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Modeling the mediating role of trust in halal cosmetics: Evidence from MS Glow consumers in Palopo City

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ABSTRAK

Introduction

The halal cosmetics industry in Indonesia is experiencing significant growth, driven by increasing consumer awareness of sharia compliance, safety, and ethical values. Yet, empirical studies on how halalness, service quality, and price interact with consumer trust and satisfaction remain limited, particularly in non-metropolitan contexts such as Palopo City, Indonesia.

Objectives

This study aims to analyze the influence of product halalness, service quality, and price on consumer satisfaction of MS Glow cosmetics in Palopo City, with consumer trust examined as a mediating variable.

Method

The research employed a quantitative approach using a structured questionnaire distributed to 163 MS Glow users aged 18–45 years in Palopo. Data were analyzed through Structural Equation Modeling with the Partial Least Squares technique. Measurement validity and reliability were assessed using factor loadings, average variance extracted, and reliability indices.

Results

The findings demonstrate that halalness, service quality, and price all have significant positive effects on consumer trust, while trust itself strongly enhances satisfaction. Furthermore, trust mediates the relationship between the three antecedents and consumer satisfaction. Among the predictors, halalness is the strongest determinant of trust, underscoring its central role in shaping consumer evaluations in a Muslim-majority context.

Implications

The study highlights the strategic importance of building trust through transparent halal assurance, consistent service

performance, and fair pricing. These factors collectively enhance consumer satisfaction and provide actionable insights for managers in the halal cosmetics sector.

Originality/Novelty
This research contributes by extending the study of halal marketing into a non-metropolitan Indonesian setting and by clarifying the mediating role of trust. It enriches the literature by empirically establishing that halalness, beyond price and service quality, is the most influential driver of consumer trust and satisfaction in halal cosmetics.

INTRODUCTION

Indonesia, home to the world's largest Muslim population, has witnessed remarkable growth in the halal industry, including food, beverages, pharmaceuticals, and cosmetics. Consumer awareness of halal products has expanded significantly, with Muslim consumers increasingly selective in ensuring compliance with sharia principles while also prioritizing safety, hygiene, and reliability (Putra et al., 2025). The government has reinforced this demand by requiring halal certification through the Halal Product Assurance Agency (*Badan Penyelenggara Jaminan Produk Halal* abbriviated BPJPH), covering a wide range of sectors including cosmetics (InCorp Editorial Team, 2025). This dual pressure from both consumers and policymakers underscores the importance of halal certification not only as a regulatory mechanism but also as a foundation for consumer trust and satisfaction in a rapidly developing halal economy.

In cosmetics, halalness extends beyond ingredients to production, storage, and distribution processes. Muslim consumers now evaluate not only product efficacy but also whether items are genuinely free from haram and impure substances (Abbas et al., 2025). As such, cosmetic brands must demonstrate both legal and ethical commitments to halalness to remain competitive. Consumer trust becomes a decisive factor shaping loyalty, since trust reduces uncertainty, increases perceptions of safety, and motivates repeat purchases (Shalihin et al., 2025). In Indonesia, this trust is strongly tied to halal certification, transparent communication, and corporate reputation. The younger Muslim generation, while embracing global consumption trends, continues to value halalness as a core basis for purchasing decisions (Hayatun & Maksum, 2025; Pradana et al., 2024). This phenomenon indicates the enduring centrality of Islamic identity in consumption preferences.

Despite this expansion, challenges persist. Not all consumers fully understand halal certification or distinguish between verified halal products and those merely claiming such status. Education and communication from producers and distributors remain suboptimal, which may weaken consumer confidence. Moreover, trust is not solely shaped by halal labels but also by service quality and pricing perceptions. Effective

service interactions and fair pricing enhance the consumer experience, while inconsistencies may diminish confidence. In this regard, consumer trust acts as a mediator between product attributes and satisfaction. When halal assurance, service quality, and competitive prices converge under Islamic ethical values, consumers exhibit higher satisfaction and loyalty. This mediating role of trust is critical to unpack in non-metropolitan contexts like Palopo City.

In Palopo City, South Sulawesi, the halal cosmetics market has begun to flourish. The city's predominantly Muslim population increasingly prefers products aligned with Islamic law. MS Glow, a rising local brand, has gained substantial attention in this region, particularly among young women and housewives. Its appeal lies not only in quality but also in halal claims and safe ingredients, which enhance consumer perceptions of trustworthiness. Nevertheless, barriers such as incomplete education about certification and disparities in consumer awareness create gaps in satisfaction. Understanding how trust mediates product characteristics and satisfaction in Palopo thus provides valuable insight into the dynamics of halal consumption beyond Indonesia's metropolitan areas.

Scholars have consistently emphasized the significance of halalness in consumer decision-making. Mursid & Wu (2022) and Mohamed et al. (2020) demonstrated that halal certification significantly strengthens consumer loyalty via satisfaction, underscoring halal's role as both a religious and quality assurance factor. Beyond halalness, service quality is equally crucial. Chairani et al. (2022) revealed that service responsiveness and professionalism mediate the influence of price perception and product quality on satisfaction, suggesting that service quality amplifies the impact of other determinants. Price, in turn, plays a pivotal role. While competitive and fair prices enhance value perception, Sudirman et al. (2020) showed that trust mediates the relationship between price and satisfaction, highlighting the necessity of considering trust as a psychological mechanism shaping consumer evaluations.

Further, research underscores trust's mediating function across various contexts. Kartasasmita & Kurniawati (2024) noted that brand integrity enhances legitimacy and strengthens trust, which subsequently fosters satisfaction. In the halal cosmetics industry, Wiranto et al. (2024) confirmed that perceptions of quality, trust, and halal labels influence loyalty, with satisfaction as an intervening variable. These findings indicate that consumer trust does not merely coexist with satisfaction but actively bridges product attributes and long-term loyalty outcomes. Thus, conceptualizing trust as a mediating variable enriches our understanding of consumer behavior in halal markets and aligns with broader models of value-based marketing.

Despite abundant studies on halal certification, service quality, and pricing, research gaps remain, particularly concerning the mediating role of trust in non-metropolitan contexts. Socio-cultural variations and differing levels of consumer awareness may alter how these relationships function outside major cities. In Palopo, where education and certification outreach are limited, understanding these dynamics is essential. Existing studies have not fully explored how localized conditions affect the strength of trust as a mediator between halalness, service quality, price, and

satisfaction. Addressing this gap is critical to tailoring marketing strategies and policies that resonate with diverse Muslim consumer groups across Indonesia.

Accordingly, this study aims to examine the effects of halalness, service quality, and price on consumer satisfaction with MS Glow cosmetics in Palopo, focusing on the mediating role of trust. It contributes novelty by extending halal marketing analysis to a regional, non-metropolitan market and by empirically clarifying trust's mediating role in halal cosmetics. The study integrates these constructs within a structural equation modeling framework to offer theoretical, managerial, and policy implications. By situating the research in Palopo, this study highlights localized consumer dynamics while also enriching global discussions on halal marketing. Ultimately, it underscores that consumer trust, anchored in halal assurance, is the central pathway to satisfaction in Indonesia's expanding halal cosmetics sector.

LITERATURE REVIEW

Definitions and Theories about Product Halalness

The concept of "halal" comes from the Arabic word which means "allowed" or "allowed" according to Islamic law. In the context of consumption, halal products are goods or services that meet the provisions of Islamic sharia, including in the aspects of ingredients, production processes, and distribution. Halal products are not only limited to food and beverages, but also include cosmetics, pharmaceuticals, and other services that are in accordance with Islamic principles. This concept emphasizes the importance of integrity and adherence to religious values in every aspect of the Muslim consumer's life (Islam et al., 2023).

Halal standards in different countries can differ, depending on local religious interpretation and authority. In Indonesia, the Indonesian Ulema Council (MUI) is responsible for halal certification, while in Malaysia, this role is held by the Malaysian Islamic Development Department (JAKIM). These differences in standards reflect the diversity in approaches to halal, which can affect consumer perceptions of halal products in global markets (Islam et al., 2023).

In Islamic literature, the concept of halal is often associated with "tayyib," which means good, clean, and healthy. Halal and tayyib products not only meet the legal aspect, but also the quality and ethical aspects. This includes attention to animal welfare, cleanliness of the production process, and fairness in trade. Thus, halal and tayyib products reflect a commitment to integrity and social responsibility in business (Haleem et al., 2020).

Halal marketing is a strategic approach that integrates Islamic principles in marketing activities. It covers aspects of products, prices, promotions, and distribution that are in accordance with Islamic values. Halal marketing not only targets Muslim consumers, but also attracts non-Muslim consumers who value ethics and quality in products and services. Thus, halal marketing can be a competitive advantage in a global market that is increasingly aware of ethical values (Haleem et al., 2020).

Consumer trust in halal products is greatly influenced by the clarity and credibility of halal certification. When consumers are confident that the product truly meets halal standards, they are more likely to buy and recommend it to others. Therefore, transparency in the certification process and effective communication about product halalness is essential in building consumer trust (Islam et al., 2023).

In the context of globalization, the challenges in halal standardization are becoming increasingly complex. Differences in interpretation and halal standards in different countries can cause confusion for producers and consumers. Efforts to harmonize halal standards internationally, such as through the Organization of Islamic Cooperation (OIC), are essential to facilitate trade and ensure consistency in the halalness of products (Islam et al., 2023).

Technology also plays an important role in ensuring the halalness of products. The use of technologies such as blockchain can increase transparency and traceability in the halal supply chain, allowing consumers to track the origin and production process of products. These innovations can strengthen consumer confidence and increase efficiency in halal supply chain management (Alourani & Khan, 2024).

Education and consumer awareness about the halalness of products also play an important role in purchasing decisions. Consumers who have knowledge of the importance of halal tend to be more selective in choosing products and more loyal to brands they trust. Therefore, consumer education through clear information and labeling campaigns can increase demand for halal products (Islam et al., 2023).

