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HALAL LABELS, SCENT LONGEVITY, AND INFLUENCER PROMOTION IN SHAPING MASSTIGE PERFUME PURCHASE INTENTION: THE MEDIATING ROLE OF HALAL TRUST IN SURAKARTA CITY

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ABSTRACT

This study examines the effects of halal labeling, fragrance durability, and influencer promotion on mass-tige perfume purchase intention in Surakarta City, and tests the mediating role of halal trust. The study applies an explanatory quantitative approach based on the Stimulus-Organism-Response (SOR) framework. Data were collected through questionnaires from 200 eligible respondents. The instrument consists of 15 indicators representing five constructs. The data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS. Hypotheses were tested through one-tailed bootstrapping. The results show that halal labeling, durability, and influencer promotion have positive and significant effects on halal trust. These three variables also have positive and significant effects on purchase intention. Halal trust has a positive and significant effect on purchase intention. The indirect-effect analysis confirms that halal trust mediates the relationship of halal labeling, durability, and influencer promotion with purchase intention. All three paths indicate complementary partial mediation because both direct and indirect effects are positive and significant. The R-square values of 0.672 for halal trust and 0.718 for purchase intention indicate substantial explanatory power. The SRMR value of 0.042 meets the model-fit threshold applied in the study. These findings highlight the importance of verifiable halal information, fragrance durability, and credible influencer promotion in shaping consumers' intention to purchase mass-tige perfumes.
Keywords: masstige perfume; halal label; durability; influencer promotion; halal trust

INTRODUCTION

Perfume has evolved from a cosmetic enhancement to a part of personal care and lifestyle needs. Consumers use perfume to maintain freshness, build a personal impression, and boost self-confidence. Scent can also influence a person's memory and psychological responses to the environment. Herz (2016) explains that scent is related to memory and psychological aspects. Rimkute et al. (2016) also show that scent can influence consumer behavior. Thus, perfume purchases are based not only on basic functions, but also on experiences, perceived quality, identity, and values associated with the product.

The perfume market has diverse segmentation. Mass market products generally offer affordable prices and scents aimed at a wider audience. On the other hand, luxury perfumes emphasize exclusivity, quality, and a premium image at a higher price. Between these two categories are masstige products. The term masstige

combines the concepts of mass and prestige. Products in this category offer a prestigious image at a more affordable price than luxury products. Yeoman (2004) discusses the phenomenon of consumers trading up, seeking products with higher value or experience. In the Indonesian context, Hambalah (2023) describes the consumption of luxury perfume by Indonesian consumers through the perspective of masstige brands. This position makes masstige perfumes relevant to study because they combine considerations of quality, image, and affordability.

Market growth and changing consumption patterns reinforce the relevance of research in the perfume category. The rise of digital commerce has made it easier for consumers to compare brands, read reviews, and obtain product information. Consumers can discover perfumes through online stores, social media, and influencer recommendations. Furthermore, the wide range of product choices has also increased the need for consumers to carefully evaluate information. They consider not only price and scent but also ingredient composition, scent longevity, brand reputation, and the credibility of the information they receive.

For products used directly on the body, halal certification is a crucial consideration for Muslim consumers. The concept of halal extends beyond food and beverages. Cosmetic and personal care products also involve ingredients, production processes, storage, and distribution. Halal labels can serve as a source of information regarding product compliance with halal requirements. Aziz and Chok (2013) identified halal awareness, halal certification, and marketing components as factors related to purchase intention for halal products. Mukhtar and Butt (2012) also explained the role of religiosity in the intention to choose halal products. Halal information becomes relevant when consumers cannot directly inspect all ingredients and production processes.

The presence of a halal label does not automatically eliminate all consumer doubts. Consumers need to assess whether the label is official, aligns with the product offered, and is verifiable. Yusuf et al. (2019) demonstrated the importance of halal product labels in building customer trust. Jannah and Al-Banna (2021) also emphasized the relationship between halal awareness and halal traceability from the perspective of consumers and businesses. Therefore, in this study, the halal label is understood as an informational stimulus that can influence consumer confidence in the halal status of Masstige perfume.

In addition to the halal label, fragrance durability is an important product attribute. Consumers can assess the benefits of a perfume by how long the scent lasts after use. Fragrance durability is related to the user experience and perceived quality. Zeithaml (1988) explains that perceived quality and value are part of consumer product evaluations. In the perfume category, the attribute of durability can be a practical consideration because consumers expect the scent to remain perceptible for a certain period of time. However, fragrance durability is a functional attribute. It cannot be used as direct evidence of a product's halal status. This distinction is important to ensure that product quality and halal compliance are not treated as the same concept.

