

Enhancing Repurchase Intention Via Brand Trust and Perceived Behavioral Control, Mediated by Attitude Toward Halal Avoskin Skincare

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Abstract

The halal beauty industry has experienced significant growth, but the Avoskin brand halal skincare still faces significant fluctuations in the sales of its products. Therefore, the right strategy is needed to increase repurchase intention. It is important for Avoskin as a skincare brand to identify the factors that affect repurchase intention. This study aims to analyze the influence of Brand Trust, Perceived Behavioral Control, Attitude towards Halal Product on Repurchase Intention in Avoskin brand halal skincare. This study used 207 respondents who were Avoskin consumers and the data was analyzed using the Structural Equation Modelling (SEM) method with SmartPLS 4.0.9.9 software. The results of this study show that Brand Trust and Perceived Behavioral Control have a positive and significant effect on Attitude towards Halal Product. In addition, Perceived Behavioral Control and Attitude towards Halal Product have also been proven to have a positive and significant effect on Repurchase Intention. Meanwhile, Brand Trust did not show a significant influence on Repurchase Intention. In the mediation variable, Attitude towards Halal Product has a positive and significant effect in mediating Brand Trust and Perceived Behavioral Control on Repurchase Intention.

Keywords: *Repurchase Intention, Brand Trust, Perceived Behavioral Control, Attitude towards Halal Product*

INTRODUCTION

One of the important indicators in maintaining the sustainability of the *halal* industry is the creation of a consumer tendency to make repurchases (repurchase intention) of the products they have consumed. Self-buying intention can be interpreted as an individual's readiness to buy back products from the same brand, which is generally driven by positive experiences in the past (Clothing et al., 2019). This intention reflects not only satisfaction alone, but also emotional attraction and belief in the values offered by the product.

Some factors that can affect the intention to buy back include brand trust and perceived behavioral control. Brand trust is an important factor that shapes consumer behavior towards *halal* products. Trust plays a role in forming consumer behavioral intentions to buy products. Trust in a product arises when consumers have a higher sense of confidence in the product, thus encouraging future purchase intent (Trivedi & Yadav, 2020). The variable perceived behavioral control also influences consumers to repurchase *halal* products. Perceived behavioral control is defined as the consumer's confidence in the extent to which they can control the use of the product. Consumers evaluate their level of control based on factors such as ability, opportunity, availability of money, time, and knowledge of the product (Loh & Hassan, 2022). Perceived behavioral control has a direct relationship with consumer behavioral intention, where the stronger the individual's belief in their control, the greater the intention to carry out the behavior.

In addition, attitudes towards *halal* products also play an important role in influencing repurchase intent. Attitude towards *halal* products is an individual's positive or negative feeling

towards the consumption of *halal* products (Mukhtar & Butt, 2012). In the context of *halal* products, a positive attitude is the foundation to increase the intention to buy back. Consumers who have a positive attitude tend to be more loyal and make repeat purchases of *halal* products they trust. Attitude is the key factor driving consumer repurchase intention, as maintaining a positive consumer attitude is essential to ensure that consumers not only make repeat purchases but also continue to choose the product in the long run.

The concept of *halal* itself carries a very important meaning for consumers. *Halal* is a religious obligation that must be observed by Muslims in daily life, especially in choosing products for consumption (Alserhan, 2010). For Muslim consumers, *halal* products have deep meaning because they reflect obedience in practicing Islamic teachings (Briliana & Mursito, 2017). The concept of *halal* plays a crucial role in ensuring that every product consumed is free from prohibited ingredients and processed correctly. The existence of *halal* products not only provides convenience in determining consumption choices but also strengthens the belief that the products consumed meet ethical and health standards. The *halal* products market is also experiencing growth, as seen from the increase in global consumption. According to the State of the Global Islamic Economy Report (2023), the consumption of *halal* products by the Muslim population reached 2.29 trillion US dollars across various sectors and is predicted to increase to 3.1 trillion US dollars by 2027. Therefore, understanding the meaning of *halal* is an important foundation in maintaining the intention to repurchase *halal* products.