In halal marketing, it is important to consider the cultural and religious values of consumers. A marketing strategy that is sensitive to these values can increase the relevance and appeal of the product in the eyes of Muslim consumers. This includes the use of appropriate symbols, language that respects Islamic values, and promotions that emphasize the ethical and quality aspects of the product (Haleem et al., 2020).

The role of the government and religious institutions in supporting the halal industry cannot be ignored either. Supportive policies, incentives for producers, and adequate infrastructure can drive the growth of the halal industry. In addition, collaboration between the public and private sectors in the development of halal standards and certification can improve the efficiency and credibility of the overall halal system (Islam et al., 2023).

In the context of Indonesia, with the largest Muslim population in the world, the potential of the halal market is huge. However, challenges in standardization, consumer education, and infrastructure still need to be overcome to maximize this potential. Investment in research and development, as well as the training of competent human resources in the halal industry, is key to sustainable growth (Islam et al., 2023).

A deep understanding of the definition and theory of halal products, as well as their integration in marketing strategies, is essential for success in an increasingly competitive and ethically conscious market. With a holistic and collaborative approach, the halal industry can meet the needs of Muslim and non-Muslim consumers who are looking for products that are quality, ethical, and in line with their values (Haleem et al., 2020).

Quality of Service (SERVQUAL)

Service quality is an important element in building customer satisfaction and loyalty, especially in the product and service-based industry. One of the most well-known models used to measure service quality is the SERVQUAL model developed by Parasuraman et al. (1988). This model defines service quality as the difference between customer expectations and their perception of the services received (Dwivedi et al., 2021).

The SERVQUAL model includes five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are widely used in various sectors, including banking, education, healthcare, and cosmetic product-based services as is the case with MS Glow (Dwivedi et al., 2021).

The tangibles dimension refers to the physical appearance of facilities, equipment, personnel, and communication materials. In the context of cosmetic products, this dimension includes product packaging, outlet appearance, and the appearance of sales staff. Research shows that tangibles play an important role in shaping consumers' initial perception of service quality (Juwaini et al., 2022; Kurniadi & Rana, 2023; Martio et al., 2023).

Reliability refers to a company's ability to deliver the promised services accurately and reliably. Reliability is essential in building customer trust, especially in a highly competitive market. In the cosmetics sector, the accuracy of product delivery, quality consistency, and clarity of information greatly determine the perception of reliability (Rahman et al., 2023).

Responsiveness, which is the readiness and willingness of staff to help customers and provide services quickly, is an important indicator in creating customer satisfaction. Speed of response to consumer inquiries, complaint handling, and direct in-store service are crucial elements in this dimension (Ismail et al., 2021; Mugova et al., 2025; Nashih et al., 2024).

Assurance is related to the knowledge, competence, and ability of staff to convey trust and confidence to consumers. In the context of halal cosmetics, assurance also concerns the ability of staff to explain halal certification and product benefits from a sharia perspective (Anuar Musaddad et al., 2024; Dwicesaria et al., 2023; Khan et al., 2020).

Empathy reflects the individual attention that a company gives to each customer. This dimension is particularly relevant in value-based marketing such as halal products, where a personal touch and understanding of the customer's religious values are important differentiators in service (Aprina et al., 2024; Firman, 2023; Rahmah, 2024).

Several studies state that high service quality directly affects customer trust and loyalty (Boonlertvanich, 2019; Chiou & Droge, 2006; Setó-Pamies, 2012). In the cosmetics industry, where long-term relationships with customers are essential, the SERVQUAL dimension can serve as a strategic tool to maintain a consumer base (Chang et al., 2020; Köse et al., 2025; Pinakapani et al., 2010; Sultana et al., 2017).

Adaptation of the SERVQUAL model in local and cultural contexts is strongly recommended to make the measurement more relevant (Galeeva, 2016; Smith & Reynolds, 2002; Ueltschy & Krampf, 2001). In studies conducted in the Southeast Asian region, it was found that religious aspects can be an important addition to the dimension of empathy and assurance, especially in halal products (Rahman et al., 2022).

With the increasing demand for quality services in the digital age, the integration of technologies such as online customer service, chatbots, and automated tracking systems is also considered part of service quality. Therefore, revisions to the SERVQUAL dimension that include technological aspects have begun to be widely developed (Dwivedi et al., 2021).

Price Perception in Marketing

Price is one of the core elements in the marketing mix that has a direct influence on consumer purchase decisions. In the context of modern marketing, price is not only seen as a product exchange rate, but also as a signal of quality, brand position, and perception of value by consumers. Therefore, price perception becomes more important than absolute price itself (Allard & Griffin, 2017; Galeeva, 2016; Whitley et al., 2025).

Price perception refers to how consumers judge the fairness and value of the price of a product compared to the benefits they receive. When consumers feel that the price is reasonable and comparable to the quality or benefits offered, they are more likely to make a purchase and feel satisfied. This suggests that price perceptions are often more subjective and influenced by psychological and contextual factors (Ali, 2025; Hernández García, 2024; Hinner, 2016).

Some studies show that price perception is influenced by factors such as product information, past experience, promotions, and brand. Products with a strong brand can often set higher prices because consumers have a higher perception of quality. This shows that price perception is closely related to positioning and brand image in the minds of consumers (Hira et al., 2025; Sari et al., 2024; Zielke et al., 2022).

In the cosmetics industry, price perception is an important element because many products have a premium price but are positioned as high-quality and safe products. When cosmetic products contain added value such as halal labels, natural ingredients, or clinical benefits, higher prices are often considered reasonable by Muslim consumers seeking adherence to sharia and health principles (Ambo et al., 2025; Amelia et al., 2024; Fatonah et al., 2025a).

Price perception is also closely related to customer loyalty (Ferreira & Coelho, 2015; Martin et al., 2009). Consumers who feel that they are getting fair value from the product tend to remain loyal despite lower price offers from competitors. In other words, a positive price perception can create trust and strengthen the long-term relationship between consumers and brands (Hermawanto et al., 2025; Ridwan, 2024).

In addition, in the context of digital marketing, price perception can be influenced by information transparency (Ferguson & Ellen, 2013; Miao & Mattila, 2007). Easy access

to competitors' pricing information and customer reviews through digital platforms can shape consumer perceptions of whether a price is considered expensive, cheap, or appropriate. Therefore, pricing strategies must consider the speed and breadth of information distribution in the digital era (Docters et al., 2011; Harmon et al., 2009).

Studies also show that price perception is influenced by emotional aspects and symbolic value (Guzmán Martínez & Orozco Gómez, 2024; Tsai, 2005; Verhoeven et al., 2009). For example, in the purchase of cosmetic products, some consumers pay not only for the functionality of the product, but also for the experience, status, and confidence that the product provides. Therefore, price perception must be understood holistically, including functional and emotional values (Koller et al., 2011; Sánchez-Fernández & Iniesta-Bonillo, 2007).

To increase the perception of positive prices, manufacturers need to communicate effectively about product benefits, quality assurance, and added value provided. Transparent and ethical delivery of information, especially in the context of halal products, can increase trust and reinforce the perception that the price set is in accordance with the value offered (Faisal et al., 2024; Meliala et al., 2024; Pane & Yohana, 2024).

Consumer Trust and Satisfaction

Consumer trust is the main foundation in building long-term relationships between consumers and product or service providers. In the context of marketing, trust is defined as a consumer's belief that a brand, company, or product can be relied upon to deliver on promises or expectations consistently and without disappointing (Morgan & Hunt, 1994). This trust is essential in reducing uncertainty in the buying process, especially in a competitive market and limited information.

The dimension of consumer trust generally includes three main aspects: integrity, competence, and goodwill. Integrity refers to the honesty and consistency of the company's behavior (Amani, 2024; Butt et al., 2021; Mal et al., 2018); competence refers to the company's ability to provide products or services according to expectations (Belanche et al., 2021; Greiner & Lemoine, 2025; Zhang et al., 2025); and goodwill implies that the company cares about the interests of consumers (Barone et al., 2025; Nguyen & Chiu, 2023; Wei et al., 2025). These three dimensions complement each other and form the basis for evaluating trust in consumers' minds.

In the cosmetics industry, especially those labeled halal, consumer trust plays a very important role. Muslim consumers, for example, tend to value trust not only in terms of product quality and safety, but also in terms of the company's commitment to sharia values. Halal labels are often a symbol of integrity that increases consumer trust (Hussain et al., 2024; Liew & Karia, 2024; Mohd Suki & Abang Salleh, 2018). Therefore, brands that position themselves as halal must maintain the consistency of these claims to maintain trust.

Recent studies show that trust has a role as a significant mediating variable in bridging the influence of service quality or price on customer satisfaction and loyalty. In this context, trust acts as a psychological mechanism that processes initial

perceptions (e.g. about price or service) into the final result in the form of purchasing decisions or consumer loyalty (Lăzăroiu et al., 2020). Thus, trust is not only an outcome, but also a link in the relationship between variables.

In addition, trust can reduce risk perception and increase consumer tolerance for minor mistakes from companies (Unal & Tascioglu, 2022; Vassilikopoulou et al., 2018). This is especially important in digital marketing, where the limitations of physical interaction cause consumers to rely on trust in the brand as the basis for decision-making. In the online marketing of cosmetic products such as MS Glow, positive reviews and transparency are the main means of building digital trust (Beck et al., 2024; Pocchiari et al., 2025; Zhang et al., 2025).

The role of trust mediation is also reinforced by the literature showing that positive perceptions of service quality and price do not always directly affect satisfaction, unless consumers first trust the brand (Pelegrín-Borondo et al., 2017; Singh & Jasial, 2021). In this case, companies that are able to build and maintain trust will have a double effect: firstly through increased satisfaction, and second through strengthening repurchase intent.

