The Effect of Halal Brand Personality, Brand Experience, User Experience and E-Service Quality on Brand Loyalty
(Case Study on Muslim Consumers of Skintific Products in Surabaya)

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Absract

This study aims to determine the effect of halal brand personality, brand experience, user experience, and e-service quality on brand loyalty simultaneously and partially. This research uses descriptive quantitative methods. The population in this study were 100 Muslim consumers of Skintific products in Surabaya. The sample in the study was determined by the lemeshow formula and obtained 100 respondents. The sampling technique used purposive sampling. The data collection technique used a questionnaire with 36 statement items and was measured using a Likert scale of 1 to 5 which had been tested for validity and reliability. The data analysis technique used is multiple linear regression analysis to answer the hypothesis. The results showed that from the partial test, the halal brand personality variable had a significant effect on brand loyalty with a tcount of 2.138> table 1.661 and a significant value of 0.035 <0.05. From the variable. From the brand experience variable, it has a significant effect on brand loyalty with tcount 2.055> table 1.661 and a significant value of 0.043 <0.05. From the user experience variable, it has a significant effect on brand loyalty with a tcount of 3.782> table 1.661 and a significant value of 0.000 <0.05. From the e-service quality variable, it has a significant effect on brand loyalty with tcount 2,764> table 1,661 and a significant value of 0.007 <0.05. Then, the simultaneous test of halal brand personality, brand experience, user experience and e-service quality variables has a significant effect on brand loyalty showing F count 20,261> F table 2,467 with a significant value of 0.000 <0.05. The R Square result of 43.8% shows the influence of halal brand personality, brand experience, user experience, and e-service quality on brand loyalty. While 56.2% is influenced by other variables outside the study

Keyword: Halal Brand Personality, Brand Experience, User Experience, E-service Quality

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh halal *brand personality, brand experience, user experience,* dan *e-service quality* terhadap *brand loyalty* secara simultan maupun parsial. Penelitian ini menggunakan metode kuantitatif deskriptif. Populasi pada penelitian ini sebanyak 100 konsumen muslim produk Skintific di Surabaya. Sampel pada penelitian ditentukan oleh rumus *lemeshow* dan diperoleh 100 reponden. Teknik pengambilan sampel menggunakan *purposive sampling*. Teknik pengumpulan data menggunakan kuesioner dengan 36 butir pernyataan dan diukur menggunakan skala likert 1 sampai 5 yang telah diuji validitas dan realibilitasnya. Teknik analisis data yang digunakan yaitu analisis regresi linear berganda untuk menjawab hipotesis. Hasil penelitian menunjukkan dari uji parsial variabel halal *brand personality* berpengaruh signifikan terhadap *brand loyalty* dengan t_{hitung} 2,138 > tabel 1,661 dan nilai signifikan 0,035 < 0,05. Dari variabel. Dari variabel *brand experience* berpengaruh signifikan terhadap *brand loyalty*

dengan t_{hitung} 2,055 > tabel 1,661 dan nilai signifikan 0,043 < 0,05. Dari variabel *user experience* berpengaruh signifikan terhadap *brand loyalty* dengan t_{hitung} 3,782 > tabel 1,661 dan nilai signifikan 0,000 < 0,05. Dari variabel *e-service quality* berpengaruh secara signifikan terhhadap *brand loyalty* dengan t_{hitung} 2,764 > tabel 1,661 dan nilai signifikan 0,007 < 0,05. Kemudian, Uji simultan variabel halal *brand personality, brand experience, user experience* dan *e-service quality* berpengaruh signifikan terhadap *brand loyalty* menujukkan F_{hitung} 20,261 > F_{tabel} 2,467 dengan nilai signifikan 0,000 < 0,05. Hasil R Square sebesar sebesar 43,8% menunjukkan pengaruh halal *brand personality, brand experience, user experience,* dan *e-service quality* terhadap *brand loyalty*. Sedangkan 56,2% dipengaruhi variabel lainnya diluar penelitian.