One of the sectors showing significant growth in Indonesia's *halal* industry is the beauty sector. According to Databoks.co.id, in 2020, consumption value in this sector was recorded at US\$4.19 billion and is expected to increase to US\$7.59 billion by 2025. This indicates growth that reflects the rising interest and demand among consumers for beauty products that meet *halal* standards. Additionally, the results of the Beauty Trends - JAKPAT 2023 survey show that 78% of consumers consider *halal* certification as the main factor when choosing skincare products, followed by other criteria such as alcohol-free, dermatologically tested, preservative-free, and free of artificial fragrances.

With the development of *halal* skincare and increasing consumer awareness, people tend to prefer skincare brands that better understand their needs and preferences. The 2023 Snapcart Global survey shows that although more imported skincare brands enter the Indonesian market, 60% of Indonesians actually prefer local brands as their flagship products. This shift occurred because consumers realize that local products better suit the skin needs of Indonesians and are formulated with natural ingredients sourced within the country to adapt to local skin conditions (Venture, 2024). Furthermore, Kompas.co.id noted that six out of the top ten brands with the highest sales value on e-commerce platforms in the first semester of 2024 are local brands.

One of the local beauty brands that has achieved significant popularity and received *halal* certification in Indonesia is Avoskin. Avoskin was established in 2014 in Yogyakarta, Indonesia, as a skincare product committed to delivering high-quality and safe products by combining natural and active ingredients. According to information on Avoskin's official website, all Avoskin skincare products have been officially registered with BPOM. One of

Avoskin's popular products among consumers is its toner. Data from Kompas.co.id shows that the sales performance of Avoskin Toner has fluctuated in recent years, from 2022 to 2024 in May and September, thus strengthening its position in the Indonesian skincare market. Avoskin needs to prioritize repurchase intention in its marketing strategy. This is important because repurchase intention not only reflects a consumer's decision to buy again but also serves as an indicator to predict future consumer behavior (Dong et al., 2022). Therefore, this study will explore the variables of brand trust, perceived behavioral control, and attitude towards *halal* products in relation to repurchase intention for the *halal* skincare brand Avoskin, a topic which has not been widely researched previously.

Regarding the variable of brand trust towards repurchase intention, previous studies have reported mixed results. Research by Kusnandar & Afiff (2020) states that brand trust has a positive and significant effect on repurchase intention. Similar results were found in studies by Ribhi et al. (2024), Trivedi & Yadav (2020), and Sullivan & Kim (2018), which all indicate that brand trust positively and significantly affects repurchase intention. When companies act in ways that build consumer trust, perceived risk is reduced, allowing consumers to make confident forecasts about future purchasing behavior. Therefore, trust in the company directly impacts the willingness to repurchase.

Research by Lam et al. (2016) also finds that brand trust has a positive and significant effect on repurchase intention; consumers with a high level of trust in the company are more likely to make repeat purchases. Moreover, Shabankareh et al. (2024) state that brand trust positively and significantly affects repurchase intention among airline customers, where increased trust results in higher likelihood of reuse. However, different results were found by Mutiah & Marliano (2024) and Aprilia & Andarini (2023), who state that brand trust does not have a significant effect on repurchase intention.

Regarding perceived behavioral control towards repurchase intention, previous studies have also shown mixed results. Research by Sun et al. (2020) indicates that perceived behavioral control has a positive and significant effect on repurchase intention in mobile payments for hotel reservations. Consumers focus on ease of payment, so companies must ensure convenience, speed, and reliability to encourage repurchases. Kim & Lee (2019) also find that perceived behavioral control positively and significantly affects repurchase intention among Premium Economy Class passengers, showing that passengers are more likely to repurchase when they feel they can control relevant factors, like affordability.

