

**PERAN MEDIASI KEPERCAYAAN KONSUMEN DALAM
PENGARUH KEHALALAN PRODUK, KUALITAS LAYANAN
DAN HARGA TERHADAP KEPUASAN KONSUMEN
MSGLOW DI PALOPO**

Artikel

*Diajukan untuk Melengkapi Syarat Guna Memperoleh gelar Magister
dalam Bidang Ilmu Ekonomi Syariah (M.E)*



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UIN PALOPO
2025**

MODELING THE MEDIATING ROLE OF TRUST IN HALAL COSMETICS: EVIDENCE FROM MSGLOW CONSUMERS IN PALOPO CITY

Article

*Submitted to Complete the Requirements to Obtain a Master's Degree
in the Field of Sharia Economics (M.E)*



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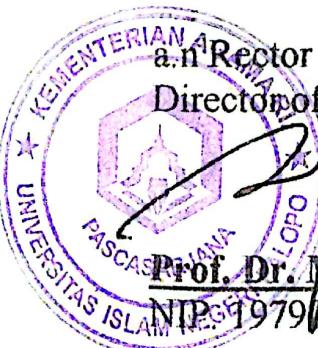
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Palopo, October 23th, 2025

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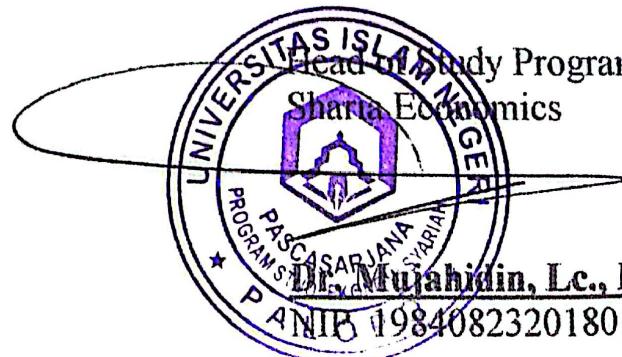
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Modeling the mediating role of trust in halal cosmetics: Evidence from MS Glow consumers in Palopo City

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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.

JEL Classification:

O18, P25, R51, Z12

KAUJIE Classification:

H5, N5, R61, R62

ARTICLE HISTORY:

Submitted: June 11, 2025

Revised: August 5, 2025

Accepted: August 6, 2025

Published: August 19, 2025

KEYWORDS:

consumer satisfaction:
consumer trust: halal
cosmetics: Palopo City: price:
product halal: service quality

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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.

CITATION: Ali, L. A., Iskandar, A. S., & Ishak. (2025). Modeling the mediating role of trust in halal cosmetics: Evidence from MS Glow consumers in Palopo City. *Journal of Islamic Economics Lariba*, 11(2), 1057-1090. <https://doi.org/10.20885/jielariba.vol11.iss2.art13>

INTRODUCTION

Indonesia as a country with the largest Muslim population in the world has great potential in the development of the halal industry. Public awareness of the importance of halal products has increased significantly in recent years, not only in the food and beverage sector, but also in the cosmetics and personal care industries. This shows that Indonesian Muslim consumers are increasingly selective in choosing the products they use to comply with sharia principles. Apart from religious aspects, the demand for halal products is also born from consumers' desire for safe, clean, and reliable products (Putra, Dewantara, & Noer, 2025).

The Indonesian government has responded to this trend by strengthening regulations related to halal products. Through the Halal Product Assurance Agency (BPJPH), the government requires halal certification for various products, including cosmetics. This certification aims to provide protection to Muslim consumers so that they do not hesitate to use products on the market (Indonesia InCorp, 2025). This policy also supports the growth of the national halal economy which is increasingly competitive in the global market.

In the world of cosmetics, the halalness of a product is not only seen from the content of the ingredients, but also from the production, storage, and distribution processes. Muslim consumers now not only see the effectiveness of a product, but also question whether it is truly free from haram and unclean ingredients. Therefore, cosmetics companies that want to compete in the Muslim market must be able to demonstrate their commitment to the halalness of their products, both legally and ethically (Frontiers in Nutrition, 2025).