In a religious culture like in Indonesia, consumer beliefs are not only rational-based, but also emotional and spiritual. Therefore, a value-based marketing approach that integrates Islamic ethical principles, such as honesty and social responsibility, is an effective way to build trust. Previous studies (Butt et al., 2017; Floren et al., 2019; Osanlou & Rezaei, 2025) show that companies that are consistent with religious values have a higher level of consumer trust in the Muslim market.

Consumer trust is not only the end goal in marketing strategy, but it is also an important instrument in linking perceptions to product attributes and consumer behavioral outcomes. Trust acts as a psychological bridge between inputs (such as service quality and price) and outputs (such as satisfaction and loyalty), making them a crucial mediating variable in modern consumer behavior models (Al-dweeri et al., 2017; Boonlertvanich, 2019; Dehghanpouri et al., 2020; Su et al., 2022).

Meanwhile, consumer satisfaction is one of the main indicators of a company's success in meeting customer needs and expectations. In general, consumer satisfaction is defined as the post-purchase evaluation made by consumers of a product or service, based on the compatibility between initial expectations and actual experiences gained (Guo et al., 2025; Kennedy & Kundu, 2022; Truong Hoang et al., 2022). If the actual results exceed expectations, consumers will feel satisfied; On the other hand, if the results are below expectations, then dissatisfaction will arise. This satisfaction is the basis for building consumer loyalty and other positive behaviors such as word of mouth and customer retention.

In the context of measurement, consumer satisfaction is usually measured through a multidimensional approach that includes perceptions of product quality, service quality, price, and consumer emotional experience. One of the instruments that is often used is the Customer Satisfaction Index (CSI), which assesses various aspects quantitatively through the Likert scale (Hamzah et al., 2022; Oh, 2023; Zeglat & Mukattash, 2023). In addition, many studies use dimensions such as cognitive

satisfaction (logic-based) and affective satisfaction (emotion-based) to get a more holistic picture of consumer satisfaction (Dalmoro et al., 2019; Punyatoya, 2019; Wolter & Cronin, 2016).

The factors that affect consumer satisfaction are very diverse and can come from the company's internal characteristics as well as the subjective perception of consumers. Among them are product quality, service quality, price, trust, and emotional and functional value felt by consumers (Alarcón-López et al., 2025; Iannitto, 2019; Muralidharan et al., 2017; Saoula et al., 2024; Silva, 2021). In the context of halal cosmetic products, additional factors such as brand credibility, halal labels, and compliance with sharia principles have also been proven to contribute significantly to satisfaction (Liew & Karia, 2024; Rachman & Amarullah, 2024; Sobari et al., 2022). Therefore, corporate strategies that prioritize ethical and spiritual values tend to have a positive impact on Muslim consumer satisfaction.

Consumer satisfaction has long-term implications for business performance because it is a key determinant of loyalty and repurchase decisions. Satisfied consumers not only have the potential to become loyal customers, but also act as promotional agents through recommendations to others. In today's digital age, the expression of satisfaction is also reflected in positive reviews on online platforms, which can ultimately strengthen the brand's reputation (De Oliveira Santini et al., 2020; Ozanne et al., 2019; Pocchiari et al., 2025). Therefore, understanding and managing consumer satisfaction systematically is a strategy that cannot be ignored by companies, especially in competitive sectors such as the cosmetics industry.

Mediation Theory: The Concept of Mediation in the Relationship of Free and Dependent Variables

The concept of mediation is an important element in causal models, particularly in social and behavioral sciences. Mediation occurs when the influence of the independent variable (X) on the dependent variable (Y) is explained through the third variable, the mediating variable (M), which mediates the relationship (Baron & Kenny, 1986). In the context of management and marketing research, an understanding of mediation allows researchers to identify the underlying psychological or social mechanisms that underlie the relationships between variables.

Mediation variables can help explain how or why an effect occurs. Instead of simply knowing that there is a relationship between variables X and Y, mediation reveals the process or pathway underlying that relationship (Zhao et al., 2010). This is especially important in strategic marketing practices, as companies can more precisely target critical points that affect consumer behavior, such as trust or risk perception.

One example of mediation that is widely found is the role of trust as a bridge between service quality and customer satisfaction. Previous studies (Boonlertvanich, 2019; Dehghanpouri et al., 2020; Saoula et al., 2024) show that service quality does not directly increase customer satisfaction unless customers first build trust in service providers. In this case, trust becomes the psychological link between initial perception and final outcome.

There are several types of mediation models, including full mediation and partial mediation. In full mediation, X's effect on Y is entirely through M, while in partial mediation, some of X's effects still directly affect Y even though most of it is explained by M (Preacher & Hayes, 2008). Identification of this type of mediation is important for the accuracy of data interpretation in quantitative research.

In a statistical framework, mediation is usually analyzed using sequential regression approaches or bootstrapping methods. The bootstrapping method is considered more accurate because it does not require the normal distribution of mediation data (Preacher & Hayes, 2008). This approach is widely used in Structural Equation Modeling (SEM) which allows the analysis of complex relationships between variables.

Recent research has extensively used mediation to examine the role of psychological variables such as trust, value perception, or satisfaction in the relationship between product attributes and purchasing decisions. For example, previous studies found that trust mediates the influence of e-WOM on customer loyalty in the many business sectors (Abdul et al., 2022; Boateng, 2019; Ismagilova et al., 2021; Phan Tan, 2024; Zainudin et al., 2020). These findings reinforce the importance of the mediation approach in understanding the dynamics of consumer behavior.

In the context of Islam and halal marketing, trust is also often a mediating variable between rational factors (price, quality) and emotional factors (satisfaction, loyalty). This can be seen in previous studies (Aliza & Akbar, 2024; Andespa et al., 2024; Heydiana & Aliyanti, 2024; Muhammad & Hanapi, 2019; Usman et al., 2024) which show that trust in corporate sharia principles is an important intermediary between halal perception and Muslim consumer purchasing decisions.

The concept of mediation not only enriches theoretical understanding in social research, but also has practical implications in designing business strategies. Identifying relevant mediation variables allows organizations to devise a more targeted, personalized, and tailored marketing approach to the characteristics of its consumers.

Research Framework and Hypothesis

A frame of thought is a conceptual representation of the relationship between variables studied in a study. In this study, the free variables consisted of the quality of service, price, and halal of the product; The mediating variable is consumer trust; While the dependent variable is consumer satisfaction. The relationship between these variables is based on theory and empirical findings from previous studies.

Service quality is defined as the extent to which the services provided meet or exceed consumer expectations. According to Parasuraman et al. (1988), the dimensions of service quality include reliability, responsiveness, assurance, empathy, and physical evidence. Price is also a key factor that influences consumer perception and purchasing decisions. Prices that are considered fair and commensurate with the benefits consumers receive can increase trust and satisfaction. In the context of the Muslim market, price perception is also associated with the values of fairness and openness in transactions.

Halal products are an important aspect in the cosmetics industry, especially in Muslim-majority countries like Indonesia. The halal label not only serves as a product certification, but also a symbol of integrity and compliance with Islamic law (Soewito et al., 2023). Strong product halalness is able to foster consumer trust in the brand and influence positive attitudes towards products. Consumer trust acts as a mediating variable that links the influence of service quality, price, and product halalness to satisfaction. Trust plays an important role in strengthening the relationship between consumers' initial perceptions and behavioral end outcomes, such as loyalty or satisfaction.

Consumer satisfaction in this study was positioned as a dependent variable that reflects the overall positive evaluation of the experience of using MS Glow products. Based on cognitive dissonance theory, consumers will feel satisfied if their perception of the benefits of the product meets or exceeds initial expectations. Based on this conceptual description, this study proposes several hypotheses as follows:

H1: Prices have a positive and significant effect on consumer confidence.

H2: Price has a positive and significant effect on MS Glow consumer satisfaction in Palopo.

H3: The halalness of products has a positive and significant effect on consumer trust.

H4: The halalness of the product has a positive and significant effect on the satisfaction of MS Glow consumers in Palopo.

H5: Consumer confidence has a positive and significant effect on MS Glow consumer satisfaction in Palopo.

H6: The quality of service has a positive and significant effect on consumer confidence.

H7: The quality of service has a positive and significant effect on the satisfaction of MS Glow consumers in Palopo.

This theoretical and empirical framework of thought is expected to answer research questions and make an academic contribution to the study of consumer behavior of halal products in Indonesia, especially in Palopo City.

METHOD

This study uses a quantitative approach that aims to test hypotheses and analyze the relationships between variables statistically. This approach was chosen because it is suitable to measure the influence of service quality, price, and halal products as independent variables (X) on consumer satisfaction as a dependent variable (Y), with consumer trust as a mediating variable (Z). The use of quantitative methods allows the collection of numerical data that can be analyzed by inferential statistical techniques, resulting in objective and generalizable findings (Hair Jr et al., 2022b).

The population in this study was MS Glow consumers in Palopo City, South Sulawesi, who had used the product at least once in the past six months. The sample was taken using a purposive sampling technique, which is by considering the criteria of respondents aged 18 to 45 years old and domiciled in Palopo. Out of a total population of 300 people, the number of data that was successfully collected and worthy of analysis was 163 respondents. This number is considered adequate for statistical analysis using the Structural Equation Modeling with Partial Least Squares (SEM-PLS) approach, which remains effective even with moderate sample sizes (Hair Jr et al., 2022b).

The main instrument in this study was a closed questionnaire compiled using a 5-point Likert scale, ranging from "strongly disagree" to "strongly agree". This questionnaire was compiled to measure five research variables, namely service quality, price, product halalness, consumer trust, and consumer satisfaction. Each variable was measured with several indicators that have been adapted from previous studies that have been proven to be valid and reliable (E. R. Chairani et al., 2022). To ensure the feasibility of the instrument, a validity and reliability test was first carried out on 30 respondents. The validity test was carried out through exploratory factor analysis, while the reliability was tested using Cronbach's Alpha coefficient. The instrument is declared reliable if the alpha value ≥ 0.70, which indicates adequate internal consistency (Hair Jr et al., 2022b).

