

THE INFLUENCE OF ISLAMIC BRAND IMAGE, PRODUCT INNOVATION, AND ONLINE SHOPPING EXPERIENCE ON CONSUMER LOYALTY: THE INTERVENING ROLE OF CUSTOMER SATISFACTION

Alviyatuz Zahiroh¹, Maksum²

^{1,2} Faculty of Sharia and Islamic Economics, Annuqayah University

¹zalviyatuz@gmail.com, ²maksummuktie@ua.ac.id

Abstract

The development of the halal cosmetics industry is rapidly growing, especially among students as active consumers of Wardah products. The proposed study will examine how the Islamic brand image, product innovation, and online shopping experience affect consumer loyalty using customer satisfaction as an intervening variable. This research uses a quantitative approach with a sample size of 96 respondents selected using a purposive sampling technique. The Structural Equation Modeling (SEM-PLS) method was used to analyze the data with the help of the Partial Least Squares algorithm. The findings of the research indicate that product innovation is a major factor that influences customer satisfaction, but the Islamic brand image and online shopping experience are not major factors in influencing customer satisfaction. Additionally, customer satisfaction is an important factor in consumer loyalty and can mediate the effects of all independent variables on consumer loyalty.

Keywords: Islamic Brand Image, Customer Satisfaction, Consumer Loyalty

INTRODUCTION

The development of the cosmetics industry in Indonesia shows increasingly intense competition, especially in the halal cosmetics segment. Muslim consumers not only consider the quality and price of products but also the alignment of products with Islamic values. This condition makes the Islamic brand image a strategic factor in shaping consumer perception, satisfaction, and loyalty. Wardah is known as a pioneer of halal cosmetics in Indonesia that emphasizes halal, safe, and modern values. The Islamic brand image has the potential to create a sense of safety and consumer trust, which in turn affects the level of satisfaction and loyalty (Suryani, t.t.). The research conducted by Faishal Fanany and Hening Widi Oetomo shows that brand image has a positive and significant impact on customer loyalty. The findings indicate that the better the brand image of a product, the stronger the consumer's confidence and positive impression of that product, thereby encouraging increased customer loyalty (Fanany & Oetomo, 2015).

Product innovation is a key factor in maintaining the competitiveness of cosmetic brands. Wardah, as a widely recognized brand, is required to continuously innovate in order to maintain its existence and meet the increasingly high expectations of consumers. The product innovations carried out by Wardah, such as the introduction of new variants or products with more environmentally friendly natural ingredients, may be expected by consumers, but in reality, not all of these innovations are well received by the market. There is a gap between consumer expectations regarding product innovation and the reality that not all introduced innovations can meet their needs (Aryoni dkk., 2019a). Research conducted by Boni Akbar Alfath Pohan shows that product innovation has a positive and significant impact on consumer loyalty. Additionally, consumer knowledge and product involvement have proven to play an important role in strengthening the influence of product innovation on consumer loyalty. Consumers with a high level of product knowledge and involvement tend to appreciate the offered innovations more, thereby increasing their loyalty to the product (Pohan dkk., 2025).

Technological advancements encourage consumers to make purchases online. With the advancement of information and communication technology, customers now have greater access to share their experiences with products or services thru digital platforms such as Shopee and TikTok. Consumers will use online shopping platforms to read reviews first before making online purchases with the aim of evaluating the store in the future. This information will provide an initial picture of the satisfaction experienced by its users. Online customer reviews can increase interest and drive stronger purchasing decisions (Harli dkk., 2021). Research conducted by (Zakilla Stephania Surahman, 2024) shows that online shopping experience significantly affects consumer satisfaction. Additionally, consumer satisfaction significantly affects consumer loyalty. This

research also proves that consumer satisfaction can mediate the influence of online shopping experience on consumer loyalty. The better the online shopping experience perceived by consumers, the higher the level of satisfaction, which ultimately drives consumer loyalty.

Loyalty describes consumer fidelity to continue using products from the same company. Loyal consumers are unlikely to be influenced by the marketing of competing companies. Additionally, the satisfaction obtained by consumers while using the product or service will lead them to repurchase based on their perception of the product or company's image (Hendriyani & Wahyuningsih, t.t.). Customer satisfaction plays a crucial role as an important variable that bridges the relationship between brand image, innovation, and shopping experience with consumer loyalty. Customers are likely to make repeat purchases and refer other customers to buy the product (Wiryono dkk., t.t.).