Consumer trust is an important aspect in forming loyalty to halal products. Consumers who believe that a product is safe, halal, and ethical will be more likely to make a repeat purchase and recommend it to others. In the Indonesian context, this

trust is heavily influenced by halal certification, company reputation, and honest communication from producers to their consumers (Shalihin et al., 2025). In other words, halal and trust go hand in hand in influencing consumer behavior.

Recent studies show that the younger generation of Muslims in Indonesia still maintain their preference for halal products, even though they are very open to global consumption cultures. This indicates that Islamic identity remains the basis for purchasing decisions. This preference is also reinforced by the increasing number of influencers and public figures who promote halal and ethical products as part of a modern and Islamic lifestyle (Putra et al., 2025).

MSGLOW products as one of the local cosmetic brands that are on the rise in Indonesia have managed to attract the attention of the Muslim market. Apart from its quality, this product is also considered to have added value in the form of halal claims and the use of safe ingredients. For some consumers, halal certification on cosmetic products is a key factor that affects their trust and satisfaction with the brand.

In the city of Palopo, South Sulawesi, the growth of the cosmetics market shows a positive trend. The people of Palopo, who are predominantly Muslim, are beginning to show a preference for halal and safe self-care products. This phenomenon shows that awareness of the importance of choosing products according to Islamic law is also growing in regions, not only in big cities. MSGLOW is one of the products that is quite known and used among the people of Palopo, especially young women and housewives.

Nonetheless, challenges remain. Not all consumers understand the importance of halal certification, or even be able to distinguish between products that are truly halal and which simply claim halal without evidence. On the other hand, education from local companies and distributors is still not optimal, so it can affect the level of consumer confidence, even though the quality of the product is considered quite good by most users.

Consumers' trust in MSGLOW is also influenced by their perception of the price, service, and product information they receive. When these three aspects are well managed and wrapped in strong Islamic values, there will be a high level of trust in the brand, which will ultimately increase customer satisfaction and loyalty. This indicates that consumer trust plays an important role as a mediator between product characteristics and perceived satisfaction.

Based on this description, this study will examine how halal products, service quality, and price affect consumer satisfaction with MSGLOW in Palopo, considering the mediating role of consumer trust. The results of this study are expected to provide insight for cosmetics companies in designing marketing strategies that are not only effective, but also based on Islamic values that are in accordance with the needs of Muslim consumers.

Product halalness is a crucial aspect for Muslim consumers in determining product choices, including in the cosmetics sector. Halal certification not only ensures the conformity of products with Islamic law, but also increases consumer confidence in the safety and quality of the product. Research by Amalia and Rahman (2025) shows that



halal certification has a significant influence on consumer loyalty, which is mediated by consumer satisfaction. This emphasizes the importance of halal products in shaping consumer satisfaction and loyalty.

In addition to halal, service quality also plays an important role in shaping consumer satisfaction. Responsive, friendly, and professional service can enhance a positive consumer experience, which in turn increases their satisfaction with the product or service provided. Chairani et al. (2022) found that service quality has a positive and significant influence in mediating the influence of price perception and product quality on customer satisfaction. This suggests that service quality can strengthen the relationship between other factors and consumer satisfaction.

Price is also a determining factor in consumer purchasing decisions. Competitive prices and in accordance with the quality of the products can improve the perception of consumers' value, which contributes to their satisfaction. However, price perceptions do not always have a direct impact on consumer satisfaction. Research by Sudirman et al. (2021) shows that consumer trust can mediate the relationship between price and consumer satisfaction, emphasizing the importance of trust in this context.

Consumer trust in a brand or product is a significant mediating factor in shaping consumer satisfaction. This trust is built through consistency of product quality, transparency of information, and commitment to the values held by consumers, such as halal in the context of Muslim consumers. Hidayat and Kurniawati (2023) emphasize that perceived brand integrity can increase brand legitimacy in the eyes of Muslim consumers, ultimately increasing their trust and satisfaction.