Data collection is carried out by two methods, namely in person and online. Directly, the questionnaire was distributed at several strategic points such as shopping centers, cosmetic stores that sell MS Glow products. Meanwhile, online dissemination was carried out through social media platforms and MS Glow user community groups to reach more respondents who matched the research criteria (Aini et al., 2024).

The collected data was then analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) approach using the latest version of SmartPLS software. The SEM-PLS method was chosen because it is suitable for testing complex models with a large number of latent variables and indicators, and is able to handle non-normality data (Hair Jr et al., 2022b).

The SEM-PLS analysis process is carried out through two main stages. First, evaluate the measurement model (outer model) to assess the convergent validity, discriminant validity, and reliability of indicators. Second, evaluate structural models (inner models) to test the relationships between variables and test hypotheses that have been formulated previously. To test the significance of path coefficients, a bootstrapping technique was used with 5,000 resampling (Hair Jr et al., 2022b).

The reason for choosing SmartPLS in this study is because of its ability to handle complex structural models as well as the need for simultaneous mediation and moderation analysis. In addition, SmartPLS provides a visualization feature that makes it easier for researchers to interpret the results of structural model testing. Another advantage is its ability to analyze data despite the relatively small sample size, making it suitable for the design of this study (Hair Jr et al., 2022b).

RESULTS

Evaluation *of Measurement Model* (Outer Model)

The purpose of the evaluation of the outer model is to assess validity through convergent validity and discriminant validity, as well as the reliability of the model which is evaluated by composite reliability and cronbach's alpha for the indicator block (Avkiran, 2018; Cheah et al., 2018; Cheung et al., 2024).

Convergent Validity

Convergent validity testing is tested from each construct indicator. An indicator is said to be valid if the value is greater than 0.70, while a loading factor of 0.50 to 0.60 can be considered sufficient (Ab Hamid et al., 2017; Hair Jr et al., 2020; Voorhees et al., 2016). Based on this criterion, if there is a loading factor below 0.50, it will be dropped from the model.

Figure 1

SmartPLS 4.0 Algorithm Results
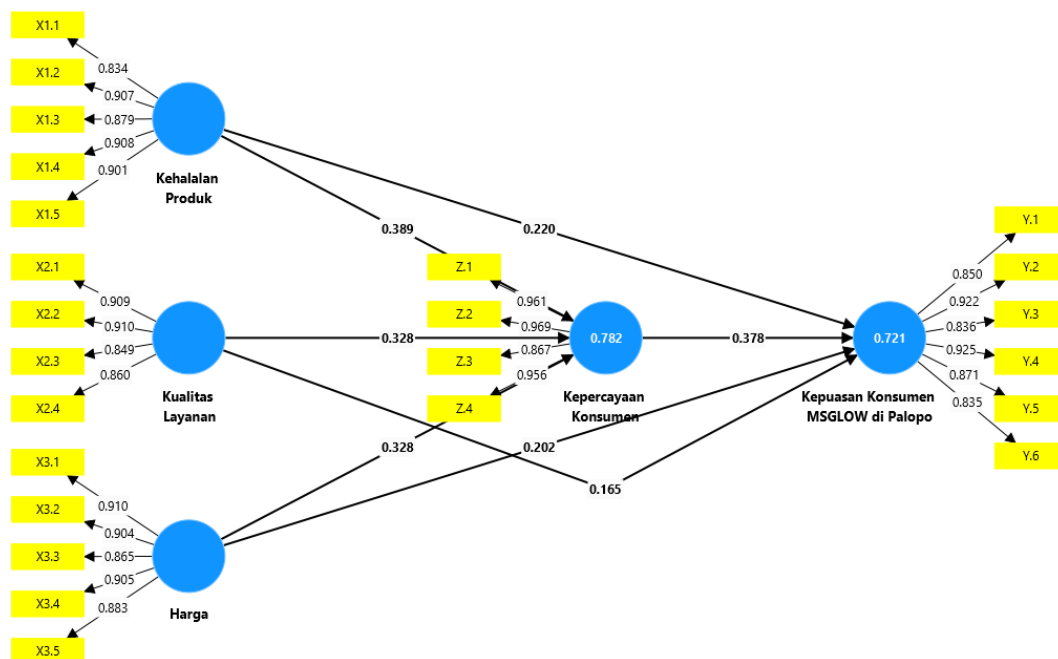
Source: Primary data. Processing Output with smartPLS 4.0.

Table 1

Convergent Validity Test Results

Variable	Product Halal	Quality of Service	Price	Consumer Satisfaction	Consumer Trust
X1.1	0.834				
X1.2	0.907				
X1.3	0.879				
X1.4	0.908				
X1.5	0.901				
X2.1		0.909			
X2.2		0.910			
X2.3		0.849			
X2.4		0.860			
X3.1			0.910		
X3.2			0.904		
X3.3			0.865		
X3.4			0.905		
X3.5			0.883		
Y.1				0.850	
Y.2				0.922	
Y.3				0.836	
Y.4				0.925	
Y.5				0.871	
Y.6				0.835	
Z.1					0.961
Z.2					0.969
Z.3					0.867
Z.4					0.956

Source: Primary data. Processing Output with smartPLS 4.0

Based on the table above, it can be seen that all indicators of the variables of this study are declared valid, because *the Outer Loadings* value of each indicator is greater than 0.7. Thus, the questionnaire items can be used in future analyses.

Discriminant Validity

The next check is to compare the correlation between the variables with the root of AVE (. The measurement model has $\sqrt{AVE}$) *a good discriminant validity* if each variable is greater than the correlation between variables. The value can be seen from the $\sqrt{AVE}\sqrt{AVE}$Fornell Larcker Criterion Smart-PLS 4.0 output presented in Table 2.

Table 2

Results of the Discriminant Validity Test (Fornell Larcker Criterion)

Variable	Price	Product Halal	Consumer Trust	Consumer Satisfaction	Quality of Service
Price	0.894				
Product Halal	0.582	0.886			
Consumer Trust	0.716	0.786	0.939		
Consumer Satisfaction	0.682	0.738	0.817	0.874	
Quality of Service	0.495	0.628	0.735	0.681	0.883

Source: Primary data. Processing Output with smartPLS 4.0

From table 2 above, it can be concluded that the square root of *the Average Variance Extracted* for each construct is greater than the correlation between one construct and the other construct in the model. Based on the above statement, the construct in the estimated model meets the *discriminant validity* criteria. Table 3 presents the results of Cross Loading.

Table 3

Cross Loading Results

Variable	Product Halal	Quality of Service	Price	Consumer Satisfaction	Consumer Trust
X1.1	0.834	0.531	0.441	0.566	0.603
X1.2	0.907	0.530	0.532	0.635	0.753
X1.3	0.879	0.548	0.492	0.679	0.669
X1.4	0.908	0.599	0.592	0.718	0.746
X1.5	0.901	0.574	0.508	0.662	0.700
X2.1	0.576	0.909	0.465	0.626	0.669
X2.2	0.600	0.910	0.498	0.646	0.702
X2.3	0.497	0.849	0.339	0.578	0.570
X2.4	0.538	0.860	0.433	0.548	0.647
X3.1	0.484	0.390	0.910	0.635	0.611
X3.2	0.483	0.395	0.904	0.609	0.621
X3.3	0.532	0.497	0.865	0.545	0.624
X3.4	0.545	0.442	0.905	0.611	0.648
X3.5	0.553	0.486	0.883	0.643	0.693
Y.1	0.544	0.551	0.584	0.850	0.603
Y.2	0.732	0.622	0.644	0.922	0.787
Y.3	0.600	0.581	0.510	0.836	0.614
Y.4	0.713	0.635	0.618	0.925	0.755
Y.5	0.733	0.634	0.664	0.871	0.858
Y.6	0.494	0.530	0.532	0.835	0.607
Z.1	0.745	0.695	0.701	0.796	0.961
Z.2	0.773	0.699	0.696	0.798	0.969
Z.3	0.704	0.695	0.606	0.713	0.867
Z.4	0.730	0.673	0.684	0.758	0.956

Source: Primary data. Processing Output with smartPLS 4.0

HTMT

Table 4

HTMT Results

Variable	Heterotrait-monotrait ratio (HTMT)
Halal Product <-> Price	0.619
Consumer Confidence <-Price >	0.756
Consumer Trust <-> Halal Products	0.831
Consumer Satisfaction <-> Price	0.721
Consumer Satisfaction <-> Product Halal	0.776
Consumer Satisfaction <-> Consumer Trust	0.851
Service Quality <-> Price	0.534
Service Quality <-> Product Halal	0.682
Service Quality <-> Consumer Trust	0.790
Service Quality <-> Consumer Satisfaction	0.734

Source: Primary data. Processing Output with smartPLS 4.0

Meanwhile, the acceptable level of discriminant validity threshold was also obtained judging from a Heterotrait-Monotrait Ratio (HTMT) value that was less than 0.90 as suggested by Hair et al. (2022a). All HTMT values are lower than 0.9.

Average Variance Extracted (AVE)

The AVE value aims to measure the degree of variation of a construct component gathered from its indicators by adjusting for the error rate. Testing with AVE values is more critical than *composite reliability*. The minimum recommended AVE value is 0.50. The AVE output obtained from Smart PLS 4.0 is presented in table 5.

Table 5

Average Variance Extracted (AVE) Test Results

Variable	Average variance extracted (AVE)
Price	0.799
Product Halal	0.786
Consumer Trust	0.882
Consumer Satisfaction	0.764
Quality of Service	0.779

Source: Primary data. Processing Output with smartPLS 4.0

Based on table 5 above, it can be seen that the AVE value has been greater than 0.50 which means that all of these indicators have met the criteria that have been set and have potential reliability for further testing.

Composite Reliability and Cronbach's Alpha

To ensure that there are no problems related to measurements, the final step in the evaluation of the outer model is to test the reliability test of the model. The reliability test was carried out using *the Composite Reliability* and *Cronbach's Alpha* indicators.