Kata Kunci: Halal *Brand Personality, Brand Experience, User Experience, E-service Quality*

Introduction

Shopping activities in this digital era bring increasingly complex transactions, and the application of online shopping is increasing year by year, with the e-commerce sector continuing to grow in recent years, until its economic value surpasses pre-pandemic levels.[1] Since the increase in online shopping from year to year has a positive impact on companies, companies are trying to create online marketing activities, including one of which is engaged in skincare, one of which is Skintific. Skintific first entered Indonesia by introducing its products at the end of 2021 by bringing out the 5X Ceramide Gel Moisturizer product which is claimed that the product will focus on improving the skin barrier first.

Skintific values integrity by being transparent about the features and content of each product it produces, building trust between Skintific and its customers.[2] In achieving the appropriate target market where Indonesia has a majority Muslim population, showing halal brand personality is an important process in achieving the appropriate target, and if you follow the rules of the country where every beauty product that is marketed must comply with BPOM Law N0. 17 of 2022 Skintific registered the halalness of its products on September 16, 2021.[3]

Starting from the marketing of Skintific products until mid-2023 Skintific has gained a pretty good brand experience from marketing its Moisturizer products, so Skintific is trying to improve the foundation for customer satisfaction, where high brand

[1] Annur, C. M. (2022, October 22). *Google Prediksi E-commerce Indonesia Terus Menguat sampai 2025 | Databoks*. Databoks.katadata.co.id.

[2] CNN Indonesia. (2023, February 28). *Viral, SKINTIFIC Skincare Paling Diburu dan Raih Banyak Penghargaan*. Gaya Hidup. https://www.cnnindonesia.com/gaya-hidup/20230227194144-307-918563/viral-skintific-skincare-paling-diburu-dan-raih-banyak-penghargaan

[3] BPOM. (2023, October 18). *Cek Produk BPOM - BPOM RI*.

experience will increase high brand loyalty as well.[4] In order to improve its foundation before marketing, providing user experience is quite significant in designing user-centered products. by creating several new products, toner, facial wash, serum, sunscreen, and others.

In order to provide convenience and efficiency in shopping in accordance with Skintific's vision, E-service quality can have a positive impact on consumer convenience,[5] where Skintific collaborates with various e-commerce in marketing its products, such as Shopee, TikTok Shop, Lazada for a better shopping experience and creating effective and innovative services, so that Skintific can attract customers to make online purchases which will then improve sustainable e-service quality for product success in reaching the target market.

Literature Review

Muslim Consumer Behavior

Consumer behavior is a factor that plays an important role in determining the amount of consumption of an item. Consumer behavior includes various things that underline consumers to make product decisions,[6] With consumer behavior, consumers will seek to express their various identities or images through the products they choose.[7] The level of commitment to religion varies from country to country, as individuals have different lifestyles, values and cultures. Positive consumer behavior will create a stronger bond between the consumer and the brand,[8] while negative consumer behavior is created due to selfish behavior with the aim of exercising power over other brands or consumers.[9]

[4] Maduretno, R. B. E. H. P., dan Junaedi, M. F. S. (2022). Exploring the Effects of Coffee Shop Brand Experience on Loyalty: The Roles of Brand Love and Brand Trust. *Gadjah Mada International Journal of Business*, *24*(3), 289. https://doi.org/10.22146/gamaijb.63218

[5] Blut, M., Chowdhry, N., Mittal, V., dan Brock, C. (2015). E-Service quality : A meta-analytic review. *Journal of Retailing*. https://doi.org/10.1016/j.jretai.2015.05.004

[6] Rossanty, Y., Muhammad, dan Ario, F. (2018). *Consumer behaviour in era millennial*. Lembaga Penelitian Dan Penulisan Ilmiah AQLI.

