The Influence Of Islamic Branding On Brand Love Through Brand Trust (Study on Safi Skincare Consumers)

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Abstract: The majority of Indonesia's population being Muslim, people are aware of halal Skincare products. The high awareness of halal Skincare products has a major influence on the interest in purchasing products with an Islamic image. If Islamic Branding in Skincare is good, trust will be formed in the brand and in the end consumers will love the brand. This study aims to determine the effect of Islamic Branding on Brand Love through Brand Trust on Skincare Safi consumers.This research uses a quantitative approach with a descriptive and explanatory design. The endogenous variabel in this study is Brand Love (Y), and the exogeneous variable is Islamic Branding (X), while the mediating variabel is Brand Trust (Z) For sample determination, a purposive sampling technique was used with a total sample of 152 respondents with a population of Safi Skincare Consumers who have purchased their products at least three times and consumers aged between ≥15-50 years. The analysis technique used descriptive statistical analysis and Partial Least Square (PLS) analysisThe results of this research show that: Islamic Branding has a positive and significant effect on Brand Love, Islamic Branding has a positive and significant effect on Brand Trust, Brand Trust has a positive and significant effect on Brand Love, and Islamic Branding has an indirect effect on Brand Love through Brand Trust

Keywords: Islamic Branding, Brand Trust, Brand Love

Introduction

Referring to data from the State of the Global Islamic Economy Report (2020), Indonesia ranks second in the world with the highest spending on halal skincare worth US$ 4 billion. This strengthens the potential of the halal skincare market in the country as a lifestyle that is widely accepted by society. This is the right thing for Skincare producers to participate in halal Skincare and become their own attraction to attract Muslim consumers. In addition, Skincare that portrays the brand in an Islamic way will provide protection to consumers by showing the guaranteed halalness of the product and indirectly will create a sense of love or Brand Love for the product.

According to Bergkvist and Bech-Larsen (2010) Brand Love is defined as a love that is deeply felt for a brand. Brand Love is defined as a strong emotion towards a particular brand. To achieve something called Brand Love, a consumer must have a strong and deep emotional bond with a brand. According to Joshi & Garg (2020) continued trust in a brand

will create feelings of love for the brand. According to Sahila (2017) One of the factors that influences Brand Love is Islamic Branding. When producers create strong Islamic Branding, consumers will feel attached, emotional feelings and create Brand Love when using products from that brand. Sahila (2017) also stated that if a brand can guarantee the safety and halalness of a brand by having Islamic Branding, consumers will feel happy, thereby increasing consumer Brand Love.

The phenomenon of Islamic Branding has received quite extensive attention among academics and practitioners, considering the increasing Muslim population in the world and the majority of Indonesia's population is Muslim (Suciyani, 2020). Islamic Branding is showing a halal label for a product, using a name related to Islam or portraying a brand using an Islamic identity (alserhan, 2010). Several experts have suggested that the concept of Islamic Branding is increasingly in demand by producers because producers are aware that Muslim consumers are a good segment for their marketing and are competing to develop halal products that have a strong religious side.

In the business world, Brand Trust is very beneficial for producers because it is a factor that forms consumer bonds in the long term. Brand Trust is the ability of a brand to be trusted by consumers, which is based on consumer confidence that the product can fulfill what is promised (ferrinnadewi 2008:145), in addition, Brand Trust can also be defined as consumer desire for a brand with the risks faced because expectations of the brand will produce positive results (Griffin 2006:31). Wike's research (2009) proves the influence of Islamic Branding variables on customer trust because the concept of Islamic Branding guarantees the halalness of the product and makes consumers feel safe which ultimately creates customer trust in the brand.

By implementing an Islamic Branding marketing strategy on a product from a good brand, it will form Brand Trust on a product (Wike, 2019), so that consumers can be influenced and create Brand Love for the brand. of course this has a direct impact on the marketing of products or services in a business Alberts and Merunka (2013). the current phenomenon with many companies engaged in the Skincare sector, so that each company competes with each other in developing its Skincare products, one of which is Safi Skincare. Safi applies Islamic Branding in the beauty sector. Safi meets the standards of halal products that have been tested for their suitability and can meet the expectations of Muslims to get true beauty (Rif'adah, 2019).