In the context of halal cosmetic products like MSGLOW in Palopo, it is important to understand how the halalness of the product, quality of service, and price affect consumer satisfaction, as well as how consumer trust mediates the relationship. A study by Wiranto et al. (2023) shows that quality perception, brand trust, and halal labels have an influence on customer loyalty, with customer satisfaction as an intervening variable. This indicates that consumer trust and satisfaction are interrelated in forming loyalty to halal products.

Although various studies have examined the factors that affect consumer satisfaction and loyalty, there is still a gap in understanding the mediating role of consumer trust in the context of halal cosmetic products in areas such as Palopo. Socio-cultural conditions and the level of consumer awareness of the halalness of products in this area can affect the dynamics of the relationship between these variables. Therefore, research that focuses on local contexts is important to provide a deeper understanding.

Based on the description above, the formulation of the problem in this study is:

1. How does Price affect Consumer Confidence?
2. How does Price affect MSGLOW Consumer Satisfaction in Palopo?
3. How does Product Halalness affect Consumer Trust?
4. How does Product Halalness affect MSGLOW Consumer Satisfaction in Palopo?
5. How does Consumer Trust affect MSGLOW Consumer Satisfaction in Palopo?



6. How does Service Quality affect Consumer Trust?
7. How does Service Quality affect MSGLOW Consumer Satisfaction in Palopo?

This research is expected to contribute to the development of marketing strategies for halal cosmetic products by considering factors that affect consumer satisfaction, as well as the role of mediating consumer trust. The results of this study can also be a reference for halal cosmetics manufacturers in improving the quality of products and services, as well as building consumer trust to achieve sustainable satisfaction and loyalty.

In the era of globalization and increasing Muslim consumer awareness of the importance of halal products, the cosmetics industry in Indonesia faces the challenge of meeting the needs of an increasingly selective market. Cosmetic products are not only required to have good quality and competitive prices, but also must meet strict halal standards. Consumer trust in the halalness of products is a crucial factor in shaping their satisfaction and loyalty. Therefore, this study aims to test the influence of halal products, service quality, and price on consumer satisfaction, with consumer trust as a mediating variable.

This research makes a theoretical contribution to the development of marketing management science, especially in understanding the dynamics of Muslim consumer behavior towards halal cosmetic products. By integrating the variables of halal product, service quality, price, consumer trust, and consumer satisfaction, this study enriched the literature on factors influencing purchasing decisions in the context of the halal market. This is in line with the findings of Tyas et al. (2024) who emphasize the importance of halal standards and service quality in improving customer satisfaction.

Theoretically, this research also contributes to expanding the understanding of the mediating role of consumer trust in the relationship between product attributes and consumer satisfaction. Thus, this research can be the basis for the development of more comprehensive models of consumer behavior in the context of halal marketing.

In a practical context, the results of this research can be used by MSGLOW business actors in Palopo to design more effective marketing strategies. By understanding that halal products, quality of service, and competitive prices can increase consumer trust and satisfaction, businesses can tailor their marketing approaches to meet the needs and preferences of Muslim consumers in the area. Research by Zakna and Husda (2025) shows that consumer trust and satisfaction have a significant effect on consumer loyalty of MSGLOW products in Batam City.

In addition, this research can provide insight for other halal cosmetics industry players in developing products and services that are in accordance with Islamic values. With increasing consumer awareness of the importance of halal products, industry players need to ensure that their products not only meet quality standards, but also meet strict halal requirements. This can increase consumer confidence and expand the market share of halal cosmetic products.

This research is also useful for the government and related institutions in formulating policies that support the development of the halal cosmetics industry in

Indonesia. By understanding the factors that affect consumer satisfaction and loyalty, the government can provide appropriate support for industry players in the form of training, halal certification, and halal product promotion.