[7] Hudani, A. (2020). Pengaruh Faktor Budaya, Faktor Sosial Dan Faktor Pribadi Terhadap Keputusan Pembelian. *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, *1*(2), 86–94. https://doi.org/10.37631/e-bisma.v1i2.195

[8] Hassan, M., dan Hassan, R. (2020). Who Says Waiting Is boring? How Consumer Narratives within Online Communities Help Reduce Stress While Waiting. *Spanish Journal of Marketing - ESIC*, *24*(3), 403–424.

[9] Buerke, A., Straatmann, T., Lin-Hi, N., dan Müller, K. (2016). Consumer Awareness and sustainability-focused Value Orientation as Motivating Factors of Responsible Consumer Behavior. *Review of Managerial Science*, *11*(4), 959–991.

In a consumer behavior, religiosity can guide consumer behavior that symbolizes religion that has a positive impact on consumer purchase intention, where the rejection of foreign products, religiosity is an important factor determining consumer behavior.[10] Where the level of religiosity encourages us not to ignore the factors that influence consumer behavior, especially in the context of halal products.[11] In social behavior, consumption patterns and consumer attitudes in choosing products can be determined by the level of religiosity of these consumers.

H_1 : Terdapat pengaruh signifikan antara halal *brand personality* terhadap *brand loyaty*

Purchase Decision

Purchasing decisions are a process that encourages consumers to determine needs, make choices, and choose products and brands after identification, which is called pre-purchase selection. purchasing decisions are the final decisions of individuals and families to buy goods and services for personal consumption.[12] Consumer decisions to buy a product can be influenced by brand experience and user experience. Brand experience is the beginning of a consumer's relationship with a brand, which determines brand loyalty.[13] The relationship between consumers and brands begins not only when consumers have a memorable brand experience, but also when consumers show positive behavioral intentions. Therefore, individual attitude is a stimulus to previous brand experience and is an important mediator in terms of brand experience and brand loyalty.*[14]* In purchasing decisions, this also applies to user experience where consumers are the ones who feel the advantages and disadvantages given by the brand to consumers. Where a good user

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[10] Asyhari, dan Yuwalliatin, S. (2022). Moderating Role of Customer Value on the Effect of animosity, Ethnocentrism and Religiosity toward Purchase decision: Study on Chinese Cosmetic. *Jurnal Siasat Bisnis*, *26*(2), 138–153.

[11] Muhamad, N., Khamarudin, M., dan Fauzi, W. I. M. (2023). The Role of Religious Motivation in an International Consumer Boycott. *British Food Journal*, *121*(1), 199–217.

[12] Sekarini, R., Farhani, H., dan Wiwin, W. (2022). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian di Aplikasi Belanja Online (E-Commerce) Lazada pada Mahasiswa di Jakarta. *Jurnal Ilmu Ekonomi Manajemen Dan Akuntansi*, *3*(1), 56–66.

[13] Revaldi, A., Kurniawati, Hayuningtyas, L., Suhardi, P., dan Gantini, A. (2022). The Effects Of Brand Experience On Brand Loyalty Mediated By Brand Passion, Self-Brand Connection, Brand Affection, And Customer Satisfaction On Smartphone Users In Indonesia. *Jurnal Ekonomi Bisnis Dan Kewirausahaan (JEBIK) 2022*, *11*(1), 47–60.

[14] Panjaitan, R., dan Indriani, F. (2022). Brand Gravity-Resonance Capability on Brand Love: a Resource-Advantage theory Perspective. *Media Ekonomi Dan Manajemen*, *27*(1), 17.

experience will provide all the needs of its consumers and provide a positive experience when using the product.[15]

H2 : There is a significant influence between brand experience on brand loyalty

H3 : There is a significant influence between user experience on brand loyalty

Electronic SERQUAL

E-service quality is a service to consumers directly moving to online services, so there is no physical contact between humans that occurs in e-service quality which causes customers to constantly use the internet to make transactions independently.[16] Especially e-service can save consumers time and costs, so e-service quality has an important role in interactive digital platforms as a basis for providing online services.