The linkages between brand image, product innovation, customer satisfaction, and consumer loyalty have been thoroughly studied in the past, but the results are still unclear. While some research show negligible or inconsistent results, others find that brand image and online shopping experience have a major impact on customer happiness and loyalty. Furthermore, the importance of Islamic brand image in the halal cosmetics business has received little attention in previous research, which has mostly concentrated on conventional brand image and general consumer markets. Furthermore, there are still few studies that concurrently incorporate Islamic brand image, product innovation, and online shopping experience inside a unified framework, especially when it comes to Indonesian local halal cosmetic brands.

In order to fill these gaps, this study suggests an integrated model that uses customer satisfaction as a mediating variable to analyze how Islamic brand image, product innovation, and online shopping experience affect consumer loyalty. This study offers a more detailed insight of consumer behavior in the halal cosmetics market by concentrating on Wardah consumers among female students of an Islamic higher education institution. Thus, by expanding the use of customer satisfaction as a mediating mechanism and offering empirical data on the factors influencing consumer loyalty in the context of Islamic branding and halal cosmetics, this study adds to the body of current work. This study will examine how the Islamic brand image, product innovation and online shopping experience affect the wardah consumer loyalty using customer satisfaction as the intervening variable based on the presented background and problem description.

METHODS

This research was conducted at Annuqayah University, specifically among the female students of the Faculty of Sharia and Islamic Economics on Jalan Bukit Lancaran PP Annuqayah Guluk-Guluk Sumenep Madura 69463. This location was chosen because the majority of female students in the area belong to the segment of active consumers of halal cosmetic products, particularly local brands such as Wardah.

This research uses a quantitative approach with a survey method because it aims to empirically test the relationship between variables thru measurable statistical analysis (Jailani & Saksitha, t.t.). The quantitative approach is chosen so that the research results can be analyzed objectively and produce generalizations about the phenomenon being studied (Henseler dkk., 2009). The survey method is conducted by distributing questionnaires to respondents who meet the research criteria to obtain relevant data.

The population in this study consists of all consumers who have ever used the product being researched, totaling 128 individuals (Setiabudhi, t.t.). The sampling methodology is purposive sampling which is a sampling method where the samples are chosen according to certain criteria including respondents that have bought the product and have experience in online shopping (Ardiansyach dkk., 2022). The sample size was computed by the Slovin formula with a 5% margin of error which gave 96 respondents as the research sample (Harli dkk., 2021).

For Partial Least Squares Structural Equation Modeling (PLS-SEM), which is intended to handle comparatively small sample sizes, the sample size of 96 respondents is deemed sufficient. The minimum sample size should be at least ten times the greatest number of structural routes aimed at a latent construct, according to the ten-times rule. The sample size is considered adequate for estimating the suggested associations since the model satisfies this condition. However, in order to improve generalizability, future research is urged to use bigger samples, and the results should be interpreted cautiously.

The type of data used in this research is primary data obtained directly from respondents through the distribution of questionnaires (Henseler dkk., 2009). The data source comes from respondents' answers related to the variables of Islamic Brand Image, product innovation, online shopping experience, customer satisfaction, and consumer loyalty (Harli dkk., 2021).

A questionnaire was used as the data collection method and developed in accordance with the indicators of every research variable (Harli dkk., 2021). The use of a five-point Likert scale, strong disagree to strongly agree, is to systematically quantify the perceptions of respondents by use of variable measurement (Jailani & Saksitha, t.t.).

Data Analysis Techniques and Hypothesis Testing Structural Equation Modeling (SEM) is adopted as a data analysis technique, which is based on Partial Least Squares (PLS) with the assistance of SmartPLS software due to the possibility to analyze the relationships between latent variables at the same time (Harli dkk., 2021). The reason to adopt the SEM-PLS approach is that the multivariate analysis of the method is optimal in testing the relationships among the variables in the research model.

This analysis is done in two major steps, which are to test the measurement model (outer model) and to test the structural model (inner model) (Setiabudhi, t.t.). Validity and reliability of the constructs are tested using the outer model evaluation, which includes assessing the outer loading values, Average Variance Extracted (AVE), and Composite Reliability. In the meantime, the inner model assessment involves testing the associations between variables by observing the R-SQ figure and path coefficients.