In an academic context, this research can be a reference for researchers and students interested in the field of marketing management and Islamic consumer behavior. By providing empirical data and in-depth analysis of the factors that affect consumer satisfaction with halal cosmetic products, this research can encourage further and in-depth research in this field.

This research has broad benefits, both theoretically and practically, in supporting the development of a halal cosmetics industry that is sustainable and in accordance with Islamic values. By understanding and meeting the needs of Muslim consumers, industry players can build strong relationships with consumers and achieve long-term success in an increasingly competitive market.

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, Ab Talib, & Mohammed, 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, Zeithaml, and Berry. This model defines service quality as the difference between customer expectations and their perception of the services received (Parasuraman et al., 1988 in 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 MSGLOW (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 (Farooq 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., 2022).

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 (Alam & Noor, 2021).

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 (Nasution et al., 2024).

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 (Amin et al., 2023).

Several studies state that high service quality directly affects customer trust and loyalty. 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 (Farooq et al., 2023).

Adaptation of the SERVQUAL model in local and cultural contexts is strongly recommended to make the measurement more relevant. 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 (Kotler & Keller, 2021 in Hasan et al., 2023).

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 (Luqman et al., 2022).

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 (Yeo et al., 2021).

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 (Rashid et al., 2023).

Price perception is also closely related to customer loyalty. 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 (Nashihin et al., 2023).

In addition, in the context of digital marketing, price perception can be influenced by information transparency. 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 (Falahat et al., 2021).

Studies also show that price perception is influenced by emotional aspects and symbolic value. 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 (Hasan et al., 2023).

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 (Rashid et al., 2023).

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 in Yaseen et al., 2022). 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; competence refers to the company's ability to provide products or services according to expectations; and goodwill implies that the company cares about the interests of consumers (Akhlaq & Ahmed, 2021). 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 (Rashid et al., 2023). 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 (Luqman et al., 2022). 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. 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 (Farooq et al., 2021). In the online marketing of cosmetic products such as MSGLOW, positive reviews and transparency are the main means of building digital trust.

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 (Hasan et al., 2023). 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. A study by Amin et al. (2023) shows 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 (Yaseen 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 (Kotler & Keller, 2016 in Hapsari 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 (Rasyid et al., 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 (Alshurideh et al., 2021).

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 (Zhang et al., 2022). 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 (Amin et al., 2023). 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 (Jin & Kim, 2021). 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 Bentein et al., 2021). 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., 2022). 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. A study by Alalwan et al. (2022) shows 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 in Hassan et al., 2023). 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 (Hayes, 2018 in Sürütü et al., 2022). 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, Farooq et al. (2021) found that trust mediates the influence of e-WOM on customer loyalty in the online retail sector. 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 a study by Amin et al. (2023) which shows 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 (Wang et al., 2024).

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 in Alshurideh et al., 2021), the dimensions of service quality include reliability, responsiveness, assurance, empathy, and physical evidence. A study by Luqman et al. (2022) shows that service quality has a significant effect on customer trust and satisfaction in the cosmetics sector.

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 (Rashid et al., 2023). 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 (Amin 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. Studies by Hasan et al. (2023) show that 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 MSGLOW products. Based on cognitive dissonance theory, consumers will feel satisfied if their perception of the benefits of the product meets or exceeds initial expectations (Hapsari et al., 2022).

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 MSGLOW 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 MSGLOW consumers in Palopo.

H5: Consumer confidence has a positive and significant effect on MSGLOW 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 MSGLOW 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.

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 et al., 2022).

The population in this study was MSGLOW 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 et al., 2022).

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 (Chairani et al., 2023). 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 et al., 2022).

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 MSGLOW products. Meanwhile, online dissemination was carried out through social media platforms and MSGLOW 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 et al., 2022).

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 et al., 2022).

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 et al., 2022).