E-service quality as a whole indicates customer satisfaction and trust, and also the quality possessed by the system that will have an impact on user-perceived value, where good e-service quality will attract customers in deciding to buy online, while poor quality will provide customer dissatisfaction..[17]

H4 : There is a significant influence between e-service quality on brand loyalty.

Research Methodology

This research uses descriptive quantitative research. Descriptive quantitative aims to explain, summarize the various variables that arise in society to become the object of research. The variables studied in this study are, There is a significant influence between the halal brand personality variables (X_1) brand experience (X_2), user experience (X_3), dan e-service quality (X_4) as the independent variable and brand loyalty as the dependent variable (Y). The data collection method used in this study is the use of a questionnaire. The analysis

[15] Nugroho, A., M. R., Muslimah Az-Zahra, H., dan Eris Maghfiroh, I. S. (2023). Analisis pengalaman pengguna pada website kampus merdeka menggunakan metode UX curve. *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 7(2), 934–943.
[16] Prashella, D. A., Kurniawati, K., Fachri, H., Diandra, P. K., dan Aji, T. (2021). Corporate Social Responsibility Terhadap Customer Loyalty Yang Dimediasi Oleh Electronic Service Quality, Trust Dan Customer Satisfaction Pada Industri Perbankan Indonesia. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 10(2), 191.
[17] Tedjokusumo, C., dan Murhadi, W. (2023). Customer satisfaction as a mediator between service quality and customer loyalty: A case study of bank central asia. *Jurnal Siasat Bisnis*, 27(2), 156

techniques used are validity test, reliability test, classical assumption test, multiple linear analysis and hypothesis testing..

Results of Research and Discussion

Validity Test Results

The validity test is used to determine and measure the level of validity or validity of the research instrument to be used. Based on the reference put forward by [18]the number of samples used for the validation test in this study was 30 respondents using a significance level of 5%, an rtable value of 0.361 was obtained. The validation assessment uses the following product moment testing criteria:

1) If $r_{value} \geq r_{table}$ then the instrument or question items correlate significantly to the total score (declared valid).

2) If $r_{value} < r_{table}$ then the instrument or question items do not correlate significantly with the total score (declared invalid).

a. Halal Brand Personality (X_1)

Table 1. Variable Validity Test Results (X_1)

Item	r_{value}	r_{table}	Description
1	0,820	0,361	Valid
2	0,775	0,361	Valid
3	0,829	0,361	Valid
4	0,757	0,361	Valid
5	0,845	0,361	Valid
6	0,774	0,361	Valid
7	0,845	0,361	Valid
8	0,802	0,361	Valid

Source: Data processed, 2024

In the Table 1, it can be seen that all statements of the halal brand personality variable are valid with a pearson correlation value or the calculated r_{value} is greater than the r_{table} value of 0.361. All statement items can be used as data in research.

b. Brand Experience (X_2)

Table 2. Variable Validity Test Results (X_2)

[18] Wahyuning, S. (2021). *Dasar-Dasar Statistik*. Yayasan Prima Agus Teknik.

No. Item	r value	r table	Description
1	0,706	0,361	Valid
2	0,693	0,361	Valid
3	0,826	0,361	Valid
4	0,917	0,361	Valid
5	0,923	0,361	Valid
6	0,821	0,361	Valid

Source: Data processed, 2024

In the Table 2, it can be seen that all statements of the halal brand personality variable are valid with a pearson correlation value or the calculated r value is greater than the r table value of 0.361. All statement items can be used as data in research.

c. User Experience (X_3)

Table 3. Variable Validity Test Results (X_3)

No. Item	r value	r table	Description
1	0,626	0,361	Valid
2	0,390	0,361	Valid
3	0,600	0,361	Valid
4	0,685	0,361	Valid
5	0,732	0,361	Valid
6	0,593	0,361	Valid
7	0,630	0,361	Valid