Safi products are made from the best natural ingredients, clinically tested and have received halal certificates from the Malaysian Islamic Progress Department (JAKIM) and the Indonesian Ulema Council (MUI). According to Rif'adah (2019) Skincare from Malaysia is the no. 1 world halal Skincare brand developed at the Safi Research Institute which is the first halal institute in the world. The strategy of branding Safi products in an Islamic way directly creates consumer trust in Safi Skincare very well, thus creating Brand Love for Safi Skincare.

Hypothesis

Based on the formulation of the problem above, it can be concluded that the hypothesis of this study is as follows:

H1: There is a positive and significant influence of Islamic Branding on Brand Love in Safi Skincare Consumers

H2: There is a positive and significant influence of Islamic Branding on Brand Trust in Safi Skincare Consumers

H3: There is a positive and significant influence of Brand Trust on Brand Love in Safi Skincare Consumers

H4: There is an indirect influence of Islamic Branding on Brand Love through Brand Trust in Safi Skincare Consumers

Methodology

This type of research uses descriptive and explanatory research. Descriptive research is research that attempts to explain and describe an event, phenomenon or social reality related to the variables being studied. Explanatory research is research that aims to explain the position of the variables studied and the relationship between one variable and another.

The population of this study is Safi Skincare Consumers who have purchased its products at least three times and Safi Skincare Consumers aged ≥15-50 years. This causes the population in this study to be classified as an infinite population. This research technique uses purposive sampling. Purposive sampling is a sampling determination technique based on certain criteria or considerations (Sugiyono, 2012).

The general purpose of this study is to test the influence of Islamic Branding variables on Brand Love through Brand Trust. Therefore, the independent variable in this study is Islamic Branding (X), the dependent variable is Brand Love (Y) and the intervening variable is Brand Trust (Z). The following is the relationship between variables in the study :
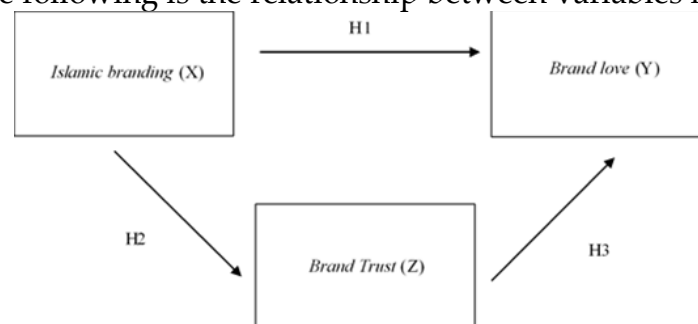

Figure 1. research design
(Source: processed by researcher, 2024)

Result and Discussion

After conducting research on 152 respondents, a description of the Influence of Islamic Branding on Brand Love through Brand Trust was obtained, a total mean of 4.29 was obtained, meaning that overall Safi Skincare portrays its brand and products in an Islamic way to attract market interest. From the overall mean value of the indicator items above, a total mean of 4.35 was obtained, meaning that overall the Brand Love felt by respondents was considered very satisfying. This shows that the Safi Skincare company is very much loved by its consumers. From the overall mean value of the indicator items above, a total mean of 4.31 was obtained, meaning that overall it shows that Safi Skincare is

very good at realizing its consumers' Brand Trust because it can meet consumers' expectations.

The analysis method used in this study is Partial Least Square (PLS). Partial Least Square (PLS) analysis will be used to test and analyze the direct and indirect effects between the independent variable, namely Islamic Branding, on the dependent variable, namely Brand Love through the intervening variable, namely Brand Trust. The software that will be used for PLS analysis is WarpPLS 7.0. According to Latan & Ghozali (2016:5), partial least square (PLS) is more powerful because it can be used to build research models with many variables and indicators, and can describe the model in graphical form.