The Composite Reliability *and* Cronbach's Alpha *tests* aim to test the reliability of instruments in a research model. If all the values of the latent variable have *a Composite Reliability* value or *Cronbach's Alpha* ≥ 0.70, it means that the construct has good reliability or the questionnaire used as a tool in this study has been consistent.

Table 6

Composite Reliability and Cronbach's Alpha Test Results

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Price	0.937	0.938	0.952
Product Halal	0.932	0.936	0.948
Consumer Trust	0.955	0.957	0.968
Consumer Satisfaction	0.938	0.947	0.951
Quality of Service	0.905	0.910	0.934

Source: Primary data. Processing Output with smartPLS 4.0

Based on table 6 above, it can be seen that the results of *the Composite Reliability* and *Cronbach's Alpha* tests show a satisfactory value, that is, all latent variables are reliable because all latent variable values have *a Composite Reliability* value and *Cronbach's Alpha* ≥ 0.70. So it can be concluded that the questionnaire used as a research tool has been reliable or consistent.

Inner Model

After the estimated model meets the Outer Model criteria, the structural model (Inner Model) is then tested. Internal model testing is the development of a concept-based model from theory in order to analyze the influence of exogenous and endogenous variables that have been described in a conceptual framework. The testing stage of the structural model (inner model) is carried out with the following steps:

R-Square Value (R2)

Look at the R-Square value which is the *model's Goodness of Fit* test .

Table 7

R-Square Value Test Results (R2)

Variable	R-square	R-square adjusted
Consumer Trust	0.782	0.778
Consumer Satisfaction	0.721	0.714

Source: Primary data. Processing Output with smartPLS 4.0

1. Consumer Confidence. The Adjusted R-Square value for the Consumer Confidence variable is 0.778. This figure shows that 77.8% of the variation or change in the Consumer Trust variable can be explained by independent variables that affect it in this model (i.e. Price, Product Halal, and Service Quality). Based on general criteria, this value is included in the strong category, which

means that the research model has excellent ability to explain the Consumer Trust variable. The remaining 22.2% is explained by other factors outside of this research model.

2. Consumer Satisfaction. The Adjusted R-Square value for the Consumer Satisfaction variable is 0.714. This means that 71.4% of the variation in MSGLOW's Consumer Satisfaction variables in Palopo can be explained by its predictive variables in the model (i.e. Price, Product Halalness, Service Quality, and Consumer Trust). This value can also be categorized as strong (or at least close to strong), which suggests that this model also has a high explanatory power for the Consumer Satisfaction variable. The remaining 28.6% was influenced by other variables not included in this study.

f2 Effect Size

The value of f-square (f2) indicates the partial influence of each predictor variable on the endogenous variable. The following is the interpretation of the value of f-square:

1. If the value of f-Square is ≥ 0.35, then it can be interpreted that the predictor of the latent variable has a strong influence.
2. If the value of f-Square is $0.15 \leq f \leq 0.35$, then it has a medium influence.
3. If the value of f-Square is $0.02 \leq f \leq 0.15$, then it has a weak influence.

The following are the results of the value of f^2 for each exogenous variable against the endogenous variable:

Table 8

F2 Effect Size Test Results

Variable	F-Square
Price -> Consumer Confidence	0.312
Price -> Consumer Satisfaction	0.071
Product Halalness -> Consumer Trust	0.354
Halal Products -> Consumer Satisfaction	0.065
Consumer Trust -> Consumer Satisfaction	0.111
Service Quality - > Consumer Trust	0.287
Service Quality -> Consumer Satisfaction	0.044

Source: Primary data. Processing Output with smartPLS 4.0

1. Price -> Consumer Confidence. The value of f2 is 0.312. Because this value is between 0.15 and 0.35 $(0.15 \leq 0.312 \leq 0.35)$, the influence of price on consumer confidence is categorized as having a medium influence.
2. Price -> Consumer Satisfaction. The value of f2 is 0.071. This value is between 0.02 and 0.15 $(0.02 \leq 0.071 \leq 0.15)$, which means that the direct influence of Price on Consumer Satisfaction has a weak influence.
3. Product Halalness -> Consumer Trust. The value of f2 is 0.354. Because this value is greater than 0.35 $(0.354 \geq 0.35)$, it can be interpreted that the influence of Halal

Products on Consumer Trust has a strong influence. This is the most influential in this model.

4. Halal Products -> Consumer Satisfaction. The f2 value is 0.065. This value is between 0.02 and 0.15 (0.02≤0.065≤0.15), so the direct influence of Halal Products on Consumer Satisfaction has a weak influence.

5. Consumer Confidence -> Consumer Satisfaction. The f2 value is 0.111. This value is between 0.02 and 0.15 (0.02≤0.111≤0.15), which indicates that the influence of Consumer Confidence on Consumer Satisfaction has a weak influence.

6. Service Quality -> Consumer Trust. The value of f2 is 0.287. Because this value is between 0.15 and 0.35 (0.15≤0.287≤0.35), the influence of Service Quality on Consumer Trust is categorized as having a medium influence.

7. Service Quality -> Consumer Satisfaction. The f2 value is 0.044. This value is between 0.02 and 0.15 (0.02≤0.044≤0.15), which means that the direct influence of Service Quality on Consumer Satisfaction has a weak influence.

Q-Square (Goodness of Fit Model)

Goodness *of Fit Testing of Structural models* on inner models using *predictive relevance* (Q2) values. A Q-Square value greater than 0 (zero) indicates that the model has *a predictive relevance* value. The R-Square value of each endogenous variable in this study can be seen in the following calculation:

Table 9

Q-Square Test Results

Variable	SSO	SSE	Q² (=1-SSE/SSO)
Consumer Trust	664.000	210.862	0.682
Consumer Satisfaction	996.000	466.501	0.532

Source: Primary data. Processing Output with smartPLS 4.0

1. Consumer Confidence. The Q2 value for the Consumer Confidence variable was 0.682. This number is much greater than 0, which suggests that the model has good predictive relevance for this variable. Specifically, this value can be interpreted as the diversity of data on the Consumer Trust variable can be explained by independent variables in the model (i.e. Price, Product Halalness, and Service Quality) of 68.2%. This value belongs to the strong category, which means that the research model is very good at predicting Consumer Confidence. The remaining 31.8% is explained by other variables outside the scope of this study.

2. Consumer Satisfaction. For the Consumer Satisfaction variable, the Q2 value obtained was 0.532. This value is also significantly greater than 0, so this model is also proven to have predictive relevance for the Consumer Satisfaction variable. This number means that the variables in the model (Price, Product Halal, Service Quality, and Consumer Trust) are able to explain the diversity of data in the Consumer Satisfaction variable of 53.2%. This value can be categorized as moderate or moderate. This shows that the model has a fairly good predictive

ability, even though there are 46.8% of other factors outside the model that also affect Consumer Satisfaction.

Hypothesis Test Results (Path Coefficient Estimation)

The estimated value for the influence of the path in the structural model must be significant. This significant value can be obtained by bootstrapping procedure. Look at the significance of the hypothesis by looking at the value of the parameter coefficient and the significant value of t-statistics in the bootstrapping report algorithm. To find out significant or insignificant see from the t-table at alpha 0.05 (5%) = 1.96. Then the t-table is compared to the t-count (t-statistic).

Table 10

Hypothesis Testing Results

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Price -> Consumer Confidence	0.328	0.324	0.070	4.695	0.000
Consumer Satisfaction -> Price in Palopo	0.202	0.203	0.064	3.142	0.002
Product Halalness -> Consumer Trust	0.389	0.395	0.078	4.978	0.000
Halal Products -> Consumer Satisfaction	0.220	0.229	0.110	2.006	0.045
Consumer Trust -> Consumer Satisfaction	0.378	0.368	0.112	3.367	0.001
Service Quality -> Consumer Trust	0.328	0.323	0.059	5.568	0.000
Service Quality -> Consumer Satisfaction	0.165	0.164	0.056	2.931	0.003

Source: Primary data. Processing Output with smartPLS 4.0

Here are the results of hypothesis testing on structural models:

1. The Effect of Price on Consumer Confidence. The results of the analysis show that prices have a positive and significant influence on consumer confidence. This is evidenced by a statistical T-value of 4.695, which is much larger than the T-table (1.96), and a P-value of 0.000 which is smaller than 0.05. The line coefficient value (Original Sample) of 0.328 indicates that a good or appropriate price perception will increase consumer confidence in MS Glow products in Palopo City.

2. The Effect of Price on Consumer Satisfaction. Price variables have been proven to have a positive and significant effect on consumer satisfaction. A statistical T-value of 3.142 (greater than 1.96) and a P-value of 0.002 (less than 0.05) confirm this significance. The path coefficient of 0.202 shows that the more positive the consumer perception of the price of MSGLOW products, the higher their satisfaction level.

3. The Effect of Product Halalness on Consumer Trust. Halal products have a positive and very significant influence on consumer trust. This can be seen from the very high T-statistical value of 4.978 (far above 1.96) and the P-value of 0.000 (below 0.05). With a path coefficient of 0.389, these findings imply that the assurance of halal in the product is a strong factor that builds consumer trust in MS Glow in Palopo City.

4. The Effect of Product Halalness on Consumer Satisfaction. The test results show that product halalness has a positive and significant effect on consumer satisfaction. A statistical T-value of 2.006, which is slightly above the threshold of 1.96, and a P-value of 0.045 (close to 0.05) support this hypothesis. The path coefficient of 0.220 means that the positive perception of the halalness of the product also contributes to increasing the satisfaction of MS Glow consumers in Palopo City.

5. The Effect of Consumer Trust on Consumer Satisfaction. Consumer trust has proven to be a positive and significant factor in consumer satisfaction. A statistical T-value of 3.367 (greater than 1.96) and a P-value of 0.001 (less than 0.05) indicate a strong relationship. The path coefficient of 0.378 indicates that the higher the trust that consumers have, the higher their level of satisfaction with MS Glow products and services.