The development of social media has also changed the way manufacturers introduce perfumes. Influencers can share usage experiences, review scent characteristics, compare products, and provide recommendations to their followers.

De Veirman et al. (2017) examined marketing through Instagram influencers and its impact on brand attitudes. Djafarova and Rushworth (2017) showed that the credibility of online celebrity profiles can influence the purchasing decisions of young female users. Dwidienawati et al. (2020) compared the influence of customer reviews and influencer endorsements on purchase intentions. Andonopoulos et al. (2023) also showed that influencer authenticity is not always the sole determinant of positive consumer responses. These findings suggest that message quality, source credibility, and information relevance need to be considered in influencer promotion strategies.

Influencer promotions can play a role in product recognition, but claims must be accurate. For products with halal certification, influencers need to distinguish personal experiences from information requiring verification. Reviews about aroma and durability can be based on user experience. Meanwhile, statements regarding certification and halal status should refer to official information. When influencers convey transparent and reliable information, consumers have a better basis for evaluating the product. Conversely, unverified claims can raise doubts.

This study uses the Stimulus-Organism-Response (SOR) framework to explain the relationship between external factors and consumer responses. Mehrabian and Russell (1974) developed the SOR framework in the study of environmental psychology. This framework explains that environmental stimuli are processed through an individual's internal state before producing a response. In this study, the halal label, durability, and influencer promotion act as stimuli (S). Halal trust acts as the organism (O), which is the consumer's internal belief in the product's halal aspects. Purchase intention is the response (R), which is the consumer's tendency to purchase Masstige perfume.

Halal trust is positioned as a mediating variable because consumers do not always respond directly to marketing stimuli. Label information, aroma durability attributes, and influencer messages are first evaluated. Consumers can form beliefs about a product's halal authenticity based on the information received and their perceptions of the product. This trust is then related to purchase intention. Miftahuddin et al. (2022) examined the role of halal trust in the relationship between perceived halal value, risk, and purchase intention. Suparno (2020) also applied the SOR framework to explain online purchase intentions for halal cosmetics. Both studies are relevant to explaining the role of halal trust as a psychological mechanism in consumer behavior.

Previous research has examined halal labels, trust, product quality, and influencer promotion across various categories. However, studies that simultaneously examine these three stimuli in the context of masstige perfumes are still needed. The perfume category has unique characteristics because consumers evaluate scent and longevity, while also considering ingredients used on the body. This study also positions halal trust as a mediator in all three stimulus pathways to purchase intention. Focusing on masstige perfumes in Surakarta City provides a local context that differs from research on food products, general cosmetics, or online purchases across categories.

Surakarta was chosen because it has economic activity and household consumption relevant to the discussion of consumer behavior. Data from the Surakarta City Statistics Agency cited in the thesis shows economic growth of 4.01

percent in 2021, increasing to 6.25 percent in 2022, then ranging from 5.57 to 5.63 percent in 2023–2025. Household consumption expenditure also increased from IDR 25,422.61 billion in 2021 to IDR 35,487.11 billion in 2025. These data provide context for the development of regional economic activity. However, these macroeconomic figures are not used as variables in the research model. The model remains focused on consumer perceptions of halal labels, aroma persistence, influencer promotions, halal trust, and purchase intentions.

Based on the above description, this study aims to examine the influence of halal labels, durability, and influencer promotion on halal trust; examine the influence of the three stimuli and halal trust on purchase intention; and examine the mediating role of halal trust in the relationship between each stimulus and purchase intention of Masstige perfume. The contribution of this study lies in the simultaneous testing of halal information attributes, perfume functional attributes, and influencer communication in one SOR model. The results of this study are expected to contribute to the study of consumer behavior of halal products and become a consideration for Masstige perfume producers in developing informative and responsible marketing strategies.

RESEARCH METHODS

This study employed an explanatory research design with a quantitative descriptive approach. The explanatory design was used to test the relationships between variables based on the formulated hypotheses. A quantitative approach was employed because each construct was measured through structured indicators, and the relationships between constructs were analyzed using statistical methods. The study focused on purchase intentions for Masstige perfume, not actual purchase decisions.