Measurement model (outer model)
Table 1. Convergent Validity 1st Order

Item	Loading Factor	Standar Validity	Description
X.1.1	0.863	0,6	*Valid*
X.1.2	0.863	0,6	*Valid*
X.2.1	0.853	0,6	*Valid*
X.2.2	0.853	0,6	*Valid*
X.3.1	0.859	0,6	*Valid*
X.3.2	0.923	0,6	*Valid*
X.3.3	0.611	0,6	*Valid*
Y.1.1	0.868	0,6	*Valid*
Y.1.2	0.868	0,6	*Valid*
Y.2.1	0.822	0,6	*Valid*
Y.2.2	0.822	0,6	*Valid*
Y.3.1	0.852	0,6	*Valid*
Y.3.2	0.852	0,6	*Valid*
Y.4.1	0.835	0,6	*Valid*
Y.4.2	0.835	0,6	*Valid*
Y.5.1	0.844	0,6	*Valid*
Y.5.2	0.844	0,6	*Valid*
Z.1.1	0.933	0,6	*Valid*
Z.1.2	0.93	0,6	*Valid*
Z.1.3	0.905	0,6	*Valid*
Z.2.1	0.897	0,6	*Valid*
Z.2.2	0.897	0,6	*Valid*

Source: Data Analysis Results (2024)

Table 2. Average Variance Extracted 1st

Variable	Dimension	AVE Value	Standart AVE
Islamic Branding	The importance of the brand	0.745	0,5
	Familiarity of the brand	0.728	0,5
	Halal label	0.654	0,5
Brand Love	Passion for a Brand	0.753	0,5
	Brand attachment	0.675	0,5
	Positive evaluation of the Brand	0.727	0,5
	Positive emotions in response to the Brand	0.698	0,5
	Declarations of love toward the Brand	0.712	0,5
Brand Trust	Brand Reliability	0.851	0,5
	Brand Intention	0.804	0,5

Source: Data Analysis Results (2024)

Based on table 2 above, it can be concluded that an AVE value greater than 0.5 indicates that all statement instruments used to measure variables and dimensions are declared **valid**.

Table 3. Convergent Validity 2nd Order

Variable	Item	Loading Factor	Standart Validity
Islamic Branding	The importance of the brand	0.845	0,6
	Familiarity of the brand	0.601	0,6
	Halal label	0.906	0,6
Brand Love	Passion for a Brand	0.703	0,6
	Brand attachment	0.78	0,6
	Positive evaluation of the Brand	0.796	0,6
	Positive emotions in response to the Brand	0.806	0,6
	Declarations of love toward the Brand	0.872	0,6
Brand Trust	Brand Reliability	0.961	0,6
	Brand Intention	0.961	0,6

Source: Data Analysis Results (2024)

Based on table 3 above, it can be concluded that all dimensions used to measure the Islamic Branding variable produce a loading factor value greater than 0.6. This shows that the dimensions of The Importance of the Brand, Familiarity of the Brand, and Halal Label are declared valid in measuring the Islamic Branding variable. Of the three dimensions, it can be seen that the Halal Label dimension has the highest loading factor value so that it can be said that this dimension is the most representative for measuring Islamic Branding.

Table 4. Average Variances Extracted 2nd Order

Variabel	Nilai AVE	Standart AVE
Islamic Branding	0.632	0,5

Brand Love	0.629	0,5
Brand Trust	0.923	0,5

Source: Data Analysis Results (2024)

Based on table 4 above, the Islamic Branding variable produces an AVE value greater than 0.5, indicating that it can be declared **valid**.