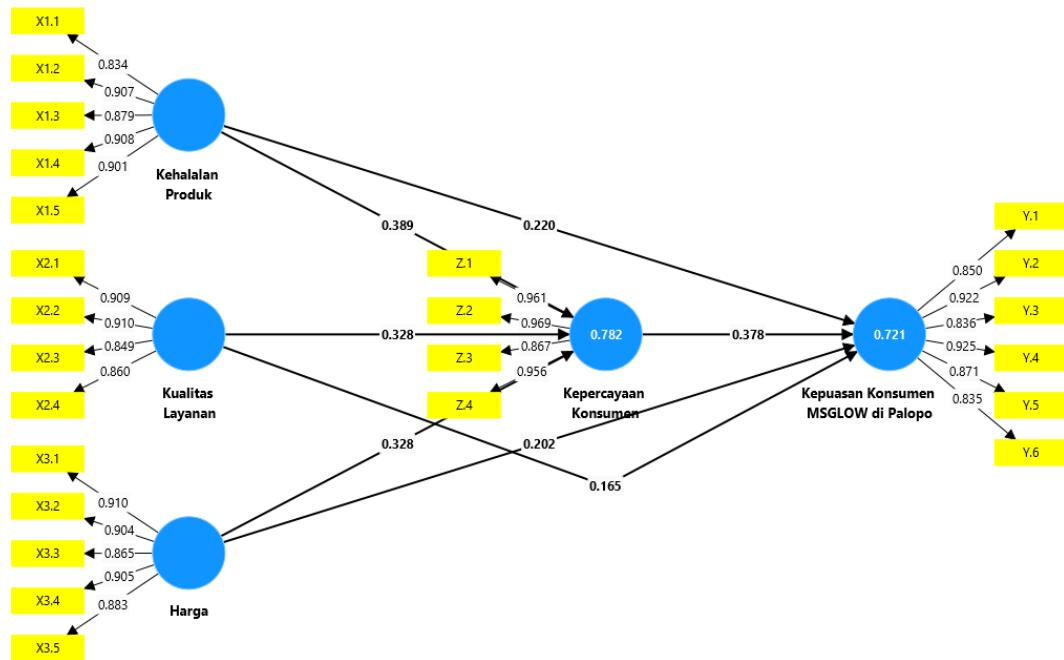
RESULTS

Evaluation of Measurement Model (Outer Model)

According to Ghazali (2015:39), 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.

Convergent Validity

Convergent validity testing is tested from each construct indicator. According to Chin (2015), 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. 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	

Variable	Product Halal	Quality of Service	Price	Consumer Satisfaction	Consumer Trust
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.

a. Discriminant Validity

The next check is to compare the correlation between the variables with the root of AVE (\sqrt{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} 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. The following are 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



Variable	Product Halal	Quality of Service	Price	Consumer Satisfaction	Consumer Trust
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., 2017). 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.

b. 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 (rho_a)	reliability	Composite (rho_c)	reliability
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 (Ghozali, 2014):

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 f^2 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 f^2 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 f^2 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 f^2 value is 0.065. This value is between 0.02 and 0.15 ($0.02 \leq 0.065 \leq 0.15$), so the direct influence of Halal Products on Consumer Satisfaction has a weak influence.
5. Consumer Confidence → Consumer Satisfaction. The f^2 value is 0.111. This value is between 0.02 and 0.15 ($0.02 \leq 0.111 \leq 0.15$), which indicates that the influence of Consumer Confidence on Consumer Satisfaction has a weak influence.
6. Service Quality → Consumer Trust. The value of f^2 is 0.287. Because this value is between 0.15 and 0.35 ($0.15 \leq 0.287 \leq 0.35$), the influence of Service Quality on Consumer Trust is categorized as having a medium influence.
7. Service Quality → Consumer Satisfaction. The f^2 value is 0.044. This value is between 0.02 and 0.15 ($0.02 \leq 0.044 \leq 0.15$), 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* (Q^2) 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	Q ² (=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