6. The Effect of Service Quality on Consumer Trust. Service quality has a positive and very significant influence on consumer trust. This is supported by the highest statistical T-value in the study, which is 5.568 (well above 1.96), and a P-value of 0.000. The line coefficient value of 0.328 confirms that improving the quality of service will effectively build and strengthen consumer confidence in MS Glow in Palopo City.

7. The Effect of Service Quality on Consumer Satisfaction. The analysis shows that service quality has a positive and significant effect on consumer satisfaction. A statistical T-value of 2.931 (greater than 1.96) and a P-value of 0.003 (less than 0.05) confirmed the presence of this influence. Although the path coefficient is the lowest (0.165), these results still show that quality service is one of the important factors that contribute to the creation of MS Glow consumer satisfaction.

The following are the results of testing the hypothesis of the indirect effect of X on Y through Z:

Table 11

Hypothesis Testing of the Indirect Effect of X on Y

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Price -> Consumer Trust -> Consumer Satisfaction	0.124	0.120	0.047	2.621	0.009
Product Halalness -> Consumer Trust -> Consumer Satisfaction	0.147	0.144	0.051	2.886	0.004
Service Quality -> Consumer Trust -> Consumer Satisfaction	0.124	0.120	0.044	2.831	0.005

Source: Primary data. Processing Output with smartPLS 4.0

1. The Effect of Price on Consumer Satisfaction through Consumer Trust as Mediating Variable. The results of the analysis show that there is a positive and significant indirect influence of Price on Consumer Satisfaction through Consumer Confidence. This is evidenced by a statistical T-value of 2.621 (greater than 1.96) and a P-value of 0.009 (less than 0.05). This means that the Consumer Trust variable has been proven to be successful in mediating this relationship. Practically, a good price perception not only has a direct effect, but also indirectly increases satisfaction by building consumer trust first. The magnitude of the influence of this mediation is 0.124.

2. The Effect of Product Halalness on Consumer Satisfaction through Consumer Trust as Mediating Variable. There is a positive and significant indirect influence of Product Halalness on Consumer Satisfaction mediated by Consumer Trust. The T-statistical value of 2.886 (> 1.96) and the P-value of 0.004 (< 0.05) confirm that the role of Consumer Trust as a mediator is significant. The indirect influence coefficient of 0.147 shows that the halal assurance of products is able to increase trust, and this increase in trust further encourages increased consumer satisfaction. Among the three mediation pathways tested, this is the pathway with the strongest indirect influence.

3. The Influence of Service Quality on Consumer Satisfaction through Consumer Trust as Mediating Variable. The test results also prove that there is a positive and significant indirect influence of Service Quality on Consumer Satisfaction through Consumer Trust. With a T-statistical value of 2.831 (> 1.96) and a P-value of 0.005 (< 0.05), this mediation hypothesis was accepted. This means that Consumer Trust is an effective bridge in explaining how service quality can lead to consumer satisfaction. Good service quality will increase trust, and this trust will increase consumer satisfaction, with a large mediation effect of 0.124.

Figure 2

Bootstrapping Test Results
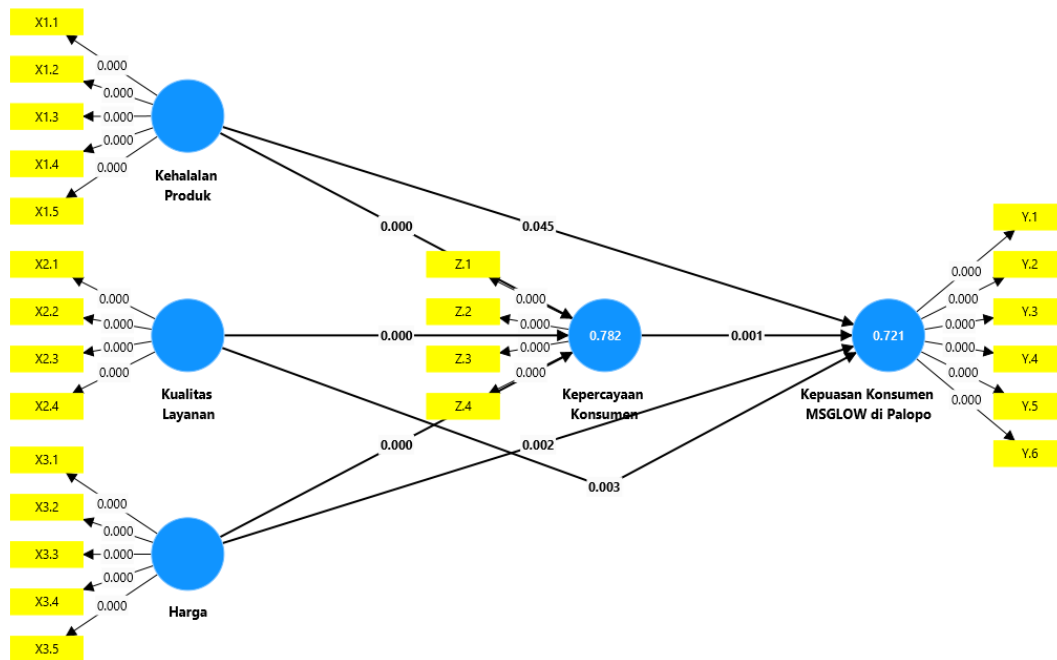
Source: Primary data. Processing Output with smartPLS 4.0

DISCUSSION

The Effect of Price on Consumer Confidence

The study reveals that price positively and significantly affects consumer confidence in MS Glow cosmetic products, as shown by strong statistical results (T-value = 4.695, $p < 0.05$, coefficient = 0.328), indicating that fair and reasonable pricing substantially boosts consumer trust in MS Glow in Palopo City. This demonstrates that pricing is not only about monetary exchange but also signals brand integrity and perceived value, shaping customer satisfaction through a psychological mechanism.

Supporting research widely validates these findings. For instance, Khurana (2025) and Lin et al. (2018) suggest that price is used by consumers as a heuristic for product quality, and higher prices often reinforce perceptions of superior quality, thereby strengthening consumer confidence. Studies by Putri & Djamaludin (2024) and Kaswengi et al. (2020) further note that price perceptions are linked with satisfaction, and that established brands with premium reputations can command higher prices while maintaining customer loyalty and confidence. Positive experiences and service quality, together with price fairness, contribute to strengthened consumer trust and brand loyalty (Amiruddin K. et al., 2024).

There are also contexts where price acts as a deterrent, particularly regarding eco-friendly cosmetic products. Research by Rodrigues De Matos et al. (2023) and Mitterer-Daltoé et al. (2023) shows that higher prices may discourage purchases, even among consumers who value sustainability, emphasizing that affordability is central to

consumer intent. However, in the context of MS Glow and other halal-labeled cosmetics, perceived price fairness typically prevails as an enhancer of consumer confidence and satisfaction, especially in Muslim-majority communities where religious and ethical considerations augment value perceptions.

The theoretical, practical, and policy implications of these findings are substantial. Theoretically, the research strengthens mediation theory in consumer behavior, highlighting trust as a vital link between product attributes, price, and satisfaction. Practically, the results advocate for pricing strategies that signal fairness and integrity, backed by educational campaigns and transparent communication about pricing rationale and product value. For policymakers, it underscores the necessity to promote fair-trade practices, robust halal certification, and price transparency, thereby nurturing consumer trust, loyalty, and satisfaction within dynamic and competitive cosmetic markets.

The Effect of Price on Consumer Satisfaction

The present study demonstrates that the price of MS Glow cosmetic products in Palopo City significantly and positively affects consumer satisfaction, as evidenced by a substantial path coefficient (0.202), high T-value (3.142), and low P-value (0.002). The findings imply that as consumer perceptions of the fairness and appropriateness of MS Glow's prices improve, their overall satisfaction correspondingly increases. This relationship not only reinforces the relevance of pricing strategies in consumer-centric markets but also highlights the nuanced role that price perception plays in shaping post-purchase evaluations and loyalty.

Existing literature strongly supports these results. For instance, Aisyah et al. (2023) and Rohimah (2024) confirm that price fairness and its alignment with consumer expectations directly enhance satisfaction in cosmetics. These studies report that higher perceived value, matched by product effectiveness and fair costing, correlates with greater consumer satisfaction and repeat purchase intentions. Additional research (Kaswengi et al., 2020; Park et al., 2023) find that brand equity, value-driven awareness, and transparent pricing allow cosmetic brands to maintain satisfaction even at higher price points, especially among loyal customer bases.

While some evidence points to price sensitivity as a potential barrier, particularly in the eco-friendly cosmetics segment, contradictory findings are rare regarding the positive price-satisfaction link in mainstream brands. In eco-friendly contexts, higher costs can reduce consumer satisfaction and deter purchases, despite a general willingness to pay for sustainable products (Kazançoğlu et al., 2024; Puspasari et al., 2024). This dynamic reflects the importance of perceived value, ethical commitments, and affordability working in tandem to maintain consumer satisfaction.

The implications of these findings are multifaceted. Theoretically, the study strengthens the mediation model in consumer behavior by validating the direct and indirect effects of price on satisfaction via trust. Practically, it suggests cosmetic brands must prioritize transparent and fair pricing to support satisfaction, while engaging with consumers and conducting market research to refine value propositions. Policymakers

and industry stakeholders should foster environments that support pricing transparency, fair trade, and consumer education, enabling brands in value-sensitive markets to achieve sustainable consumer loyalty and satisfaction.

The Effect of Product Halalness on Consumer Trust

This research demonstrates that product halalness exerts a substantial positive effect on consumer trust in MS Glow cosmetics in Palopo City, as evidenced by a high path coefficient of 0.389 and a T-statistic of 4.978 ($p < 0.05$). These findings underscore that halal certification is a crucial driver of consumer trust, reflecting the essential role of religious and ethical assurances within Muslim-majority markets. The ability of halal products to provide safety, credibility, and spiritual integrity positions them as a principal factor in establishing firm consumer trust.