The study was conducted in April 2026 in Surakarta City and its surrounding areas. The study population included potential perfume consumers who knew or had used perfume, had their own source of income or funds, and had the ability to purchase perfume. The sample was selected using a non-probability sampling technique with a purposive sampling approach. Respondent criteria included a minimum age of 18 years, domiciled in Surakarta and its surrounding areas, had used perfume, had the financial resources to purchase perfume, and knew or had seen Masstige perfume products. The sample size was 200 respondents.

The sample size in this thesis was determined based on Roscoe's guidelines, as cited by Sugiyono. The research instrument contained 15 statement indicators. Considering ten times the number of indicators, the minimum sample size was 150 respondents. The study involved 200 respondents, exceeding the minimum limit set by the researcher. Because the sampling technique is non-probability, the results must be interpreted according to the sample characteristics and cannot be automatically generalized to all perfume consumers.

Primary data were collected through a structured questionnaire. The questionnaire consisted of screening questions, respondent identification, and statements to measure the research constructs. The instrument used a five-level Likert scale. A score of 1 indicates strongly disagree, a score of 2 indicates disagree, a score of 3 indicates somewhat disagree, a score of 4 indicates agree, and a score of 5 indicates

strongly agree. Secondary data were obtained from books, journal articles, reports, and other written sources used in developing the theoretical framework.

The research model consists of five constructs and 15 indicators. Halal label (X1) is measured through three indicators related to attention to the halal label, clarity of halal status information, and the importance of the halal label in considering perfume. Durability (X2) measures consumer perceptions regarding the durability of the perfume's scent. Influencer promotion (X3) measures trust in influencer recommendations, influencer knowledge about the product, and the usefulness of the information conveyed. Halal trust (Z) measures consumer confidence in the halal status of perfume. Purchase intention (Y) measures respondents' intentions, desires, and plans to purchase masstige perfume.

Data analysis was performed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the help of the SmartPLS application. Evaluation of the measurement model (outer model) includes convergent validity, discriminant validity, and construct reliability. Convergent validity was examined through outer loading and Average Variance Extracted (AVE) values. Discriminant validity was examined through cross loading. Construct reliability was examined through Cronbach's alpha and composite reliability. Evaluation of the structural model (inner model) was carried out through R-square values, effect sizes, path coefficients, and SRMR.

Hypothesis testing was conducted using bootstrapping procedures and one-tailed testing. The t-statistic value was compared to the critical value of 1.645 at a 5 percent significance level. The SmartPLS p-value of 0.000 was reported as $p < 0.001$ because it indicates system rounding, not a probability of exactly zero. Mediation testing was conducted by evaluating the significance of specific indirect effects. Mediation is categorized as partial complementary if the direct and indirect effects are both positive and significant.

RESEARCH RESULT

Respondent Characteristics

The study involved 200 respondents. Based on gender, 111 respondents were male (55.5%) and 89 respondents were female (44.5%). The largest age group was 20–29 years old with 80 respondents (40%), followed by the 30–39 years old group with 72 respondents (36%). In terms of education, 76 respondents were bachelor's degree graduates (38%) and 68 respondents were high school/vocational high school/equivalent graduates (34%). Based on occupation, private sector employees were the largest group with 88 respondents (44%). The largest income group was in the range of Rp2,000,000–Rp3,999,999 per month, with 66 respondents (33%). A total of 197 respondents (98.5%) stated that they had or were currently using perfume, while 163 respondents (81.5%) were aware of Masstige perfume.

Table 1. Profile of research respondents

Characteristics	Category	Amount	Percentage
Gender	Man	111	55.5%
	Woman	89	44.5%
Age	<20 years	13	6.5%
	20–29 years	80	40.0%

	30–39 years	72	36.0%
	40–49 years	27	13.5%
	≥50 years	8	4.0%
Education	Junior high school/equivalent	6	3.0%
	High school/vocational school/equivalent	68	34.0%
	Diploma	16	8.0%
	S1	76	38.0%
	S2	31	15.5%
	S3	3	1.5%
Work	Private sector employee	88	44.0%
	Civil Servants/TNI/Polri	29	14.5%
	Self-employed	27	13.5%
	Other	23	11.5%
	Students	18	9.0%
	Professional	15	7.5%
Income/month	<Rp2,000,000	26	13.0%
	Rp2,000,000–Rp3,999,999	66	33.0%
	Rp4,000,000–Rp5,999,999	46	23.0%
	Rp6,000,000–Rp9,999,999	41	20.5%
	>Rp10,000,000	21	10.5%
Use of perfume	Yes	197	98.5%
	No	3	1.5%
Masstige knowledge	Yes	163	81.5%
	No	37	18.5%

Source: Processed primary data.