Table 5 Disc. Validity 1st Order Based on AVEs Value

Dimension	XA	XB	XC	YA	YB	YC	YD	YE	ZA	ZB
The importance of the brand (XA)	**0.863**	0.225	0.687	0.49	0.208	0.032	0.347	0.371	0.103	0.199
Familiarity of the brand (XB)	0.225	**0.853**	0.385	0.487	0.605	0.573	0.627	0.643	0.562	0.513
Halal label (XC)	0.687	0.385	**0.809**	0.59	0.351	0.261	0.489	0.53	0.356	0.478
Passion for a Brand (YA)	0.49	0.487	0.59	**0.868**	0.376	0.386	0.498	0.58	0.561	0.603
Brand attachment (YB)	0.208	0.605	0.351	0.376	**0.822**	0.596	0.504	0.608	0.377	0.285
Positive evaluation of the Brand (YC)	0.032	0.573	0.261	0.386	0.596	**0.852**	0.552	0.606	0.337	0.405
Positive emotions in response to the Brand (YD)	0.347	0.627	0.489	0.498	0.504	0.552	**0.835**	0.628	0.555	0.565
Declarations of love toward the Brand (YE)	0.371	0.643	0.53	0.58	0.608	0.606	0.628	**0.844**	0.611	0.648
Brand Reliability (ZA)	0.103	0.562	0.356	0.561	0.377	0.337	0.555	0.611	**0.923**	0.846
Brand Intention (ZB)	0.199	0.513	0.478	0.603	0.285	0.405	0.565	0.648	0.846	**0.897**

Source: Data Analysis Results (2024)

Based on table 5, it can be seen that the dimensions of The Importance of the Brand, Familiarity of the Brand, Halal Label, Passion for a Brand, Brand Attachment, Positive Evaluation of the Brand, Positive Emotions in Response to the Brand, Declarations of Love Toward the Brand, Brand Reliability and Brand Intention produce AVEs values that are greater than the AVEs values in other dimensions. These dimensions are stated to meet the requirements of discrimination validity.

Table 6 Disc. Validity 2nd Order Based on AVEs Value

Variable	Islamic Branding	Brand Love	Brand Trust
Islamic Branding	0.795	0.663	0.455
Brand Love	0.663	0.793	0.649
Brand Trust	0.455	0.649	0.961

Source: Data Analysis Results (2024)

Based on the table above, it can be seen that the variables of Islamic Branding, Brand Love and Brand Trust produce AVEs values that are greater than the AVEs values in other dimensions. Thus, all of these variables are declared to meet the requirements of discrimination validity.

Table 7 Internal consistency reliability 1st order

Variable	Item	Composite Reliability	Standart Reliability
Islamic Branding	The importance of the brand	0.854	0,7
	Familiarity of the brand	0.842	0,7
	Halal label	0.847	0,7
Brand Love	Passion for a Brand	0.859	0,7
	Brand attachment	0.806	0,7
	Positive evaluation of the Brand	0.842	0,7
	Positive emotions in response to the Brand	0.822	0,7
	Declarations of love toward the Brand	0.831	0,7
Brand Trust	Brand Reliability	0.945	0,7
	Brand Intention	0.891	0,7

Source: Data Analysis Results (2024)

Based on table 7, the composite reliability value of Islamic Branding, Brand Love, and Brand Trust is greater than 0.7. This shows that the statement instrument used to measure the variables and dimensions is stated to be **reliable**.

Table 8 Internal consistency reliability 2st order

Variable	Composite Reliability	Standart Reliability	Description
Islamic Branding	0.834	0,7	**Reliable**
Brand Love	0.894	0,7	**Reliable**
Brand Trust	0.96	0,7	**Reliable**

Source: Data Analysis Results (2024)

Based on table 8 above, the composite reliability value of the Islamic Branding variable is greater than 0.7. This shows that the dimensional instrument used to measure Islamic Branding is declared **reliable**.

Structural Model (Inner Model)

Table 9 Goodness of Fit Model

Endogenous Variables	Adjusted R-squared	Description	Q-squared	Description
Brand Love	0,627	**Strong**	0,625	**Good**
Brand Trust	0,339	**Moderate**	0,341	**Good**

Source: Data Analysis Results (2024)

Based on table 9 above, the adjusted R-squared value of the Brand Love variable is 0.627 or 62.7%, which is predicated as **strong**. This shows that the diversity of the Brand Love variable can be explained by the Islamic Branding variable by 62.7%. The Q-squared value of the Brand Love variable is greater than zero, which is 0.625, so the variable is stated to have good predictive validity. It is known that the adjusted R-squared value of the Brand Trust variable is 0.239 or 23.9%, which is predicated as **moderate**. This shows that the diversity of the Brand Trust variable can be explained by the Islamic Branding variable by 33.9. The Q-squared value of the Brand Trust variable is greater than zero, which is 0.341, so the variable is stated to have good predictive validity