Numerous studies corroborate these results, showing that halal certification acts as a symbol of product integrity and enhances trust among consumers, both Muslim and non-Muslim. Previous studies affirm that halal labels verify Sharia compliance and increase perceptions of safety (Ab Talib, 2017; Ishak et al., 2016; Sayogo, 2018). Further studies highlight that Islamic branding fosters trust via emotional and ethical bonds (Haq & Zagladi, 2024; Widad & Said, 2024), while Gümüş & Onurlubaş (2023) show that transparency in sourcing and the production process is pivotal for Generation Z consumers. These studies collectively support the premise that halal product assurance is central to the trust-building process.

Contradictory findings are infrequent in the examined literature. While the debate concerning the effectiveness of halal certification exists in global markets, most evidence within Indonesia, especially in non-metropolitan contexts, continues to demonstrate the robust influence of halalness on trust, mediated by religiosity, demographic factors, and consumer awareness. Studies by Hasbullah et al. (2023), Wiranto et al. (2024), and Fiandari et al. (2022) further affirm that halalness and brand trust are interrelated drivers of customer loyalty and product adoption in cosmetics sectors that emphasize Islamic values.

The implications extend across theoretical, practical, and policy domains. Theoretically, this study reinforces mediation theory in consumer behavior, validating consumer trust as the central psychological bridge for halal products. Practically, cosmetic brands should invest in transparent halal certification and communication strategies to nurture trust. Policymakers can leverage these insights to strengthen regulatory standards, support consumer education, and promote a trustworthy halal economy. Ultimately, the findings encourage industry players to prioritize halal integrity and consumer trust for sustainable loyalty and competitive market growth.

The Effect of Product Halalness on Consumer Satisfaction

The current study establishes that product halalness has a positive and significant effect on consumer satisfaction with MS Glow cosmetics in Palopo City, as indicated by a path coefficient of 0.220, T-value of 2.006, and p-value of 0.045. Although the effect size is considered weak, the results highlight that a favorable perception of the halal

integrity of cosmetics contributes to elevated satisfaction among Muslim consumers, who increasingly expect quality and ethical standards in their purchases.

Supporting studies reinforce the connection between halalness and satisfaction, emphasizing halal certification as both a religious assurance and a mark of product safety and ethical sourcing. Research by Mohd Isa et al. (2023) Shahid et al. (2023) finds that consumer awareness and trust in halal certification strengthen satisfaction, particularly for Muslim consumers prioritizing Sharia-compliant products. Gümüş & Onurlubaş (2023) show production transparency and halal standards as pivotal for satisfaction, while Ibeabuchi et al. (2024) report even non-Muslim consumers experience enhanced satisfaction due to perceptions of quality associated with halal certification.

No substantial evidence directly contradicts these findings. Most research in global and Indonesian settings confirms the positive, albeit sometimes moderate, link between halal product attributes and satisfaction. Studies by Bhutto et al. (2023) and Hasbullah et al. (2023) echo the influence of religiosity, ethical branding, and halal awareness in strengthening satisfaction responses to certified cosmetics. Marketing strategies that communicate halal principles and ensure transparent certification further reinforce this effect on various consumer segments.

Theoretically, these results deepen understanding of the mediating role of consumer trust between product attributes and satisfaction, affirming halalness as a psychological and ethical motivator. Practically, cosmetic brands should invest in halal certification, consumer education, and transparent marketing to foster satisfaction across demographic boundaries. Policymakers are encouraged to fortify halal regulations, promoting industry growth and consumer welfare. These findings offer actionable insights for academics, practitioners, and regulators to advance the halal cosmetics sector and better address evolving consumer expectations.

The Effect of Consumer Trust on Consumer Satisfaction

This study demonstrates that consumer trust significantly and positively influences consumer satisfaction with MS Glow cosmetics in Palopo City, as indicated by a robust path coefficient (0.378), T-value (3.367), and p-value (0.001). The more trust consumers have in the brand and its products, built through perceptions of halal integrity, service quality, and prudent pricing, the higher their satisfaction with both the purchases and the overall brand experience. Trust, therefore, acts as the psychological bridge connecting perceptions of value to actual satisfaction.

Previous research widely corroborates these findings. Dananjoyo & Udin (2023) and Fahira & Djamaludin (2023) assert that trust is a critical precursor to satisfaction and underlines the importance of strong brand ethics, reliability, and transparency in cultivating consumer confidence and satisfaction. Susanto & Pandjaitan (2024) further highlight that consumer loyalty is mediated by trust, demonstrating that trusted cosmetic brands are rewarded with higher satisfaction, which propagates through loyalty and positive word-of-mouth in competitive sectors like cosmetics.

Contradictory evidence is sparse; most literature affirms the significance of trust-satisfaction linkage, particularly in markets where product safety, ethical standards, and religious integrity are emphasized. Wiranto et al. (2024) provide additional support, noting that trust mediates the influence of service quality, price, and halalness on satisfaction, further reinforcing the pivotal position of trust for both immediate customer experience and long-term loyalty.

Theoretically, this study advances mediation theory in consumer research, showing trust as a crucial mechanism that translates positive perceptions of product attributes into satisfaction. Practically, brands should embed trust-building initiatives throughout their value propositions, ensuring service consistency, price fairness, and clear communication, especially for faith-based products. Policymakers are urged to promote transparent certification and trust-building regulations, while industry actors are encouraged to integrate consumer trust into marketing and product strategies for sustained satisfaction and loyalty.

The Effect of Service Quality on Consumer Trust

This research shows that service quality has a substantial and highly significant influence on consumer trust in MSGLOW cosmetics in Palopo, as evidenced by the strongest statistical T-value (5.568), a p-value of 0.000, and a path coefficient of 0.328. These results underscore that the more professional, responsive, and empathetic the service delivery, the higher the consumer trust towards the brand. In the context of halal cosmetics, quality service covers not only functional reliability but also assurance in upholding Islamic values, leading to consumer confidence in product safety and ethical integrity.

Supporting literature firmly agrees with these findings. Studies such as Durmaz (2022) and Izogo et al. (2016) confirm that superior service management, spanning staff competence, transparent communication, and reliability, naturally builds consumer trust in cosmetics and service-based industries. The SERVQUAL model (Parasuraman et al., 1988) reinforces that tangibles, reliability, responsiveness, assurance, and empathy are critical drivers of trust. Research reflects that outstanding service elevates consumer perceptions of brand commitment and reduces buyer uncertainty, ultimately fostering brand loyalty.

Evidence directly contradicting these results remains scarce. Most contemporary research, especially in Muslim-majority and digital-first contexts, consistently finds positive relationships between service quality and consumer trust. Additionally, previous studies (Alnaim et al., 2022; Carranza et al., 2018) recognize trust as a key mediating mechanism linking service quality to both satisfaction and loyalty, while other studies (Awuku et al., 2023; Tarmidi & Salsabila, 2023) highlight that digital service innovations and consumer feedback further reinforce this bond.

The implications are noteworthy for theory, practice, and policy. Theoretically, this study supports mediation models where service quality acts as a primary antecedent to trust in consumer behavior. Practically, cosmetic brands, especially those with halal positioning, must prioritize service excellence through staff training, empathetic

customer relations, and transparent service processes. Policymakers and business actors are encouraged to create service frameworks integrating ethical standards and religious values, ensuring quality assurance for consumers and supporting sustainable loyalty and satisfaction.

The Effect of Service Quality on Consumer Satisfaction

This study finds that service quality exerts a positive and significant influence on consumer satisfaction with MS Glow cosmetics in Palopo, supported by a T-value of 2.931 (p = 0.003) and a path coefficient of 0.165. While this effect size is the lowest among studied predictors, the results demonstrate that even incremental improvements in service delivery, encompassing reliability, empathy, and responsiveness, play a notable role in shaping consumer satisfaction. High-quality service remains essential for meeting consumer expectations and fostering positive product evaluations.

Numerous empirical studies support these findings. Kusuma et al. (2023) and Woldemichael (2024) emphasize that service quality dimensions such as reliability, assurance, and responsiveness are key drivers of satisfaction in commodity-oriented sectors, including cosmetics. Ahsan et al. (2024) and Engriani et al. (2019) further stress that comprehensive service delivery and assured staff competence directly elevate customers' overall experience and satisfaction, especially in markets where differentiation relies on quality of interaction.

Contradictory evidence in this context is minimal, as the consensus in the literature favors the assertion that service quality positively impacts satisfaction. Abeysinghe & Karandakatiya (2020) expand upon this by highlighting the role of empathy, while Lukmana (2023) points to the influence of the physical environment on satisfaction. As online retail gains ground, research like Suhartanto et al. (2021) underscores the importance of digital service quality in supporting consumer satisfaction, particularly via usability and customer support.

Theoretically, these results reinforce SERVQUAL-based models in the cosmetics sector and highlight service quality's indirect role via trust. Practically, brands should invest in staff development, responsive channels, and empathetic service, ensuring the physical and digital environments support satisfaction. Policymakers and industry stakeholders should enable frameworks for service standards, consumer protection, and ongoing staff training to sustain high satisfaction and loyalty in the evolving cosmetics marketplace.

The Effect of Price on Consumer Satisfaction through Consumer Trust as Mediating Variable

This study finds that price exerts a significant positive indirect effect on consumer satisfaction with MS Glow cosmetics in Palopo City through the mediating role of consumer trust, confirmed by a T-value of 2.621 (p = 0.009) and a mediation coefficient of 0.124. This means that when prices are perceived as fair and aligned with product value, they foster trust, which in turn amplifies satisfaction. This mediation highlights that trust acts as a psychological bridge, translating perceptions of value into positive

satisfaction outcomes, especially in markets where ethical and religious considerations are salient.

