethicality on brand legitimacy with an estimated value of 0.429. This means that the higher the application of perceived brand integrity and perceived brand ethicality carried out by halal cosmetics, the more brand legitimacy will increase. Building perceived brand ethicality is an effective strategy to increase brand legitimacy. However, strong perceived brand integrity leads to greater recognition and acceptance by consumers.

The results of this study are in line with previous studies (Amani, 2024; Yousaf et al., 2020) stating that perceived brand integrity is a good mediator between perceived brand ethics and company brand legitimacy. Brand ethical behavior is viewed by customers as a company's effort to enhance confidence in its moral and professional conduct. This perception of a brand's integrity can lead to social acceptance and approval of the brand.

CONCLUSION

Based on the results of this research that has been done, it can be concluded that perceived brand ethicality has a positive effect on brand legitimacy. Furthermore, green packaging had a positive effect on brand legitimacy. Perceived brand ethicality has a positive effect on brand integrity. Perceived brand integrity has a positive effect on brand legitimacy and can mediate the effect of perceived brand ethicality on brand legitimacy.

This study has several theoretical implications for brand legitimacy. From a theoretical perspective, this study is the first to combine perceived brand ethicality, green packaging, brand legitimacy, and perceived brand integrity. This study introduces a new pattern of perceived brand ethicality, green packaging, and perceived brand integrity, all of which play a natural role in shaping brand legitimacy.

The managerial implication that can be taken from this research is that companies need to increase brand ethicality by being expected to continue to comply with brand ethics laws. The normative implication is that companies should prioritize compliance with brand law and ethics as part of their managerial strategy. Furthermore, it is expected that green packaging can be improved by educating consumers regarding environmentally friendly cosmetics in terms of packaging appearance. The normative implication is that companies should strengthen the practice of using environmentally friendly packaging and actively provide education on the advantages of environmentally friendly cosmetics. Furthermore, going through communities such as halal cosmetic brands is expected to increase brand integrity. The normative implication is that by going through communities, such as halal cosmetic products, companies can build stronger brand integrity in certain market segments. Thus, increasing brand legitimacy should be a major focus in managerial

strategy, which means that companies must strive to build a strong and trustworthy brand image in the eyes of the public.

Limitations of the Study

A significant constraint of this research is its focus on halal cosmetic consumers in a specific area. This narrow scope may restrict the findings' applicability to other markets or industries, particularly those involving halal products beyond cosmetics. Additionally, employing non-probability sampling methods could introduce bias into the data collection process, as not every member of the population had an equal chance of being selected as a participant.

Furthermore, this research focused on a limited set of variables, including perceived brand ethicality, green packaging, perceived brand integrity, and brand legitimacy, without exploring other potentially influential factors. A more comprehensive understanding of brand legitimacy formation could be achieved by considering additional elements such as perceived value, brand trust, and consumer engagement.

Another limitation of this research was the use of a cross-sectional approach. By collecting data at a single time, researchers could not assess causal relationships as they evolve over time. Consequently, this study could not capture shifts in consumer attitudes or actions that might be affected by specific trends or market conditions.

Recommendations for Future Research

Future investigations should expand the participant pool to include a more diverse range of demographic and geographic backgrounds. This strategy would improve the study's applicability and produce more comprehensive results. Moreover, it is recommended that probability sampling techniques be employed to minimize potential biases and ensure equal selection chances for all target population members.

Upcoming research could incorporate additional pertinent variables like perceived value, brand trust, and corporate social responsibility (CSR). These factors may help elucidate the intricate relationship between internal and external elements affecting brand legitimacy. Integrating these theoretical perspectives will contribute to advancing marketing and brand management literature.

Lastly, a long-term approach is suggested to investigate the evolving relationships among variables. This research method can help understand how shifts in brand ethicality or green packaging development influence consumer perceptions over time. Extending the research to other sectors, such as halal pharmaceutical products or the food industry, can broaden the applicability of the findings to various fields.

Author Contributions

Conceptualization	I.K.H.K. & K.	Resources	I.K.H.K. & K.
Data curation	I.K.H.K. & K.	Software	I.K.H.K. & K.
Formal analysis	I.K.H.K. & K.	Supervision	I.K.H.K. & K.
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The author declares no conflicts of interest.

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