These findings align with studies by K. Y. Lee et al. (2020), Braje et al. (2022), and Halimi et al. (2022), which suggest that consumers who feel greater control over repurchasing are more likely to make repeat purchases. Additionally, research by Nawawi et al. (2018) and Yoopetch et al. (2024) supports that perceived behavioral control positively and significantly affects repurchase intention. Conversely, some studies—Mao & Lyu (2017), Loh & Hassan (2022), and Yasa et al. (2022)—report no significant effect of perceived behavioral control on repurchase intention. They argue that even if consumers feel control over repurchasing, other factors like brand trust or previous experience are more influential in decision making.

The problems explained regarding fluctuations in the sales performance of Avoskin skincare toner and disparities in previous research results reveal a research gap. This suggests that the relationship between brand trust and perceived behavioral control on repurchase intention requires additional variables to clarify these relationships. Therefore, the researchers are interested in studying the attitude towards *halal* products as a mediating variable.

RESEARCH METHODS

This study uses a descriptive quantitative method with a causality approach to explain the causal relationships between several variables developed (Ferdinand, 2014). In this study, the researcher distributed a questionnaire to consumers to collect data. The data obtained are quantitative, systematically compiled using an interval scale of 1–10, with assessment indicators ranging from strongly disagree to strongly agree. The population targeted in this study is consumers of the *skincare* product Avoskin. The exact number of Avoskin consumers is unknown. This study employs Structural Equation Modeling (SEM) for data analysis. The sample size is determined based on the number of indicators available, where the minimum number of indicators is multiplied by 5, and the maximum number of indicators is multiplied by 10 (Ferdinand, 2014). The formula used in this study is the number of indicators multiplied by 10. With 21 indicators used in this study, multiplying by 10 results in a target of 210 respondents. Based on these calculations, the sample size was set at 210 respondents, which meets the criteria for Chi-Square testing that generally requires between 100 to 200 respondents. With 210 respondents, the sample also satisfies the requirements for Maximum Likelihood Estimation. However, after collecting questionnaires from 210 respondents, the researcher conducted an examination and validation process and identified 3 respondents categorized as outliers. Therefore, the 3 outliers were excluded from the analysis, resulting in a final sample of 207 respondents deemed suitable for processing and analysis.

This study uses both primary and secondary data. Primary data were obtained through the dissemination of an online questionnaire to respondents aged 17 years and above, who have used the *skincare* product Avoskin and made purchases at least three times. The data collected include respondents' answers to several questions and statements compiled based on the research indicators, reflecting respondents' responses to the variables studied. Secondary data were sourced from standard references such as the State of the Global Islamic Economy Report, Databox, Beauty Trends - JAKPAT, Snapcart Global, and Market Insight Compass for data on Avoskin *skincare*, as well as other relevant data supporting this study.

RESULTS AND DISCUSSION

Internal Consistency Reliability

The reliability test in the *outer model* was carried out by analyzing two values, namely, *the composite reliability value* and *the Cronbach's alpha value*.

Table 1. Composite Reliability and Cronbach's Alpha Values

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Critical Values
<i>Brand Trust</i>	0.813	0.820	0.877	<i>Cronbach's Alpha and Composite Reliability >0.7</i>
<i>Perceived Behavioral Control</i>	0.753	0.763	0.842	
<i>Attitude towards Halal Product</i>	0.777	0.783	0.856	
<i>Repurchase Intention</i>	0.818	0.824	0.873	

Source: PLS processed primary data, 2025

Based on table 1, the results of the *output composite reliability* and *Cronbach's alpha* are shown in the outer model reliability test. The *composite reliability* and *Cronbach's alpha* values on the variables of *brand trust*, *perceived behavioral control*, *attitude towards halal products*, and *repurchase intention* in *Avoskin skincare*, have met the reliability test with a *composite reliability* value and *Cronbach's alpha* >0.7.