Variable	Original sample (o)	Sample mean (M)	Standard deviation (STDEV)	T statistics (o/STDEV)	P values
Product Halalness →	0.389	0.395	0.078	4.978	0.000
Consumer Trust					
Halal Products →	0.220	0.229	0.110	2.006	0.045
Consumer Satisfaction					
Consumer Trust →	0.378	0.368	0.112	3.367	0.001
Consumer Satisfaction					
Service Quality →	0.328	0.323	0.059	5.568	0.000
Consumer Trust					
Service Quality →	0.165	0.164	0.056	2.931	0.003
Consumer Satisfaction					

Source: Primary data. Processing Output with smartPLS 4.0

Here are the results of hypothesis testing on structural models:

1. The Influence 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 MSGLOW products.
2. The Effect of Price on Consumer Satisfaction MSGLOW in Palopo 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 Influence 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 MSGLOW.
4. The Effect of Product Halalness on MSGLOW Consumer Satisfaction in Palopo 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 MSGLOW consumers in Palopo.
5. The Influence of Consumer Trust on MSGLOW Consumer Satisfaction in Palopo 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 MSGLOW products and services.

6. The Influence 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 MSGLOW.
7. The Effect of Service Quality on Consumer Satisfaction MSGLOW in Palopo 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 MSGLOW consumer satisfaction.

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

Table 11

Hypothesis Testing of the Indirect Influence 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

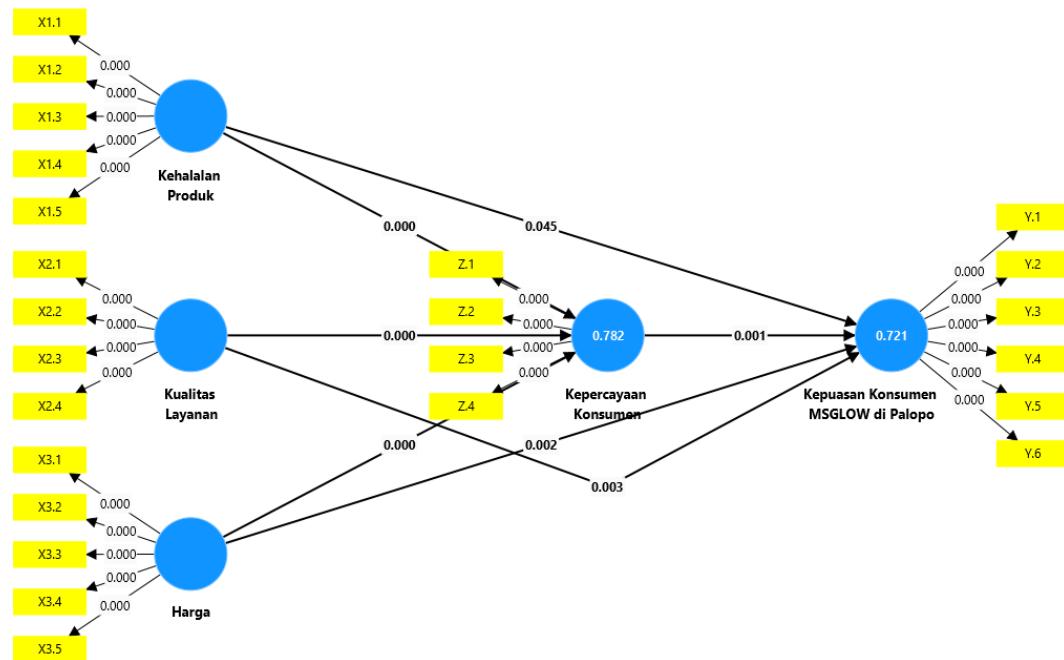
1. The Effect of Price on Consumer Satisfaction through Consumer Trust The results of the analysis show that there is a positive and significant indirect influence of Price on Consumer Satisfaction through Consumer Confidence. This is evidenced by a statistical T-value of 2.621 (greater than 1.96) and 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 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 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

This study revealed that halal products have the most dominant influence in shaping consumer trust in MSGLOW products in Palopo. The coefficient of the influence of halal on belief ($\beta = 0.389$; $p < 0.001$) was the highest among other exogenous variables. This shows that in the context of Muslim societies such as Palopo, the dimension of consumer religiosity greatly influences belief in product integrity. These findings support research by Ahmad, Rahman, & Rahman (2022) which states that halal labels not only affirm sharia compliance, but are also indicators of credibility, safety, and producer responsibility for Muslim consumer values.