The data in the table shows that respondents vary in age, education, occupation, and income. The majority of respondents are of productive age and have experience using perfume. A relatively large proportion of respondents are familiar with the masstige category. These characteristics align with the focus of the study, which examines consumer perceptions of masstige perfumes. The profile table is presented descriptively and is not intended to infer differences in influence between segments, as this study did not conduct a multi-group analysis.

Evaluation of Measurement Model (Outer Model)

An outer model evaluation was conducted to assess the indicators' ability to measure the research constructs. The test results showed that all 15 indicators had outer loading values above 0.70, ranging from 0.887 to 0.926. Thus, the indicators met the convergent validity criteria based on the thresholds used in the thesis.

Table 2. Outer loading indicator values

Construct	Indicator	Outer loading
Durability	DU1	0.925
	DU2	0.914
	DU3	0.926
Halal trust	HT1	0.920
	HT2	0.911
	HT3	0.915
Influencer promotion	IP1	0.887
	IP2	0.907
	IP3	0.897
Halal label	LH1	0.921
	LH2	0.908
	LH3	0.903
Purchase intention	NB1	0.921
	NB2	0.905
	NB3	0.916

Source: Processed primary data.

Discriminant validity was evaluated using cross-loading. The results in the thesis appendix show that each indicator has the highest loading value on the construct it measures compared to other constructs. For example, the durability indicator has a loading on the construct of 0.914–0.926, higher than the cross-loadings on other constructs. A similar pattern is seen for the indicators of halal trust, influencer promotion, halal labels, and purchase intention. These results support the fulfillment of discriminant validity based on the cross-loading criteria used.

Table 3. Reliability and construct validity

Construct	Cronbach's alpha	rho_A	rho_C	AVE
Durability	0.911	0.912	0.944	0.849
Halal trust	0.903	0.903	0.939	0.838
Influencer promotion	0.879	0.881	0.925	0.805
Halal label	0.897	0.897	0.936	0.829
Purchase intention	0.902	0.902	0.938	0.836

Source: Processed primary data.

The Cronbach's alpha values for all constructs ranged from 0.879 to 0.911. The composite reliability rho_C values ranged from 0.925 to 0.944. All values exceeded 0.70. The AVE values ranged from 0.805 to 0.849, exceeding the 0.50 threshold. These results indicate that the constructs met the criteria for internal reliability and convergent validity. With the measurement model evaluation fulfilled, the analysis can proceed to the structural model.

Structural Model Evaluation (Inner Model)

Table 4. Value of coefficient of determination

Endogenous constructs	R-square	Adjusted R-square
Halal trust	0.672	0.666

Purchase intention	0.718	0.712

Source: Processed primary data.

The R-square value for halal trust of 0.672 indicates that the halal label, durability, and influencer promotion together explain 67.2% of the variation in halal trust. After adjustment, the adjusted R-square value is 0.666. The remaining 32.8% of the variation is influenced by other factors not included in the model. For the purchase intention construct, the R-square value of 0.718 indicates that the halal label, durability, influencer promotion, and halal trust explain 71.8% of the variation in purchase intention. The adjusted R-square value of 0.712 indicates explanatory power after adjustment for the number of predictors and samples.

Table 5. Effect size (f-square)

Predictor	Halal trust	Purchase intention
Durability	0.465	0.137
Influencer promotion	0.312	0.079
Halal label	0.505	0.140
Halal trust	-	0.196

Source: Processed primary data.

The effect size values show the variation in the predictor's contribution to the endogenous construct. For halal trust, the f-square value for durability is 0.465, for halal labels it is 0.505, while for influencer promotion it is 0.312. For purchase intention, the f-square value for durability is 0.137, for influencer promotion it is 0.079, for halal labels it is 0.140, and for halal trust it is 0.196. These values indicate that the relative contribution of each predictor is not the same. Durability has the largest relative contribution among the direct predictors of purchase intention, while halal trust also makes a significant contribution to the construct of purchase intention.

The model fit test yielded an SRMR value of 0.042. This value is below the 0.08 threshold used in the thesis. These results indicate that the model meets the applied SRMR criteria. The SRMR index is used to assess model fit and does not replace evaluations of the validity, reliability, or significance of structural paths.