Convergent Validity

Convergent validity is done to measure the extent to which the indicators used to accurately measure variables can represent those variables. The *convergent validity test* can be seen from the *Average Variance Extracted (AVE)* value.

Table 2. Average Variance Extracted (AVE) Value

Variable	AVE	Critical Values
<i>Brand Trust</i>	0.642	>0.5
<i>Perceived Behavioral Control</i>	0.572	
<i>Attitude towards Halal Product</i>	0.598	
<i>Repurchase Intention</i>	0.578	

Source: PLS processed primary data, 2025

Based on table 2, it is known that all variables in this study have an AVE value of each variable greater than 0.5, thus indicating that more than half of the variation of the indicator can be accounted for by the underlying construction, thus increasing the value of the validity in the variable.

Discriminant Validity

Discriminant validity is to assess the extent to which a construct differs from other constructs. Discriminant validity testing using the *Fornell-Larcker Criterion method* which calculates the root value of the mean value of extractive variance (AVE) of each variable in the model.

Table 3. Fornell-Larcker Criterion Analysis

	<i>Attitude towards Halal Product</i>	<i>Brand Trust</i>	<i>Perceived Behavioral Control</i>	<i>Repurchase Intention</i>
ATT	0.773			
BT	0.563	0.801		
PBC	0.544	0.617	0.757	

RI	0.635	0.515	0.569	0.761
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Source: PLS processed primary data, 2025

Based on table 3, it is known that *the Fornell-Larcker* analysis analyzes the values in the matrix for four constructs, namely, *attitude towards halal product* (ATT), *brand trust* (BT), *perceived behavioral control* (PBC), and *repurchase intention* (RI). The diagonal value (Root of AVE) shows the root of *the Average Variance Extracted* (AVE) for each construct, namely *attitude towards halal product* (ATT) is 0.773, *brand trust* (BT) is 0.801, *perceived behavioral control* (PBC) is 0.757 and *repurchase intention* (RI) is 0.761. Of the five diagonal values, it shows that the variable has a variance that can be explained well. Then the values that are outside the diagonal show the relationship between the constructs. In discriminant validity analysis, these values must be smaller than the diagonal value (AVE root) to show that the constructs are indeed different from each other. In the table above all values outside the diagonal (which indicates the relationship between constructs) are smaller than the diagonal values (AVE roots). This means that each construct is significantly different from the other, demonstrating good discriminant validity.

Model Feasibility Test Results (*Inner Model*)

The *inner stage of the model* can be seen from the *R-square value*. R-Square value testing was carried out to find out the relationship between variables in the model. The *R-Square* value is a value that shows how much independent (exogenous) affects the dependent (endogenous) variable.

Table 4. *R-square value*

Variable	<i>R-square</i>	<i>R-square adjusted</i>
<i>Attitude towards Halal Product</i>	0.393	0.384
<i>Repurchase Intention</i>	0.502	0.492

Source: PLS processed primary data, 2025

Based on the results of the *R-Square* test table 4, it is known that the *repurchase intention* variable as the main endogenous variable has an *R-square* value of 0.502. This value is in the moderate category which indicates that 50.2% variation in *repurchase intention* can be explained by the whole exogenous variable. This means that the *repurchase intention* variable is the most dominant endogenous variable described by the model, so it plays an important role in assessing the overall effectiveness of the research model.

In addition, the *attitude towards halal product* variable has a value of 0.393. This value indicates that the model falls into the weak category. This means that the exogenous variables in the model were only able to explain 0.393 or 39.3% while the remaining 60.7% were influenced by factors other than the factors used in this study. The results of *the R-square* test prove that the model has a fairly good ability to explain consumer behavior towards the intention to buy back halal *skincare* products of the Avoskin brand.