In addition to affecting trust, the halalness of products also shows a significant relationship with consumer satisfaction ($\beta = 0.220$; $p = 0.045$). This indicates that halal functions as an added value in forming a positive perception of the overall experience of using cosmetic products. Products that are perceived as halal not only meet the functional expectations, but also the emotional and spiritual expectations of consumers. This research is in line with the study of Amin et al. (2023), which emphasized that religious values in halal branding increase feelings of pride and satisfaction in the consumption of products that are in accordance with personal beliefs.

Service quality was also shown to play an important role in building trust ($\beta = 0.328$; $p < 0.001$), although its direct effect on consumer satisfaction was relatively small ($\beta = 0.165$; $p = 0.003$). These findings illustrate that service dimensions such as empathy, responsiveness, and assurance in the SERVQUAL model are still relevant in the context of halal cosmetics marketing. Professional, friendly, and communicative service is able to provide a sense of security and increase the credibility of the product provider, which ultimately creates higher trust. These findings corroborate research by Zeithaml, Bitner, & Gremler (2020), which states that the quality of service interactions has a long-term influence on loyalty through trust.

Although the contribution of service quality to consumer satisfaction is direct, this study shows that the indirect role through trust is actually more significant ($\beta = 0.124$; $p = 0.005$). This reinforces the view that satisfaction in the context of a spiritually valuable product does not arise only from rational aspects such as prompt service or good facilities, but from the belief that the brand is consistent and trustworthy throughout its service process. Thus, trust becomes an essential psychological link between service quality and final satisfaction.

On the other hand, price also has a positive and significant influence on trust ($\beta = 0.328$; $p < 0.001$) and consumer satisfaction ($\beta = 0.202$; $p = 0.002$). This indicates that consumers view the MSGLOW price as a fair and commensurate representation of value for the benefits of the product. However, as with other variables, the indirect influence of price on satisfaction through trust ($\beta = 0.124$; $p = 0.009$) suggests an important mediating role. Consumers not only look at the nominal price, but also assess whether the price reflects the goodwill, honesty, and social responsibility of the company. This is consistent with the findings of Nguyen et al. (2021) who stated that fair price perceptions form positive perceptions of brand integrity.

The role of consumer trust as a mediator is a key aspect in this study. The three mediation pathways tested—price, halal, and quality of service to satisfaction—were all significant, indicating that trust is a psychological bridge that explains why consumers feel satisfied after gaining confidence first. The halal path → trust → satisfaction was the strongest ($\beta = 0.147$), indicating that the element of religiosity inherent in halal brands plays a central role in building affective loyalty. This is consistent with the mediation theory from Baron & Kenny (1986) and the research of Alalwan et al. (2022) which asserts that trust is able to transform the perception of product attributes into loyalty affection.

These findings enrich the literature on Muslim consumer behavior and show that halal marketing strategies should not only emphasize the symbolic halal label, but also consistently instill trust across the entire product value chain—from the production process to service interactions. In an increasingly critical consumer era, building trust means building brand sustainability, especially in Muslim markets that blend rational and spiritual aspects in the decision-making process. This approach is also in line with the principles of value-based marketing that integrates the values of ethics, transparency, and social responsibility.

Finally, this discussion emphasizes that the success of marketing halal cosmetic products such as MSGLOW does not only depend on the physical quality of the product or price competitive advantage, but also depends on the extent to which the company is able to strategically build, maintain, and expand consumer trust. Therefore, business actors need to integrate halal communication strategies, improve service quality, and price fairness simultaneously, while still making trust a key variable in shaping customer satisfaction and loyalty.