Table 10 Model Fit dan Quality Indice

Model Fit and Quality Indices	Results	Result Criteria	Description
Average Path Coefficient (APC)	0.472, P<0.001	P-Value <5%	**Accepted**
Average R-Squared (ARS)	0.438, P<0.001	P-Value <5%	**Accepted**
Average Adjusted R-Squared (AARS)	0.433, P<0.001	P-Value <5%	**Accepted**
Average block VIF (AVIF)	1.303	≤5, atau ideally ≤3,3	**Ideal**
Average full collinearity VIF (AFVIF)	1.989	≤5, atau ideally ≤3,3	**Ideal**
Tenenhaus GoF (GoF)	0.565	small ≥0,1, medium ≥0,25, large ≥0,36	**Large**
Sympson's paradox ratio (SPR)	1,000	≥0.7, atau ideall = 1	**Ideal**
R-squared contribution ratio (RSCR)	1,000	≥0.9, atau ideall = 1	**Ideal**
Statistical suppression ratio (SSR)	1,000	≥0.7	**Accepted**
Nonlinear bivariate causality direction ratio (NLBCDR)	1,000	≥0.7	**Accepted**

Source: Data Analysis Results (2024)

Based on table 10 above, it can be concluded that the Average Path Coefficient (APC), Average R-Squared (ARS), and Average Adjusted R-Squared (AARS) indices have a P Value of <0.001. The results of the three models are smaller than the P-Value level of significance of 5% (0.05). Thus, the APC, ARS and AARS values in this study can be accepted.

T   he Average Block VIF (AVIF) index produces a value of 1.303 and the Average Full Collinearity VIF (AFVIF) index produces a value of 1.989. The results of the values of the two models are smaller than 5, even smaller than the ideal value for this model, which is 3.3. Thus, AVIF and AFVIF in this study can be accepted and do not contain multicollinearity.

The Tenenhaus GoF (GoF) index produces a value of 0.565. This shows that the value is greater than 0.36. Thus, based on the Tenenhaus GoF (GoF) index, the PLS model in this study is stated to have a large/strong predictive power.

The Sympson's Paradox Ratio (SPR) index produces a value of 1,000. This result shows the ideal SPR value because it is greater than 0.7, which means 70% or more of the paths in the model are free from Simpson's paradox. SPR is an index measure that indicates quality problems, so it is recommended for the hypothesis relationship to be reversed.

The R-Squared Contribution Ratio (RSCR) index produces a value of 1,000. This result shows the ideal RSCR value because it is greater than 0.9, which means 90% or more of the paths in the model are not related to negative R-squared contributions. RSCR is an index to measure the extent to which a model is free from negative R-squared contributions.

The Statistical Suppression Ratio (SSR) index produces a value of 1,000. This result shows that the SSR value is accepted because it is greater than 0.7, which means that 70% or more of the paths in the model are free from statistical suppression. SSR is an index to measure the extent to which a model is free from statistical suppression effects. The Nonlinear Bivariate Causality Direction Ratio (NLBCDR) index produces a value of 1.000. This result shows that the SSR value is accepted because it is greater than 0.7, which means that 70% or more of the related paths in the model support the hypothesis of a weak causal relationship. NLBCDR is an index to measure the extent to which the bivariate nonlinear coefficients of the relationship are supported for the hypothesis of a causal relationship in the model.

Hypothesis Testing

Hypothesis testing is used to test the influence of independent variables directly and indirectly on the dependent variable. The testing criteria are if the path coefficient is positive and P-Value < Level of significance value (Alpha = 5%) or 0.05, then it is stated that there is a positive and significant influence between the independent variables on the dependent variable. The results of the direct and indirect influence hypothesis testing can be seen in table 12 below:

Table 11 Hypothesis Testing

Independent Variable	Intervening Variable	Dependent Variable	Path Coefficient	Indirect Coefficien	SE	P Value
Islamic Branding	-	Brand Love	0,471	-	0,073	<0,001
Islamic Branding	-	Brand Trust	0,494	-	0,073	<0,001
Brand Trust	-	Brand Love	0,452	-	0,073	<0,001
Islamic Braning	Brand Trust	Brand Love	-	0,223	0,055	<0,001