Hypothesis Testing Results

The hypothesis test was carried out by looking at the probability value (*p-value*) and the *t-statistics* value (*t-calculate*) which were then compared with the *t-table* value. At a significance level of 5% (α 0.05), the *t-table* value is 1.96. Therefore, the hypothesis is declared accepted if the *t-statistical value* is >1.96 and the *p-value* is <0.05 and vice versa, the hypothesis is rejected if it does not meet these criteria. The results of the *bootstrapping* test are as follows:

Table 5. Path Coefficient Analysis Results

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
Brand Trust -> Attitude towards Halal Product	0.347	0.344	0.093	3.732	0.000
Perceived Behavioral Control -> Attitude towards Halal Product	0.249	0.256	0.098	2.544	0.011
Attitude towards Halal Product -> Repurchase Intention	0.400	0.396	0.078	5.128	0.000
Brand Trust -> Repurchase Intention	0.095	0.099	0.074	1.276	0.202
Perceived Behavioral Control -> Repurchase Intention	0.190	0.191	0.072	2.631	0.009

Source: PLS processed primary data, 2025

Based on table 5 of the *bootstrapping* test results, it can be seen that the greatest direct effect is shown by the relationship of *attitude towards halal product* on *repurchase intention* with an original sample coefficient value of 0.400, a *t-statistic* value of 5,128 and a *p-value* by 0.000. This shows that *attitude towards halal products* has a positive and significant influence on *repurchase intention*. However, there is one hypothesis that is rejected, namely the influence of *brand trust* on *repurchase intention*, because it does not meet the required significance value. The results of the hypothesis test in detail are as follows:

- 1) *Brand trust* has a positive and significant effect on *attitude towards halal products*. This means that the higher the *brand trust*, the more positive the *attitude towards halal products*. This is shown by the value of the *original sample* coefficient of 0.347, the *t-statistical* value of 3.732 (greater than *t-table* 1.96) and the *p-value* of 0.000 (smaller than 0.05).
- 2) *Perceived behavioral control* has a positive and significant effect on *attitude towards halal products*. This means that the higher the *perceived behavioral control*, the more positive the *attitude towards halal products*. This is shown by the value of the *original sample* coefficient of 0.249, the *t-statistical* value of 2.544 (greater than *t-table* 1.96) and the *p-value* of 0.011 (smaller than 0.05).
- 3) *Attitude towards halal products* has a positive and significant effect on *repurchase intention*. This means that the more positive the *attitude towards halal products*, the more *repurchase intention* will increase. This is shown by the value of the *original sample* coefficient of 0.400, the *t-statistic* value of 5.128 (greater than *t-table* 1.96) and the *p-value* of 0.000 (less than 0.05).

- 4) *Brand trust* has no significant effect on *repurchase intention*. This means that the higher *the brand trust*, the lower *the repurchase intention*. This is shown by the value of *the original sample* coefficient of 0.095 with a positive direction of influence. However, *the t-statistic* value is 1.276 (smaller than *t-table* 1.96) and *the p-value* is 0.202 (greater than 0.05), so the effect is not statistically significant.
- 5) *Perceived behavioral control* has a positive and significant effect on *repurchase intention*. This means that the higher *the perceived behavioral control*, the more the *repurchase intention* increases. This is shown by the value of *the original sample* coefficient of 0.190, the *t-statistical* value of 2.631 (greater than *the t-table* of 1.96) and *the p-value* of 0.009 (smaller than 0.05).

Mediation Test Results

The mediation test was carried out to analyze the strength of the relationship between variables, whether direct, indirect, or total. The mediation or *indirect effect test* is used to determine whether the mediating variable significantly mediates the relationship between independent (exogenous) variables and dependent variables (endogenous).