The bootstrapping technique is used to test hypotheses and obtain more accurate t-statistic and p-value (Teguh Iman Santoso & Indrajaya, 2023). The hypothesis testing criteria used are a t-statistic value of more than 1.96 and a p-value of less than 0.05, with which the conclusion can be made on whether the hypothesis is accepted or rejected. It is believed that the use of this method will lead to credible analysis results that will be relevant to the research objectives.

Because it reflects consumers' overall assessment of their purchasing experience and acts as a link between antecedent causes and behavioral consequences, customer satisfaction is conceptually positioned as a mediating variable. The Expectation–Confirmation Theory states that when a product or service is considered to meet or exceed their expectations, customers become satisfied. Customers who are happy with a brand are more likely to have positive opinions about it and show loyalty by making repeat purchases and making good referrals.

According to this study, an Islamic brand's image can improve consumer trust and perceived value by demonstrating adherence to Islamic values. This could boost customer satisfaction and, in turn, foster loyalty. Similar to this, product innovation offers further advantages and relevance to customer needs, generating favorable reviews that support customer satisfaction and enduring loyalty. Additionally, a satisfying online buying experience can boost customer happiness and foster loyalty by lowering uncertainty, enhancing ease, and eliciting good emotional reactions. Customer pleasure is therefore anticipated to play a significant psychological role in influencing consumer loyalty through Islamic brand image, product innovation, and online shopping experience.

Based on the theoretical arguments and previous empirical findings, customer satisfaction is proposed as a mediating variable that explains how Islamic brand image, product innovation, and

online shopping experience influence consumer loyalty. (Syafrizal dkk., 2025). Therefore, the conceptual framework of this study is presented in Figure 1 below:

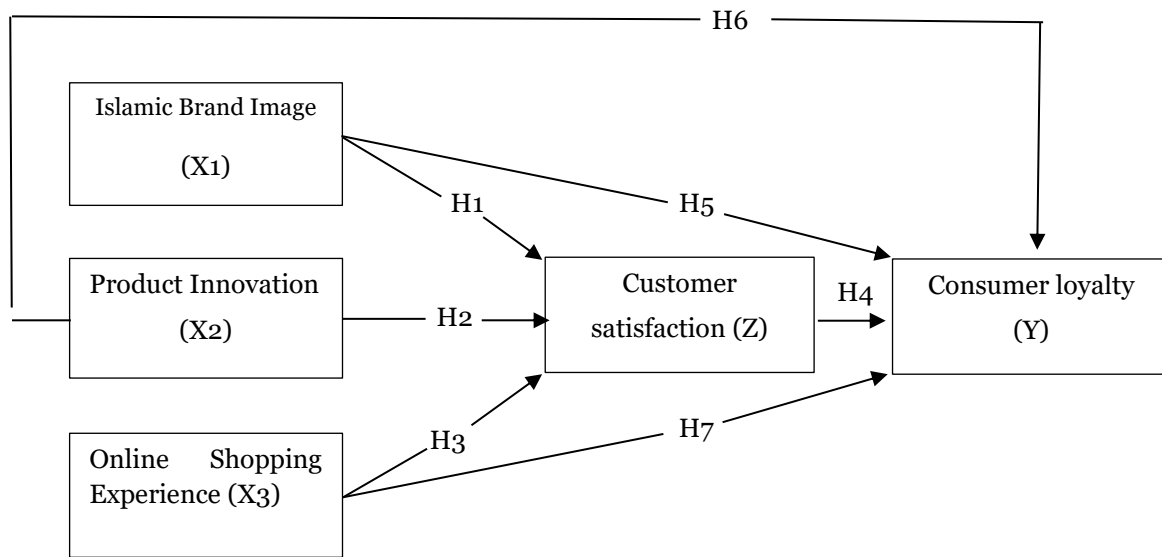


Figure 1. Conceptual Framework

Research Hypothesis

A hypothesis is a temporary answer that is to be tested for its truth through research (Yam & Taufik, 2021). Based on the conceptual framework that guides the research, the following hypotheses or temporary answers are proposed:

- Ha1: There is a positive influence of the Islamic brand image of Wardah products on customer satisfaction
- Ha2: There is a positive influence of Wardah product innovation on customer satisfaction
- Ha3: There is a positive influence of the online shopping experience of Wardah products on customer satisfaction
- Ha4: There is a positive influence of customer satisfaction on consumer loyalty
- Ha5: There is a positive influence of the Islamic brand image of Wardah products through customer satisfaction on consumer loyalty
- Ha6: There is a positive influence of Wardah product innovation through customer satisfaction on consumer loyalty
- Ha7: There is a positive influence of the online shopping experience of Wardah products on customer satisfaction and consumer loyalty.