Source: Data Analysis Results (2024)
Description:
The structural model of the Brand Trust variable is as follows:
Brand Trust = 0.494 islamic branding
The structural model of the Brand Love variable is as follows:
Brand Love = 0.471 islamic branding + 0.452 brand trust

Based on table 11, it can be concluded as follows:

H1: There is a positive and significant influence between Islamic Branding on Brand Love in Safi Skincare consumers. From the test results, the path coefficient value is 0.471 and the P-Value <0.001. Thus, it can be concluded that H1 is accepted. This shows that the higher the Islamic Branding, the more likely it is to increase Brand Love.

H2: There is a positive and significant influence between Islamic Branding on Brand Trust in Safi Skincare consumers. From the test results, the path coefficient value is 0.494 and the P-Value <0.001. Thus, it can be concluded that H2 is accepted. This shows that the higher the Islamic Branding, the more likely it is to increase Brand Trust.

H3: There is a positive and significant influence between Brand Trust on Brand Love in Safi Skincare consumers. From the test results, the path coefficient value is 0.452 and the P-Value <0.001. Thus, it can be concluded that H3 is accepted. This shows that the higher the Brand Trust, the more likely it is to increase Brand Love.

H4: There is a positive and significant indirect influence between Islamic Branding on Brand Love through Brand Trust on Safi Skincare consumers. From the results of the test conducted, the indirect coefficient value is 0.223 and the P-Value value <0.001. Thus, it can be concluded that H4 is accepted. This shows that the higher the Brand Trust caused by the better Islamic Branding, the more likely it is to increase Brand Love.

Sobel Test

$$t = \frac{ab}{\sqrt{\left(b^2 SE\frac{2}{a}\right) + \left(a^2 SE\frac{2}{b}\right)}}$$

$$t = \frac{0{,}494 \times 0{,}452}{\sqrt{(0{,}452^2 \times 0{,}073^2) + (0{,}494^2 \times 0{,}073^2)}}$$

$$t = \frac{0{,}223288}{\sqrt{(0{,}001088736) + (0{,}0013004678)}}$$

$$t = \frac{0{,}223288}{\sqrt{0{,}0023892038}}$$

$$t = \frac{0{,}223288}{0{,}0488794824}$$

t = 4,5681334793 = 4,568

Description:
α = Regression coefficient of independent variable against intervening variable
b = Regression coefficient of intervening variable against dependent variable
SEa = Standard error of coefficient a
SEb = Standard error of coefficient b
Description:
α = Regression coefficient of independent variable against intervening variable
b = Regression coefficient of intervening variable against dependent variable
SEa = Standard error of coefficient a
SEb = Standard error of coefficient b

Based on the results of the Sobel test calculation above, it can be seen that the t value obtained is 4.568, which means that the calculated t value> t table, namely 4.568> 1.967 with a significance level of 0.05 (significant level 5%). Thus, it can be concluded that brand trust is able to mediate the relationship between Islamic branding and brand love.

The Influence of Islamic Branding on Brand Love

Based on the results of data analysis, the results show that Islamic Branding has a positive and significant effect on Brand Love for Safi Skincare consumers in Malang City. These results indicate that the better the Islamic Branding of Safi Skincare, the more likely it is to increase consumer Brand Love.

The results of this study are in accordance with previous research conducted by This is supported by Cahyo's research (2018) which states that brands with an Islamic image have a positive and significant effect on consumer loyalty which ultimately increases consumer love for the brand, meaning that if Islamic Branding increases, Brand Love will also increase. Another study conducted by Sahila (2017) proved that Islamic Branding has a positive effect on Brand Love. In this study, it was said that consumers feel attached and passionate when using products from the brand. When a brand can guarantee the safety and halalness of a product by using an Islamic and Sharia image, consumers will feel satisfied with the brand and make consumers love the brand. For Safi Skincare consumers, the better the Islamic Branding of Safi Skincare, the higher the loyalty and love of consumers. Therefore, amidst the many choices of Skincare, Safi Skincare consumers will remain loyal and love to use Safi Skincare because the Islamic Branding is considered very good.