Hypothesis Testing: Direct Effect

Direct effect testing used one-way bootstrapping. All path coefficients were positive. The t-statistic values for all paths were above 1.645, and p-values displayed as 0.000 were reported as $p < 0.001$. Thus, all seven direct effect hypotheses were accepted.

Table 6. Results of direct influence testing

Relationship between variables	Coefficient (O)	t-statistic	p-value	Decision
Halal label → Halal trust	0.417	9,814	<0.001	Accepted
Halal label → Purchase intention	0.250	5,096	<0.001	Accepted
Influencer promotion → Halal trust	0.345	7,933	<0.001	Accepted

Influencer promotion → Purchase intention	0.184	4,104	<0.001	Accepted
Durability → Halal trust	0.416	8,972	<0.001	Accepted
Durability → Purchase intention	0.253	5,306	<0.001	Accepted
Halal trust → Purchase intention	0.410	6,578	<0.001	Accepted

Source: Processed primary data.

The largest coefficient on the path to halal trust comes from the halal label, at 0.417, followed by durability at 0.416 and influencer promotion at 0.345. On the path to purchase intention, durability has a coefficient of 0.253, slightly higher than the halal label at 0.250. Influencer promotion has a coefficient of 0.184. Halal trust has a coefficient of 0.410 on purchase intention. These values indicate the direction and magnitude of the standardized relationship in the model, not the percentage change in purchase intention.

Hypothesis Testing: Indirect Effect

Indirect effect testing was conducted to determine the role of halal trust as a mediator. The results showed that all three indirect paths had positive and significant coefficients. The halal label had an indirect effect of 0.171 with a t-statistic of 5.590. Durability had an indirect effect of 0.171 with a t-statistic of 5.037. Influencer promotion had an indirect effect of 0.141 with a t-statistic of 5.112. All paths had $p < 0.001$.

Table 7. Results of indirect influence testing

Mediation path	Coefficient (O)	t-statistic	p-value	Decision
Halal label → Halal trust → Purchase intention	0.171	5,590	<0.001	Accepted
Durability → Halal trust → Purchase intention	0.171	5,037	<0.001	Accepted
Influencer promotion → Halal trust → Purchase intention	0.141	5,112	<0.001	Accepted

Source: Processed primary data.

The direct effect of all three stimuli on purchase intention remains positive and significant. Therefore, each mediation pathway is categorized as complementary

partial mediation. Halal trust partially explains the relationship between stimuli and purchase intention, but does not eliminate the direct relationship between stimuli and purchase intention.

DISCUSSION

The Influence of Halal Labels on Halal Trust

The results of the study indicate that the halal label has a positive and significant effect on halal trust with a coefficient of 0.417 and a t-statistic of 9.814. This value indicates that better consumer perceptions of the halal label are associated with higher confidence in the halal status of Masstige perfume. Within the SOR framework, the halal label serves as a stimulus in the form of external information. Consumers receive and interpret this information before forming internal beliefs. Label clarity can help consumers reduce uncertainty about the product's status, especially when consumers do not have direct access to information on ingredients and production processes.

These findings align with those of Yusuf et al. (2019), who examined the importance of halal product labels in building customer trust. The similarity lies in the label's function as a source of information that helps consumers form beliefs. Aziz and Chok (2013) also showed that halal awareness and halal certification are related to purchase intentions for halal products. Jannah and Al-Banna (2021) emphasized the importance of halal awareness and traceability. The results of this study extend this discussion to the mass-market perfume category, which has different ingredient characteristics and uses than food.

The implication of these findings is that manufacturers need to display halal information accurately and verifiably. Halal labels should not be treated simply as a packaging design element. Manufacturers need to ensure that label information aligns with applicable certifications, product identity, composition, and production processes. This transparency can help build consumer confidence. In the context of Sharia business management, responsible halal communication is essential for providing information to consumers and strengthening market trust.

The Influence of Durability on Halal Trust

Durability has a positive and significant effect on halal trust, with a coefficient of 0.416 and a t-statistic of 8.972. These results indicate a positive relationship between perceived fragrance durability and consumer confidence in the halal status of Masstige perfumes in the tested model. However, these results require careful interpretation. Fragrance durability is a functional attribute that describes the longevity of a fragrance. Fragrance durability does not prove that the ingredients or production process have met halal requirements. Therefore, the statistical relationship found cannot be interpreted as evidence that longer-lasting perfumes are necessarily more halal.