RESULT and DISCUSSION

Outer Model

A model is able to continue testing provided that the value of its outer loading is greater than 0.70 (Andini & Sampurna, 2020). Outer loading value is one such measure that shows the association between the indicators and their latent variables in which the greater the outer loading value, the greater the association between the indicators and their latent variables. The outer model test result indicates that all the indicators have outer loading values as follows:

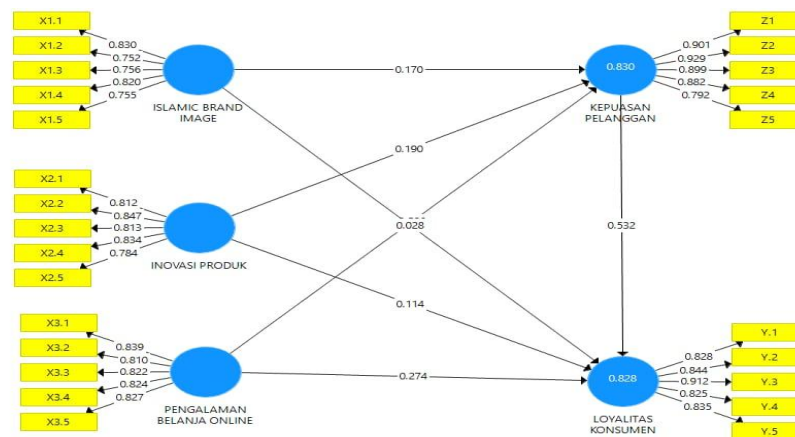


Figure 2. Composite Reliability and AVE

Validity and Reliability Test

The second test is the composite reliability of the indicator block, which measures the construct. The value of composite reliability is said to be over 0.60, and the construct is deemed to be reliable (Jailani & Saksitha, 2024). The following is a table of the loading value of the research variable construct obtained by running the Smart PLS program:

Table 3 . Composite Reliability and AVE

	CA	rho_A	Composite Reliability	AVE
Islamic Brand Image	0.842	0.844	0.888	0.614
Product Innovation	0.877	0.877	0.910	0.670
Online Shopping Experience	0.882	0.882	0.914	0.680
Customer Satisfaction	0.928	0.929	0.946	0.778
Consumer Loyalty	0.903	0.905	0.928	0.721

According to Table 3 above, it indicates that the Average Variance Extracted (AVE) of every variable, i.e., Islamic brand image, product innovation, online shopping experience, customer

satisfaction, and consumer loyalty, indicates that constructs with a construct > 0.50 means that constructs are all reliable. In this way, one can say that there is high discriminant validity of each variable.

In the meantime, Table 3 above indicates that the composite reliability of each of the variables is greater than 0.60. This outcome suggests that all the variables have passed the composite reliability test; consequently, it can be determined that the level of reliability of all the variables is high. Moreover, the Cronbach's alpha of each of the variables in the table above exhibits a value of construct greater than 0.70; hence, the result of this table is that all the research variables have satisfied the Cronbach's alpha value requirement, and it can be concluded that the level of reliability is high.

Inner Model Analysis

It is the structural model (inner model) that is assessed to ensure that the structural model developed is sound and accurate (Andini & Sampurna, t.t.). The analysis stages followed in the analysis of the structural model are assumed in terms of several indicators that entail:

Coefficient of Determination (R²)

Based on the data processing that is carried out with the assistance of the SmartPLS 3.0 program, R-squared might be determined as follows:

Table 4. R Square Result

	R Square	R Square Adjusted
CS	0.830	0.824
CL	0.828	0.820

According to Table 4 above, it indicates that the customer satisfaction variable has a value of R² of 0.830. This result indicates that the percentage of customer satisfaction is 83.0%. This implies that the independent variables in this study can be used to explain the impact on customer satisfaction by 83.0%, with the other 17.0% impacted by other variables not included in the research model. Meanwhile, the value of R-squared of the consumer loyalty variable is 0.828. This result indicates that the percentage of consumer loyalty is 82.8%. This implies that the independent variables that we have utilized in this research can identify the effect on consumer loyalty by 82.8%, and the rest 17.2 percentage will be due to other variables that are not factored into the research model.