Table 6. Results of the Mediation Test (Specific Indirect Effect)

Indirect Influence	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P values
<i>Brand Trust -> Attitude Towards Halal Product -> Repurchase Intention</i>	0.139	0.136	0.045	3.073	0.002
<i>Perceived Behavioral Control -> Attitude Towards Halal Product -> Repurchase Intention</i>	0.100	0.102	0.044	2.247	0.025

Source: PLS processed primary data, 2025

From the table above, it can be seen that there are two relationships that show the indirect effect between *repurchase intention* and *attitude towards halal products*. The two relationships illustrate the relationship between dependent variables, namely *brand trust* and *perceived behavioral control*. The following is an explanation of each mediation test:

- 1) *Attitude towards Halal Product* has a positive and significant effect in mediating the influence of *Brand Trust* on *Repurchase Intention*. This can be seen from *the indirect effect test* where the value of the original sample coefficient is 0.139, the t-statistical value is 3.073 (greater than t-table 1.96) and the p-value is 0.002 (smaller than 0.05).
- 2) *Attitude towards Halal Product* has a positive and significant effect in mediating the influence of *Perceived Behavioral Control* on *Repurchase Intention*. This can be seen from *the indirect effect test* where the value of the original sample coefficient is 0.100, the t-statistical value is 2.247 (greater than the t-table is 1.96) and the p-value is 0.025 (less than 0.05).

The Influence of *Brand Trust* on *Attitude towards Halal Product*

The results of the study show that *Brand Trust* have a positive and significant effect on *attitude towards halal Product*. This is indicated by the value of the coefficient *Original Sample* obtained was 0.347, the value of *t-statistic* of 3,732 (greater than *T-Table* 1.96) and *p-value* by 0.000 (less than 0.05). This means that there is a positive and significant influence of the variable *Brand Trust* towards *attitude towards halal Product*. That is, sEmerald *Brand Trust* felt by Avoskin consumers, it will be more positive *attitude towards halal Product*. These results show that consumers have a positive trust in the product *Skincare* halal Avoskin brand in terms of views or assessments, then their attitude towards *Halal skincare* The Avoskin brand will continue to grow. The results of this study are in accordance with the results of research conducted by (Hussain et al., 2024), (Handriana et al., 2020) and (Koc et al., 2024) states that *Brand Trust* have a positive and significant effect on *attitude towards halal Product*.

From the respondents' open statements, it can be concluded that increasing *brand trust* is considered to be an effective strategy in shaping *attitudes towards halal products*. Trust in this product is supported by MUI halal certification, BPOM permits, and positive reviews from users of Avoskin products. In addition, consumer trust in the safety, reliability, and consistency of Avoskin products is maintained. Respondents stated that Avoskin meets consumer expectations by delivering tangible results such as brighter, moisturizer, and cleaner skin, as well as being able to reduce excess oil. Thus, these factors are able to shape consumers' positive attitudes towards Avoskin halal products, because this trust provides confidence that Avoskin products meet the quality and halal expectations that consumers are looking for.

The Effect of *Perceived Behavioral Control* on *Attitude towards Halal Product*

The results of the study show that *perceived behavioral control* have a positive and significant effect on *attitude towards halal Product*. This is indicated by the value of the coefficient *Original Sample* obtained by 0.249, the value of *t-statistic* of 2,544 (greater than *T-Table* 1.96) and *p-value* by 0.011 (less than 0.05). This means that there is a positive and significant influence of the variable *perceived behavioral control* towards *attitude towards halal Product*. That is, the higher the *perceived behavioral control* by Avoskin consumers, it will be even more positive *attitude towards halal Product*. The results of this study are in accordance with the results of research conducted by (Wisudanto et al., 2024) and (Supriani et al., 2025) states that *perceived behavioral control* have a positive and significant effect on *attitude towards halal Product*.

From the respondent's open statement, it can be concluded that increasing *perceived behavioral control* is considered to be an effective strategy in shaping *attitudes towards halal products*. This can be seen from the ease of consumers in accessing Avoskin products which are widely available through various *online platforms*, as well as offline which shows the availability of products that are easy to reach. Respondents also stated that the price of the product is still reasonable and comparable to the quality, with promos and discounts that help increase affordability. Consumers also rely on complete information about the composition and benefits of Avoskin products, as well as reviews from other users as a reference source in making purchase

decisions. Thus, these factors strengthen consumers' positive attitudes towards Avoskin's halal products.