This relationship can be understood through consumer evaluations of the product as a whole. Consumers who positively assess the characteristics of a perfume may demonstrate a more positive evaluation of the product. Quality assessments can go hand in hand with trust, although the two are distinct constructs. Zeithaml (1988) explained the relationship between perceived quality, price, and value in consumer evaluations. Yulianingsih et al. (2023) also showed that product quality is related to consumer trust in the context of halal cosmetics. However, this study examined

product quality more broadly and not fragrance durability as a specific predictor of halal trust. Thus, the results of this study provide contextual evidence, but the relationship between durability and halal trust still requires further testing.

Manufacturers need to separate communications regarding aroma quality and halal status. Aroma durability claims must be consistent with product usage and testing experiences. Halal claims must be supported by relevant composition, processing, and certification information. This separation is important to prevent consumers from viewing performance attributes as a substitute for proof of halal compliance. This strategy can also reduce the risk of misleading marketing claims.

The Influence of Influencer Promotion on Halal Trust

Influencer promotion has a positive and significant effect on halal trust, with a coefficient of 0.345 and a t-statistic of 7.933. These results indicate that a positive assessment of influencer promotion is associated with increased consumer confidence in the halal aspects of Masstige perfume. Influencers can be a source of information that bridges producers and consumers. Content explaining product characteristics, usage experiences, and supporting information can help consumers understand the product. This influence depends on consumers' perceptions of the influencer's credibility and competence.

These findings are related to research by Djafarova and Rushworth (2017), which examined the credibility of online celebrities and its influence on purchasing decisions. De Veirman et al. (2017) also showed that the characteristics of Instagram influencers can be related to attitudes toward brands. Dwidienawati et al. (2020) compared customer reviews and influencer endorsements in explaining purchase intentions. Zaman et al. (2024) examined the influence of social media influencers on brand preference through trust. Although the context and outcome variables are not identical, these studies provide a basis for understanding how source credibility can influence information acceptance and trust formation.

For perfume products, influencers can explain the scent's characteristics, durability, usage instructions, and after-effects. However, influencers need to be careful when conveying information regarding halal certification. This information should refer to official documents or sources, not simply be personal opinions. Manufacturers can develop communication guidelines for influencer partners to ensure promotions remain engaging, informative, and avoid making unsubstantiated halal claims.

The Influence of Halal Labels on Purchase Intentions

The halal label has a positive and significant effect on purchase intention, with a coefficient of 0.250 and a t-statistic of 5.096. These results indicate that the halal label is related to consumers' tendency to purchase masstige perfume. The halal label can be one of the criteria consumers use to evaluate a product before choosing it. This information provides clues regarding the product's halal status and can alleviate doubts that arise because consumers don't always know the details of the perfume's ingredients.

These findings are conceptually consistent with Aziz and Chok (2013), who examined the role of halal awareness, certification, and marketing components on purchase intention for halal products. Husna and Aryani (2023) also examined perceptions of halal labels in relation to purchase intention for Korean food.

Kamaruddin et al. (2023) examined behavioral intentions for purchasing halal cosmetics in Malaysia. While differences in product categories and respondent characteristics need to be considered, these results suggest that halal information can be a consumer consideration across product categories.

The path coefficient of halal labels on purchase intention is 0.250, lower than the coefficient of halal labels on halal trust, 0.417. This difference is consistent with the possibility that halal labels are related to purchase intention through the formation of trust, but also have a direct relationship with purchase intention. Labels can serve as information that is directly considered when consumers evaluate products, while trust provides an additional psychological mechanism.

The Effect of Durability on Purchase Intentions

Durability had a positive and significant effect on purchase intention, with a coefficient of 0.253 and a t-statistic of 5.306. Among the three stimuli tested, durability had the highest direct coefficient on purchase intention, although the difference with the halal label was relatively small. These results indicate that fragrance longevity is a relevant functional consideration in purchasing masstige perfumes. Consumers expect a scent to last for its intended use, so durability can influence the assessment of a product's benefits.

Zeithaml (1988) explains that perceived quality and value play a role in product evaluation. In the context of perfume, durability can be understood as an attribute that influences perceived performance. Consumers can assess whether the fragrance's longevity is commensurate with price and perceived need. This study shows that durability has a positive relationship with purchase intention. However, these results do not prove that durability is the sole factor determining purchase intention. Price, scent preference, brand image, and usage experience may also play a role.

The implication for manufacturers is to maintain consistent fragrance longevity and communicate claims objectively. Longevity claims need to take into account variations in usage conditions, skin type, activity, and environment. Realistic information can help consumers form appropriate expectations. A mismatch between claims and usage experience has the potential to reduce consumer satisfaction and trust.