Goodness of Fit (GoF)

Assessment The goodness of fit test of the model can be observed based on the NFI value of 0.662 or higher which is viewed as fit (Harli dkk., 2021). According to the data analysis, which has been

conducted with the help of the SmartPLS 3.0 program, the values of the Model Fit are the following:

Table 5. Model Fit

	Saturated Model	Estimated Model	Model
SRMR	0.062	0.062	Fit
d_ ULS	1.239	1.239	Fit
d_ G	1.169	1.169	Fit
Chi-Square	554.257	554.257	Fit
NFI	0.761	0.761	Fit

Table 5 of the goodness-of-fit test of the PLS model reveals that the value of NFI is 0.662, which implies a FIT. Based on these findings, one can conclude that the goodness of fit of the model applied in this study is good enough and will be used in testing the research hypothesis.

Hypothesis Test

The test of hypothesis applied in this research is bootstrapping to test the significance of the variable coefficients (Yam & Taufik, 2021). The table below shows the results of the Path Coefficients test:

Table 6. Direct Effect

	Koefisien	T Statistics	P Values	Result
IBI -> CS	0.089	0.867	0.387	Rejected
IBI -> CL	0.287	2.995	0.003	Accepted
PI -> CS	0.210	2.230	0.026	Accepted
PI-> CL	0.284	3.272	0.001	Accepted
OSE-> CS	-0.070	0.642	0.521	Rejected
OSE -> CL	0.402	3.497	0.001	Accepted
CS -> CL	0.709	6.229	0.000	Accepted

The direct influence of Islamic Brand Image on Customer Satisfaction

The direct influence of the Islamic Brand Image variable has a path coefficient value of 0.089, a T Statistics value of 0.867, and a P Values value of $0.387 > 0.05$. These results indicate that Islamic Brand Image has a positive but not significant effect on Customer Satisfaction. This means that the increase in Islamic Brand Image has not yet been able to provide a meaningful impact on customer satisfaction.

The direct influence of Islamic Brand Image on Consumer Loyalty

According to the table above, which was obtained as a result of the hypothesis testing based on the bootstrapping technique, the path coefficient of the Islamic Brand Image variable is 0.287,

the T Statistics value is 2.995, and the P Value is $0.003 < 0.05$. This implies that the Islamic Brand Image positively and significantly affects Consumer Loyalty. This implies that the more the Islamic Brand Image that consumers have, the more consumer loyalty.

The direct influence of Product Innovation on Customer Satisfaction

The direct influence of the Product Innovation variable has a path coefficient value of 0.210, a T-statistic value of 2.230, and a P-value value of $0.026 < 0.05$. These findings have shown that Customer Satisfaction is positively and significantly influenced by Product Innovation. This implies that the more effective the product innovation, the more customer satisfaction will be achieved.

The direct influence of Product Innovation on Consumer Loyalty

The direct impact of the Product Innovation variable has a path coefficient of 0.284, a T-statistic of 3.272, and a P-value of $0.001 < 0.05$. This implies that Product Innovation impacts Consumer Loyalty negatively but positively. This implies that the superior the product innovation offered, the more consumer loyalty will be.

The direct influence of Online Shopping Experience on Customer Satisfaction

The path coefficient value of the direct influence of the variable Online Shopping Experience is -0.070, the T-statistic is 0.642, and the P-value is 0.521, which is greater than 0.05. These findings suggest that customer satisfaction is negatively and insignificantly influenced by the Online Shopping Experience. This means that the online shopping experience provided has not yet been able to significantly improve customer satisfaction.

The direct influence of Online Shopping Experience on Consumer Loyalty

The Online Shopping Experience variable has a path coefficient of 0.402, a T-statistic of 3.497, and a P-value of $0.001 < 0.05$. Online Shopping Experience, therefore, has a positive and significant impact on Consumer Loyalty. This implies that the more enjoyable the consumer experience is when making his purchases online, the greater the consumer loyalty.