The Influence of *Attitude towards Halal Product* on *Repurchase Intention*

The results of the study show that *attitude towards halal Product* have a positive and significant effect on *Repurchase intention*. This is indicated by the value of the coefficient *Original Sample* obtained by 0.400, the value of *t-statistic* of 5,128 (greater than *T-Table* 1.96) and *p-value* by 0.000 (less than 0.05). This means that there is a positive and significant influence of the variable *attitude towards halal Product* towards *Repurchase intention*. The results of this study are in accordance with the results of research conducted by (Hussain et al., 2024), (Loh & Hassan, 2022), (Nawawi et al., 2018) and (Damit et al., 2019) states that *attitude towards halal Product* have a positive and significant effect on *Repurchase intention*.

Based on the results of filling out the questionnaire by respondents, a positive attitude towards halal products is in line with consumers' strong intention to buy back *Avoskin halal* skincare products. Consumer positive attitudes are formed from various variables that are influenced by independent variables and are a key factor that drives consumer decisions to make a repurchase. This positive attitude reflects confidence in halal and product quality. Therefore, it is important that *the Avoskin brand halal skincare needs to maintain this positive attitude to increase the likelihood of consumers making a repurchase*.

The Influence of *Brand Trust* on *Repurchase Intention*

The results of the study show that *Brand Trust* has no significant effect on *Repurchase intention*. This is indicated by the value of the coefficient *Original Sample* obtained by 0.095 with a positive influence direction. However, the value of *t-statistic* of 1,276 (less than *T-Table* 1.96) and *p-value* by 0.202 (greater than 0.05), so statistically the effect is not significant. This means that even though the level of consumer trust in Avoskin products is high, it is not strong enough to encourage consumers to make a repurchase. The results of this study contradict the results of research conducted by (Kusnandar & Afiff, 2020), (Ribhi et al., 2024), (Trivedi & Yadav, 2020) and (Sullivan & Kim, 2018). But according to the results of the research conducted by (Mutiah & Marliano, 2024), (Aprilia & Andarini, 2023) and (Puri & Mulyono, 2023) states that *Brand Trust* has no significant effect on *Repurchase intention*.

The results of the analysis in this study show that *brand trust* does not have a significant effect on *repurchase intention*. The results of this study are interesting because respondents gave a high assessment of all *brand trust indicators*, such as Avoskin products that are in accordance with expectations, reliability, credibility, and confidence in Avoskin products. The researcher suspects that the absence of a significant influence on *the brand trust* variable on *the repurchase intention* of Avoskin brand halal skincare products can be caused by other factors beyond the level of consumer trust in the brand. While consumers may not doubt the quality, or credibility of the Avoskin brand, such forms of trust tend to be passive, where consumers believe that the product is safe to use, of quality and has halal certification, but lacks the emotional drive to consistently repurchase Avoskin products. This is reinforced by the open statement, consumers of halal *skincare* of the Avoskin brand focus more on the aspects of ingredient safety, product

effectiveness, and compatibility with the skin which are considered crucial than trust in the brand. In this case, *brand trust* only serves as a basis for acceptance of the brand, not as a driving factor for behavior.

The Effect of Perceived Behavioral Control on Repurchase Intention

The results of the study show that *perceived behavioral control* have a positive and significant effect on *Repurchase intention*. This is indicated by the value of the coefficient *Original Sample* obtained as 0.190, the value of *t-statistic* by 2,631 (greater than *T-Table* 1.96) and *p-value* by 0.009 (smaller than 0.05). This means that there is a positive and significant influence of the variable *perceived behavioral control* towards *Repurchase intention*. The results of this study are in accordance with the results of research conducted by (Sun et al., 2020), (J. H. Kim & Lee, 2019), (Braje et al., 2022) and (Halimi et al., 2022) states that *perceived behavioral control* have a positive and significant effect on *Repurchase intention*.