The supporting literature reinforces these findings. Numerous studies (Hride et al., 2022; Kim et al., 2018; Konuk, 2018) indicate that price is closely tied to trust and satisfaction, often mediated by perceptions of fairness and brand integrity. Consumers are more likely to be satisfied when they trust a brand to deliver honest value, even if prices are comparatively higher. Additionally, Hasan et al. (2024) find that positive price perceptions foster emotional value, which strengthens consumer satisfaction through trust, especially in the cosmetics and halal markets.

Little evidence opposes these results; most research supports the partial mediation model, where trust effectively channels the impact of price on satisfaction. This is evident in both traditional retail and e-commerce, as confirmed by Nakpathom et al. (2022), who argue that transparency in pricing and consistent value delivery are crucial for converting trust into satisfaction and loyalty, regardless of channel.

The implications are profound for theory, practice, and policy. Theoretically, the findings strengthen the mediation framework in consumer behavior studies, specifically regarding the pathways from price perception to satisfaction through trust. Practically, cosmetics brands and marketers must ensure their pricing not only reflects value but also cultivates trust through transparency and ethical practices. For policymakers, these results advocate for regulations that promote price fairness and consumer education to support sustainable satisfaction and loyalty in value-sensitive consumer markets like halal cosmetics.

The Effect of Product Halalness on Consumer Satisfaction through Consumer Trust as Mediating Variable

This study demonstrates that product halalness exerts a significant and positive indirect effect on consumer satisfaction with MSGLOW cosmetics in Palopo, mediated by consumer trust. With a T-statistic of 2.886 (p = 0.004) and an indirect effect coefficient of 0.147, this pathway is the strongest among the mediation relationships tested. The findings confirm that consumer trust is the main mechanism through which halal certification and integrity translate into consumer satisfaction, especially among a predominantly Muslim population.

Supporting research corroborates these results. Fiandari et al. (2024) highlight that halal certification builds strong trust, which, in turn, enhances satisfaction and purchase intentions for halal cosmetics. Trust is reinforced when brands demonstrate both legal assurances (halal certification) and ethical integrity, aligning closely with consumer values. Research further asserts that substantial religious or ethical alignment amplifies satisfaction beyond functional product quality.

No substantial evidence contradicts these findings, as the literature increasingly points to trust as the pivotal mediator between halalness and satisfaction, particularly in Muslim-majority markets or segments prioritizing ethical standards. Additional research suggests that brands communicating halal values effectively, and investing

in consumer trust through transparency and education, achieve higher satisfaction and loyalty, reinforcing the central role of the trust pathway.

The scholarly implications reinforce mediation theory in consumer research by showing that trust translates product halalness into tangible satisfaction effects. Practically, brands should prioritize robust halal certification, transparent communication of product integrity, and ongoing consumer education initiatives. Policymakers and regulators are also encouraged to support consumer protection and robust certification to strengthen trust, thereby accelerating growth and satisfaction in the halal cosmetics sector. These insights direct companies toward holistic strategies combining religious compliance, trust-building, and consumer-centric communication.

The Effect of Service Quality on Consumer Satisfaction through Consumer Trust as Mediating Variable

This study finds that service quality has a positive and significant indirect effect on consumer satisfaction, mediated by consumer trust in MS Glow cosmetics in Palopo City. With a T-statistic of 2.831 (p = 0.005), this mediation is substantial: good service quality first enhances consumer trust, which then leads to greater satisfaction. The mediation effect size (0.124) reinforces trust as a psychological bridge—consumers translate positive service experiences into satisfaction through their confidence in the brand.

The literature widely supports this model. Research grounded in the SERVQUAL framework (Parasuraman et al., 1988) asserts that reliability, responsiveness, empathy, assurance, and tangibles drive satisfaction via trust. Hasan et al. (2024) affirm trust as an essential mediator linking high-quality service with consumer satisfaction and loyalty in halal and cosmetics industries. These findings are echoed in both traditional and digital retail settings, where trust determines the enduring impact of service quality.

Contradictory findings are rare; the consensus is that without trust, even excellent service may not yield high satisfaction. Emerging research further indicates that in value-based and religious consumer contexts, trust is indispensable. Previous studies (Abbas Helmi et al., 2020; Fatonah et al., 2025b; Saleh & Rajandran, 2024) confirm that assurance and empathy rooted in staff professionalism and ethical communication are crucial for building the type of trust that sustains satisfaction, particularly in the halal cosmetics sector.

Theoretically, these results fortify mediation models in consumer behavior, positioning trust as the main mechanism that converts perceptions of service quality into authentic satisfaction. Practically, brands in the cosmetics industry must train their staff in responsiveness, transparency, and personalized care. Regulatory bodies and policymakers should develop guidelines promoting service standards, consumer protection, and ethical conduct. By focusing on trust-building service, businesses and regulators can foster sustainable satisfaction and long-term loyalty in diverse consumer segments.

CONCLUSION

This study provides robust empirical evidence that trust acts as a vital mediating mechanism between product halalness, service quality, price, and consumer satisfaction in the context of halal cosmetics, specifically among MS Glow users in Palopo. The main findings highlight that halalness exerts the strongest direct effect on building consumer trust, while service quality and price also play significant roles. In turn, trust substantially enhances consumer satisfaction, either directly or through mediating the effects of halal certification, service, and pricing quality. Mediation analysis confirms that trust is essential for translating positive perceptions of product attributes into higher satisfaction, demonstrating that both psychological and ethical value propositions are central for Muslim consumers.

The implications of these findings are significant for both theory and practice. Theoretically, this research substantiates mediation theory in consumer behavior by empirically validating trust as the critical bridge in the link between product characteristics and satisfaction outcomes. Practically, brands targeting Muslim markets should prioritize transparent halal certification, ethical service delivery, and competitive pricing to cultivate trust and drive customer satisfaction. These insights highlight the interconnectedness of value-based, religious, and quality cues in strategic marketing and product management for halal-centric businesses. Policymakers are urged to strengthen regulations for halal verification, consumer education, and ongoing industry development to foster competitive and sustainable market growth.

By extending halal marketing inquiry to a non-metropolitan context, this study enriches the academic literature and offers important guidance for practitioners navigating the growing halal cosmetics sector. Its unique contribution lies in quantifying the trust mechanism and elucidating the primacy of halalness among the examined predictors. Based on these results, future research should further explore trust's role across different product categories, populations, and regulatory contexts. This will not only enhance academic understanding of halal consumer behavior but also provide actionable recommendations for brands seeking to maintain relevance and build long-term loyalty in diverse consumer segments.

Limitation of the Study

Despite providing valuable insights, the current study is subject to certain empirical and methodological limitations. The research was conducted in a specific non-metropolitan city (Palopo) and focused on just one cosmetic brand, which may constrain the generalizability of the results. The sample size, while sufficient for the applied analytical method, remains relatively small compared to the breadth of Indonesia's cosmetic market. Furthermore, all data relied on self-reported perceptions and cross-sectional surveys, which are susceptible to biases such as recall inaccuracy and common method variance. These limitations suggest caution in extending the findings broadly across geographic and product boundaries.

Additionally, the scope of analyzed variables was limited to three main antecedents—halalness, service quality, and price—with trust modeled as the single mediating factor. There may be other influential factors, such as brand image, social influence, or digital experience, not captured in this model. The cross-sectional nature of the analysis also precludes inferences about causality or changes in consumer attitudes over time. By focusing exclusively on current users of MS Glow, the study may have overlooked the perspectives of new or potential consumers. These constraints indicate the need for multi-method approaches, broader samples, and longitudinal study designs in future work.

Recommendations for Future Research

Future studies should expand the geographic and brand scope to test the robustness and external validity of these findings across different non-metropolitan and metropolitan settings. Including a more diverse sample, incorporating various age groups, consumer lifestyles, and alternative product categories, can provide a deeper understanding of the drivers of trust and satisfaction in the wider halal cosmetics market. Researchers could also investigate additional mediators or moderators, such as perceived product efficacy, influencer marketing, digital experience, or religiosity, to reflect the evolving dynamics of consumer preferences in the digital age.

Longitudinal and experimental study designs are recommended to examine how trust and satisfaction evolve over consumers' lifecycles or in response to marketing interventions and regulatory changes. Implementing mixed-method approaches like triangulating surveys with interviews or focus groups can reduce self-report bias and capture a richer narrative of consumer motivations. Future research may also explore policy impacts by assessing how changes in halal certification standards or consumer education initiatives influence trust and satisfaction. These avenues can advance knowledge and support more effective, inclusive, and ethical strategies for both industry practitioners and policymakers.

Author Contributions

Conceptualization	L.A.A., A.S.I., & I.	Resources	L.A.A., A.S.I., & I.
Data curation	L.A.A., A.S.I., & I.	Software	L.A.A., A.S.I., & I.
Formal analysis	L.A.A., A.S.I., & I.	Supervision	L.A.A., A.S.I., & I.
Funding acquisition	L.A.A., A.S.I., & I.	Validation	L.A.A., A.S.I., & I.
Investigation	L.A.A., A.S.I., & I.	Visualization	L.A.A., A.S.I., & I.
Methodology	L.A.A., A.S.I., & I.	Writing – original draft	L.A.A., A.S.I., & I.
Project administration	L.A.A., A.S.I., & I.	Writing – review & editing	L.A.A., A.S.I., & I.

All authors have read and agreed to the published version of the manuscript.

Institutional Review Board Statement

The study was approved by Program Studi Ekonomi Syariah (S2), IAIN Palopo, Kota Palopo, Indonesia.

Informed Consent Statement

Informed consent was obtained before respondents filled out the questionairre for this study.

Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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Conflicts of Interest

The authors declare no conflicts of interest.

Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

During the preparation of this work, the authors used ChatGPT, DeepL, Grammarly, and PaperPal to translate from Bahasa Indonesia into American English and improve the clarity of the language and readability of the article. After using these tools, the authors reviewed and edited the content as needed and took full responsibility for the content of the published article.

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