The direct influence of Customer Satisfaction on Consumer Loyalty

The direct influence of the Customer Satisfaction variable has a path coefficient value of 0.709, a T-statistic value of 6.229, and a P-value value of $0.000 < 0.05$. These results indicate that Customer Satisfaction has a positive and significant influence on Consumer Loyalty. This implies that the more the consumers are satisfied, the more consumer loyalty.

Based on the test results, the variables Islamic Brand Image, Product Innovation, Online

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Shopping Experience, and Customer Satisfaction have been proven to have a positive and significant effect on Consumer Loyalty. In the meantime, in terms of Customer Satisfaction, Product Innovation is the only one that proved to have a positive and significant impact, whereas Online Shopping Experience and Islamic Brand Image do not produce that impact.

Indirect Effect

The results of the indirect effect test of the Customer Satisfaction variable, which mediates between the Islamic Brand Image, Product Innovation, and Online Shopping Experience variables on Consumer Loyalty, can be seen in the table below:

Table 7. Indirect Effect

	Koefisien	T Statistics	P Values	Result
IBI -> CS -> CL	0.203	2.623	0.009	Accepted
PI -> CS -> CL	0.202	3.153	0.002	Accepted
OSE-> CS-> CL	0.285	2.980	0.003	Accepted

According to the results of the test, the variable is known to be Islamic Brand Image → Customer Satisfaction → Consumer Loyalty has a coefficient value of 0.203, a T Statistics value of 2.623, and a P Values value of $0.009 < 0.05$, signifying a positive and significant indirect effect. Furthermore, the variable Product Innovation → Customer Satisfaction → Consumer Loyalty has a coefficient value of 0.202, a T Statistics value of 3.153, and a P Values value of $0.002 < 0.05$, that is, it positively and significantly influences. Additionally, the variable Online Shopping Experience → Customer Satisfaction → Consumer Loyalty also shows a coefficient value of 0.285, a T Statistics value of 2.980, and a P Values value of $0.003 < 0.05$, thus having a positive and significant effect. In that way, it may be concluded that Customer Satisfaction plays a big role in mediating the interaction between Islamic Brand Image, Product Innovation, and Online Shopping Experience on Consumer Loyalty, thus supporting all the indirect influence hypotheses.

Discussion of Hypothesis Testing

The research results indicate that Islamic Brand Image does not have a significant impact on Customer Satisfaction. This indicates that an Islamic value-based brand image has not yet become the main factor in shaping consumer satisfaction. In theory, consumer satisfaction is more influenced by values perceived directly, such as product quality and benefits (Suryani, 2025). Customer contentment may be more strongly impacted by consumers' assessments of product performance than by symbolic brand associations, according to the result that Islamic brand

image has no discernible effect on customer satisfaction. This finding lends credence to the idea that perceived value and advantages from product use are the main factors influencing consumer happiness. Similar results were observed by (Fanany & Oetomo, 2015), who discovered that consumer pleasure is not always immediately increased by brand image. Therefore, rather than being a direct predictor of customer pleasure, Islamic brand image may serve more as a factor that enhances trust and brand preference in the context of Wardah consumers.

Unlike satisfaction, Islamic Brand Image has been proven to have a positive and significant impact on Consumer Loyalty. This shows that the Islamic brand image is capable of building emotional relationships and consumer trust in the long term. In branding theory, a strong brand image can create emotional attachments that drive loyalty (Fanany & Oetomo, 2015). Thus, although it does not directly affect satisfaction, brand image still plays an important role in retaining customers. This result is supported by the research of (Hendriyani & Wahyuningsih, 2020), which found that brand image has a significant impact on consumer loyalty.

Furthermore, Product Innovation has a positive and significant impact on Customer Satisfaction and Consumer Loyalty. This indicates that product innovation is a key factor in meeting consumer needs and expectations. Based on the diffusion of innovation theory, innovation can provide added value that enhances consumer perception of benefits (Aryoni dkk., 2019b). With the presence of innovation, consumers feel they are getting a better experience, thereby increasing satisfaction and ultimately driving loyalty. These findings are in line with the research by (Pohan dkk., 2025), which states that product innovation significantly affects customer satisfaction and loyalty.