Based on the results of filling out the questionnaire by respondents, the greater the control that consumers feel in making purchases, such as ease of access, affordable prices, and the availability of product information, the greater the consumer's intention to make a repeat purchase. Respondents stated that they easily obtained Avoskin products both through *e-commerce* and *offline* stores. In addition, the prices are still affordable and there are frequent promos that make repurchase even more possible. Also, complete information about Avoskin product content, benefits, and user reviews reinforces their confidence in choosing this product again. Therefore, the ease of accessing products and consumer perception of control in the purchase process is an important factor in strengthening *repurchase intention* for Avoskin halal products.

Attitude towards Halal Product Mediates the Influence of Brand Trust on Repurchase Intention

The results of the study show that *attitude towards Halal Product* has a positive and significant effect in mediating the influence of *brand trust* on *repurchase intention*. This can be seen from the *indirect effect* test where the value of the original sample coefficient obtained was 0.139, the *t-statistic* value was 3.073 (greater than the *t-table* 1.96) and the *p-value* was 0.002 (smaller than 0.05). It can be concluded that there is a positive and significant influence on the *brand trust* variable on *repurchase intention* mediated by *attitude towards Halal Product*, in this case it acts as a perfect *mediation*. Consumers have a high level of trust in Avoskin which includes belief in quality, reliability, and credibility, tend to form a positive attitude towards the halal values reflected in the product. Trust in Avoskin brand halal skincare products does not directly encourage the decision to buy back, but first forms the perception and attitude that the products offered are in accordance with halal principles.

Attitude towards Halal Product Mediates the Influence of Perceived Behavioral Control on Repurchase Intention

The results of the study show that *attitude towards Halal Product* has a positive and significant effect in mediating the influence of *perceived behavioral control* on *repurchase intention*. This can be seen from the *indirect effect* test where the value of the original sample coefficient obtained is 0.100, the *t-statistic* value is 2.247 (greater than the *t-table* 1.96) and the

p-value is 0.025 (less than 0.05). It can be concluded that there is a positive and significant influence on the *perceived behavioral control* variable on *repurchase intention* mediated by *attitude towards Halal Product*, in this case it plays a role as *complementary partial mediation*.

The results of this study show that consumers' perception of the convenience, ability, and control in buying halal products not only directly affects the intention to buy again, but also forms a positive attitude towards halal products that strengthens their desire to buy again. Consumers who feel they have control in terms of access, availability, affordable prices, as well as adequate information about halal products, tend to have a more positive attitude towards the halalness of products, and ultimately encourage repurchase behavior. In Avoskin brand halal skincare products, consumers feel confident that they can buy products easily, both because of affordable prices, wide distribution, and because of trusted halal labels, this will be more encouraged to foster a positive attitude towards the product. This attitude ultimately drives the intention to buy back. Thus, *attitude towards halal products* is an important intermediary in connecting the perception of behavioral control with consumer decisions to make a repurchase.

CONCLUSION

The results of this study show that brand trust and perceived behavioral control have a positive and significant influence on attitude towards *halal* products. This means that the higher the consumer's trust in the brand and the more control they feel in making purchases, the more positive their attitude towards *halal* products will be. In addition, perceived behavioral control and attitude towards *halal* products have also been shown to have a positive and significant effect on repurchase intention, which means that consumers with a positive attitude towards *halal* products and who feel they have sufficient control in the purchase process tend to have a higher intention to repurchase. However, the results of this study also found that brand trust does not have a significant influence on repurchase intention, so trust in brands does not directly encourage consumers to make a repurchase. Regarding the mediation variable, attitude towards *halal* products has a positive and significant effect in mediating the relationship between brand trust and perceived behavioral control on repurchase intention.

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