The Influence of Influencer Promotion on Purchase Intention

Influencer promotion has a positive and significant effect on purchase intention, with a coefficient of 0.184 and a t-statistic of 4.104. This coefficient value is the lowest among the three direct stimuli on purchase intention. These findings indicate that influencer promotion is related to purchase intention, but consumers also consider other aspects such as aroma quality, durability, and halal information. Promotional content can attract attention and help consumers recognize a product, but interest is not always sufficient to form a strong purchase intention.

Dwidienawati et al. (2020) compared customer reviews and influencer endorsements on purchase intention. Wang et al. (2022) also examined the impact of livestream marketing by influencers on consumer purchase intention. Andonopoulos et al. (2023) showed that influencer influence can be influenced by how audiences perceive authenticity and inspiration. This literature supports the view that influencers are a marketing communication source that can influence consumer

intention, but the results depend on credibility, message appropriateness, and audience characteristics.

Masstige perfume manufacturers should select influencers who align with their market segment and can explain their products informatively. Audience size shouldn't be the sole basis for selection. User experience, reputation, clarity of paid content disclosure, and information accuracy should also be considered. For products that prioritize halal aspects, influencers should convey claims carefully and refer to official information.

The Influence of Halal Trust on Purchase Intentions

Halal trust has a positive and significant effect on purchase intention, with a coefficient of 0.410 and a t-statistic of 6.578. These results indicate that the stronger consumers' belief in the halal aspects of Masstige perfume, the higher their likelihood of purchasing the product. Trust can reduce uncertainty because consumers are not always able to independently verify ingredients and production processes. Confidence in halal status becomes part of the pre-purchase evaluation.

These findings align with those of Miftahuddin et al. (2022), who examined halal perceived value, perceived risk, halal trust, and purchase intention. Suparno (2020) also applied the SOR framework to explain online purchase intentions for halal cosmetics. Bahjam et al. (2022) examined the relationship between trustworthiness, self-efficacy, and purchase intention in the consumption of halal products. These studies provide conceptual support that trust is related to purchase intentions for halal products, although the product objects and operationalization of the constructs may differ.

In the SOR model, halal trust is an internal condition that connects stimulus to response. The coefficient of 0.410 indicates a relatively strong relationship between halal trust and purchase intention in the research model. Therefore, manufacturers need not simply include labels. They need to maintain consistency between claims, ingredient information, production processes, and certification. Trust is built through the consistency of information and business practices, not just promotional communications.

The Mediating Role of Halal Trust in the Relationship Between Halal Labels and Purchase Intentions

The indirect effect of halal labels on purchase intention through halal trust is 0.171 with a t-statistic of 5.590 and $p < 0.001$. The direct effect of halal labels on purchase intention is also positive and significant at 0.250. Because both paths have the same direction and are significant, halal trust acts as a complementary partial mediator. These results indicate that halal labels are related to purchase intention through both the direct path and through the formation of halal trust.

Theoretically, these results support the SOR mechanism. The halal label, as a stimulus, is perceived by consumers as external information. This information is processed and linked to internal beliefs regarding the product's halal status. These beliefs are then linked to purchase intentions. However, the direct pathway remains significant. This suggests that consumers can also use the halal label as a direct evaluation criterion, without its full influence having to pass through halal trust.

The practical implication is that manufacturers need to integrate the provision of valid labels with communications explaining the meaning and basis of certification.

Consumers need information that is easily understood and verifiable. This strategy can strengthen both the direct pathway through label information and the indirect pathway through trust.

The Role of Halal Trust Mediation in the Relationship Between Durability and Purchase Intention

The indirect effect of durability on purchase intention through halal trust was 0.171 with a t-statistic of 5.037 and $p < 0.001$. The direct effect of durability on purchase intention was also positive and significant at 0.253. This pattern indicates complementary partial mediation. This means that durability is related to purchase intention through both the direct and halal trust channels.

These mediation findings should be interpreted with caution, as durability is a product performance attribute, while halal trust is the belief regarding halalness. Statistical results indicate a relationship between the two in the model, but do not prove that aroma durability is the basis for halal verification. A more appropriate explanation is that positive perceptions of product attributes may go hand in hand with consumer confidence in the product. Further research could incorporate perceived quality as a separate construct to more specifically test this mechanism.