On the other hand, Online Shopping Experience does not significantly affect Customer Satisfaction. This indicates that the online shopping experience perceived by consumers has not yet been able to directly enhance satisfaction. This condition can be caused by various obstacles such as delivery delays, product mismatches, or other technical issues. In customer experience theory, customer experience does influence perception, but it does not always directly impact satisfaction if not balanced with consistent service quality (Aryoni dkk., 2019b). This result is also supported by the research of (Zakilla Stephania Surahman, 2024), which found that online shopping experience does not always significantly affect satisfaction.

However, the Online Shopping Experience has a positive and significant impact on Consumer Loyalty. This shows that a comfortable and easy online shopping experience can encourage consumers to make repeat purchases. Consumer behavior theory explains that positive experiences will shape attitudes and loyal behaviors (Harli dkk., 2021). Thus, although it does not

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directly increase satisfaction, the online shopping experience still plays a role in creating loyalty. These results are in line with the research by (Kristiawan & Kurniawati, 2021), which states that the online shopping experience affects customer loyalty.

Furthermore, Customer Satisfaction has been proven to have a positive and significant impact on Consumer Loyalty. This confirms that satisfaction is the main factor in forming consumer loyalty. In customer satisfaction theory, satisfied consumers are likely to make repeat purchases and recommend the product to others (Widyasari dkk., 2017). Therefore, companies need to ensure that consumer needs and expectations are met to create long-term loyalty. These findings are also supported by (Mukminin & Latifah, 2020), who stated that satisfaction is the main determinant of customer loyalty.

The results indicate that in order to increase client satisfaction, managers of halal cosmetic firms shouldn't only rely on Islamic branding. Companies should supplement their branding tactics with exceptional product quality and ongoing product innovation, even while an Islamic brand image is still crucial for building consumer trust and loyalty. The importance of creating products that satisfy changing consumer wants is shown

In addition, the research results show that Customer Satisfaction is able to mediate the relationship between Islamic Brand Image, Product Innovation, and Online Shopping Experience on Consumer Loyalty. This means that the influence of these variables on loyalty will be stronger if mediated by customer satisfaction. In mediation theory, the intervening variable acts as a link that strengthens the relationship between variables (Widyasari dkk., 2017). Thus, customer satisfaction becomes key in enhancing the effectiveness of marketing strategies. This result is in line with the research by (Usnan dkk., 2024), which states that satisfaction plays an important role in shaping consumer loyalty.

Through user-friendly platforms, accurate product information, safe transactions, and prompt customer support, businesses involved in digital marketplaces should consistently enhance the caliber of customers' online shopping experiences. Online shopping experiences can boost customer loyalty and improve long-term business performance in digital contexts, even if they might not directly raise customer satisfaction.

Last, this study provides a more thorough understanding of the ways in which halal cosmetic brands can cultivate and retain devoted customers by combining Islamic Brand Image, Product Innovation, Online Shopping Experience, Customer Satisfaction, and Consumer Loyalty into a single model.

CONCLUSION

According to the research findings and discussions made, the following findings can be made:

1. The Islamic brand image of Wardah products does not have any impact on customer satisfaction. This implies that the Islamic brand image that has been possessed by Wardah has not yet been in a position to substantially enhance customer satisfaction.
2. Wardah product innovation has a positive effect on customer satisfaction. This implies that the greater the degree of product innovation, the greater will be customer satisfaction.
3. There is no influence of the online shopping experience of Wardah products on customer satisfaction. It implies that online shopping experience has not so far been capable of having a critical influence on the customer satisfaction.
4. Customer satisfaction has a positive impact on consumer loyalty. That is, the more satisfied a customer is, the more consumer loyalty will be.
5. There is a positive influence of the Islamic brand image of Wardah products on consumer loyalty thru customer satisfaction. This indicates that customer satisfaction is able to mediate the relationship between the Islamic brand image and consumer loyalty.
6. Wardah product innovation has a positive impact on consumer loyalty due to customer satisfaction. This implies that customer satisfaction is a mediating variable in this relationship.
7. There is a positive influence of the online shopping experience of Wardah products on consumer loyalty thru customer satisfaction. It means that customer satisfaction might be an intermediary in increasing consumer loyalty.

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