CONCLUSION

This study aims to analyze the influence of halal products, service quality, and price on consumer satisfaction of MSGLOW cosmetic products in Palopo City, with consumer trust as a mediating variable. The results of the analysis show that all independent variables (product halalness, service quality, and price) have a positive and significant influence on consumer confidence. Among the three, the halalness of products has the most dominant influence on the formation of beliefs, indicating the importance of religious values in shaping the positive perception of Muslim consumers towards cosmetic products.

The direct influence of halal products, service quality, and price on consumer satisfaction has also proven to be significant, although the strength varies. Consumer confidence has been proven to play a significant role as a significant mediating variable in strengthening the influence of these three variables on consumer satisfaction. These findings confirm that trust not only acts as a result of consumer experience, but also as an important psychological mechanism that bridges perceptions of product attributes with the final evaluation of satisfaction.

The implications of these findings show that in the context of Muslim consumers, halal cosmetics marketing strategies need to be focused on increasing the integrity and transparency of halal product aspects, responsive and ethical services, and fair pricing in accordance with the value of the benefits offered. The combination of these three elements can significantly increase consumer trust and satisfaction.

Theoretically, this research contributes to expanding the literature on Muslim consumer behavior and halal marketing, especially in understanding the mediating role of consumer trust. This research also strengthens a conceptual model that integrates product attributes with the psychological aspects of consumers in shaping satisfaction.



Practically, the results of this research can be a reference for business actors in the halal cosmetics sector, especially in areas such as Palopo, to design a value-based marketing strategy that prioritizes halal principles, quality services, and competitive prices. By building and maintaining consumer trust, companies can create sustainable, long-term relationships with an increasingly value-conscious Muslim market.

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.

Funding

This study received no direct funding from any institution.

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.

Acknowledgments

The authors thank Program Studi Ekonomi Syariah (S2), IAIN Palopo, Kota Palopo, Indonesia, for administrative support for the research on which this article was based.

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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Letter of Acceptance
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Dear Linda A. Ali,

We send you this letter to inform you that the manuscript with the following details:

Title	The Role of Consumer Trust in the Influence of Halal Products, Service Quality, and Price on MSGLOW Consumer Satisfaction in Palopo
ID	40989
Authors	Linda A. Ali, Ahmad Syarief Iskandar, & Ishak
Submitted	June 11, 2025

is accepted for publication in Journal of Islamic Economics Lariba, Vol. 11, No. 2, 2025.

We will continue with the copyediting and layout editing processes, and we need you to check the manuscript through OJS before publication.

Respectfully Yours,



Yuli Andriansyah
Editor-in-Chief

RIWAYAT HIDUP



.1999 **Linda A. Ali**, lahir di Torue pada tanggal 30 Maret Penulis merupakan anak pertama dari dua bersaudara dari pasangan seorang ayah bernama Alling Ali dan ibu bernama Darmawati Bakri. Saat ini, penulis bertempat tinggal di Dusun .II Desa Torue, Kecamatan Torue, Kabupaten Parigi Moutong ,Pendidikan dasar penulis diselesaikan pada tahun 2011 di SDN 1 Torue Kemudian menempuh pendidikan di Madrasah Tsanawiyah (MTS) As'Adiyah Tolai hingga pada tahun 2014, pada tahun 2014 penulis melanjutkan pendidikan di Madrasah Aliyah (MA) As'Adiyah Tolai di tahun 2017. Selanjutnya penulis melanjutkan pendidikan ke tingkat perguruan tinggi pada tahun 2017 di bidang yang ditekuni yaitu di prodi Perbankan Syariah Fakultas Ekonomi dan Bisnis Islam Institut Agama Islam Negeri (IAIN) Palopo melalui jalur SPAN-PTKIN di tahun 2017, penulis menyelesaikan S1 pada tahun 2023. Saat ini, Penulis melanjutkan Pendidikan Magister (S2) pada Program Studi Ekonomi Syariah di .Universitas Islam Negeri Palopo

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