Manufacturers need to manage these two aspects separately and consistently. Aroma persistence must be maintained through quality control. Halal certification must be supported by transparency regarding ingredients, processes, and certification. These separate but complementary management processes can help consumers obtain more comprehensive information.

The Role of Halal Trust Mediation in the Relationship Between Influencer Promotion and Purchase Intention

The indirect effect of influencer promotion on purchase intention through halal trust was 0.141 with a t-statistic of 5.112 and $p < 0.001$. The direct effect of influencer promotion on purchase intention was also positive and significant at 0.184. Thus, halal trust acts as a complementary partial mediator. Influencer promotion is related to purchase intention through direct influence and through the formation of halal beliefs.

These findings demonstrate that influencers serve more than just a means of raising awareness of a product. In the context of products with halal certification, influencers can also act as information intermediaries, helping consumers understand product claims. However, an influencer's ability to build trust depends on the credibility and accuracy of their messages. Inaccurate information can pose reputational risks for a brand and undermine consumer confidence.

A recommended marketing strategy is to develop influencer communication guidelines containing verifiable product information. Promotional content can explain aroma characteristics, durability, price, and user experience. When conveying halal information, influencers should use official sources and avoid unsupported claims. This approach can maintain alignment between promotions and the principle of transparency in halal product marketing.

Theoretical and Managerial Implications

Theoretically, this study supports the application of the SOR model in the context of masstige perfume. Three stimuli derived from product information, functional attributes, and marketing communications have a positive relationship with consumers' internal state in the form of halal trust. Halal trust is further

positively related to the response in the form of purchase intention. The results of complementary partial mediation indicate that the stimuli also have a direct relationship with the response. Thus, the process of forming purchase intention does not occur solely through a single psychological pathway.

This research also expands the study of halal consumer behavior to the mass-market perfume category. Most halal studies focus on food or cosmetics in general. Perfumes have distinct characteristics because consumers consider aroma, durability, usage experience, and ingredients. The integration of durability and halal trust provides a framework for examining how quality attributes and halal beliefs relate within a single model. However, the relationship between durability and halal trust requires further testing to more precisely explain the mechanism.

Managerially, manufacturers need to consider three groups of actions. First, strengthen the quality of halal information through certification and ingredient disclosure. Second, maintain product quality, particularly aroma durability, to meet consumer expectations. Third, select influencers with credibility and relevance to target consumers. These three actions need to be supported by responsive customer service and consistency between marketing claims and product experience.

This study has limitations that should be considered. First, the sample was selected using purposive sampling and came from the Surakarta area and its surroundings. The results cannot be directly generalized to all perfume consumers in Indonesia. Second, the data were obtained through a questionnaire, so respondents' answers reflect self-reported perceptions. Third, the model only tested three stimuli and one mediating variable. Other factors such as price, brand image, general product quality, perceived value, usage experience, and electronic word of mouth were not included.

Fourth, the study measured purchase intentions, not actual purchase behavior. Intentions do not always translate into transactions because the final decision can be influenced by financial conditions, product availability, and consumer needs. Fifth, mass-market perfumes encompass a wide range of brands, price ranges, scent characteristics, and marketing strategies. This study did not examine differences between brands or consumer segments. Sixth, PLS-SEM tested relationships within a specified model, but statistical significance does not necessarily prove causality.

CONCLUSION

This study analyzes purchase intention for Masstige perfume in Surakarta City using the Stimulus-Organism-Response (SOR) approach. The test results show that the halal label, durability, and influencer promotion have a positive and significant effect on halal trust. These three stimulus variables also have a positive and significant effect on purchase intention. Halal trust has a positive and significant effect on purchase intention for Masstige perfume.

Testing of the indirect effect indicates that halal trust mediates the relationship between halal labeling, durability, and influencer promotion with purchase intention. These three pathways constitute complementary partial mediation because the direct and indirect effects are both positive and significant. The R-square value of 0.672 for halal trust and 0.718 for purchase intention indicates that the model has strong

explanatory power in the study sample. The SRMR value of 0.042 meets the model's fit criteria.

These findings indicate that purchase intention for masstige perfume is related to halal information, aroma durability attributes, influencer communication, and consumer trust in the product's halal status. Manufacturers need to ensure the validity of halal information, maintain consistent aroma durability, and select credible influencers. Future research is recommended to expand the region and characteristics of respondents, add variables such as price, brand image, perceived value, and e-WOM, and examine actual purchasing behavior. The use of mixed methods or longitudinal designs can also help explain the process of forming purchase intention in more depth.

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