The Influence of Islamic Branding on Brand Trust

Based on the results of data analysis, the results show that Islamic Branding has a positive and significant effect on Brand Trust in Safi Skincare consumers. These results indicate that the better the Islamic Branding of Safi Skincare, the more likely it is to increase Brand Trust.

The results of this study are in accordance with research conducted by Fikri (2019) which states that Islamic Branding has a significant effect on Brand Trust because of the selection of the right Sharia concept and is able to provide pleasure to consumers. Other research conducted by This is also supported by the results of Wike's research (2019) which proves that the Islamic Branding variable has an effect on trust because the Islamic Branding concept can guarantee the halalness of products and this fosters consumer trust in the brand. These studies state that building trust in a brand is important. Safi Skincare has the appeal of Islamic Branding which can embrace a large segment of Muslim consumers who have Sharia principles and have the same needs throughout the world

The Influence of Brand Trust on Brand Love

Based on the results of data analysis, the results show that Brand Trust has a positive and significant effect on Brand Love in Safi Skincare consumers. These results indicate that the better the Brand Trust of Safi Skincare, the more likely it is to increase Brand Love.

The results of this study are in accordance with research conducted by Alberts and Merunka (2013) who found that Brand Trust has an effect on Brand Love and this statement is supported by research conducted by Karjaluoto, Munnukka and Kiuru (2016). Another study conducted by Sitomorang (2015) also showed that Brand Trust has a positive and significant effect on Brand Love. In line with the research above, Ribbink et al (2004) also conducted a study that proved that Brand Trust has a significant effect on loyalty. The study stated that trust is very important in building Brand Love.

The Influence of Islamic Branding on Brand Love through Brand Trust

Based on the results of data analysis in Chapter IV, the results show that there is a positive and significant influence between Islamic Branding on Brand Love through Brand Trust. This means that Islamic Branding has a positive and significant influence on Brand Love through Brand Trust.

The results of this study are in accordance with research conducted by Wike (2019) which states that the Islamic Branding Variable has a significant influence on customer trust, which means that the better the brand is in portraying itself in an Islamic manner, the more customer trust grows, so that customer trust will be even better. Furthermore, research by Joshi & Garg (2020) proves that Brand Trust has a positive influence on Brand Love, Continuous trust for the brand will create feelings of love for the brand

Conclusion

Based on the results of the study on the influence of Islamic Branding on Brand Love through Brand Trust on Safi Skincare consumers, it can be concluded as follows:

The description of the condition based on the entire item on the Islamic Branding variable has a grand mean value which means that Islamic Branding on Safi Skincare is very good. Then the Brand Trust variable has a grand mean which means that the ability and credibility of Safi Skincare makes consumers very confident in Safi Skincare. Furthermore, the Brand Love variable has a grand mean that Safi Skincare makes consumers love Safi Skincare.

Based on the results of the study, it shows that there is a positive and significant influence between Islamic Branding on Brand Love on Safi Skincare consumers. This means that the better the Islamic Branding of Safi Skincare, the higher the Brand Love will be.

Based on the results of the study, it shows that there is a positive influence between Islamic Branding on Brand Trust on Safi Skincare consumers. This means that the better the Islamic Branding on Safi Skincare, the more consumers will trust Safi Skincare, in other words, the Brand Trust felt by Safi Skincare consumers is getting higher.

Based on the results of the study, it shows that there is a positive and significant influence between Brand Trust on Brand Love on Safi Skincare consumers. This means that if the trust felt by consumers is high, then Brand Love will also increase.

Based on the results of the study, it shows that there is a positive and significant influence between Islamic Branding on Brand Love through Brand Trust on Safi Skincare consumers. Thus, the Brand Trust variable is able to mediate the influence of the Islamic Branding variable on Brand Love. This means that if the Islamic Branding of Safi Skincare

is very good, it will cause the Brand Trust felt by Safi Skincare consumers to also be high, with high Brand Trust, consumers will love Safi Skincare.

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