Source: Data processed, 2024

In the Table 3, it can be seen that all statements of the halal brand personality variable are valid with a pearson correlation value or the calculated r value is greater than the r table value of 0.361. All statement items can be used as data in research.

d. E-service Quality (X_4)

Table 4. Variable Validity Test Results (X_4)

No. Item	r value	r table	Description
1	0,652	0,361	Valid
2	0,864	0,361	Valid

3	0,838	0,361	Valid
4	0,784	0,361	Valid
5	0,892	0,361	Valid
6	0,827	0,361	Valid
7	0,763	0,361	Valid
8	0,881	0,361	Valid

Source: Data processed, 2024

In the Table 4, it can be seen that all statements of the halal brand personality variable are valid with a pearson correlation value or the calculated r $_{value}$ is greater than the r $_{table}$ value of 0.361. All statement items can be used as data in research

The Reliability Test

The reliability test can be used to determine the consistency of the measuring instrument, whether the measuring instrument is still consistent or not if the measurement is repeated. A measuring instrument can be said to be reliable if the results are the same even though repeated measurement trials are carried out. The reliability test can be done externally or internally. In this study, to test reliability using the Cronbach's Alpha method with the criteria, namely if the Cronbach's Alpha value> 0.7, it is declared reliable.

Table 5. The Reliability Test

Variabel	Cronbach's Alpha	Description
Halal *Brand Personality*	0,923	**Realibel**
Brand Experience	0,899	**Realibel**
User Experience	0,913	**Realibel**
E-service Quality	0,927	**Realibel**
Brand Loyaty	0,888	**Realibel**

Source: Data processed, 2024

Based on the table, the Cronbach's Alpha value of the halal brand personality variable is 0.923, the Cronbach's Alpha value of the brand experience variable is 0.899, the Cronbach's Alpha value of the user experience variable is 0.913, the Cronbach's Alpha value of the e-service quality variable is 0.927, the Cronbach's Alpha value of the brand loyalty variable is 0.888. Thus, it can be concluded that

the questions in this questionnaire are reliable because they have a Cronbach's Alpha value greater than 0.70.

Classical Assumption Test

Normality Test

The normality test in this study was carried out to determine whether all the variables of this study were normally distributed or not. If the data spreads around or follows the direction of the diagonal line, the regression model fulfills normality, and vice versa. In addition, to see whether it is normal or not, the Kolmogorov-Smirnov test can be used which must be> 0.05.[19]
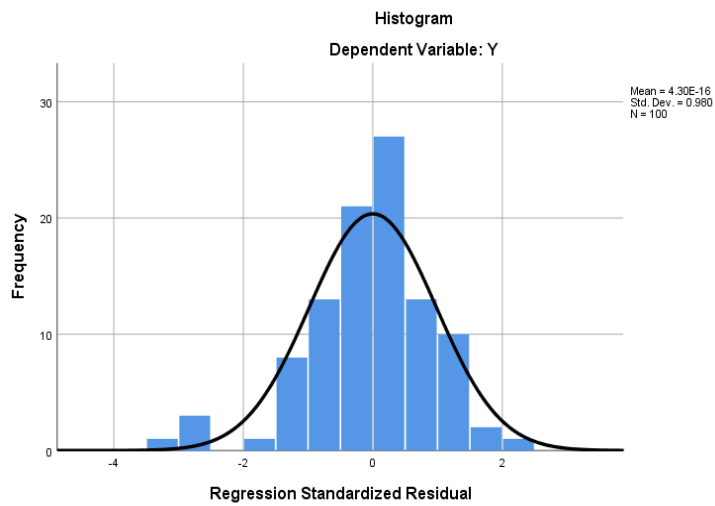

Figure 1. Normality Test

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[19] Nihayah, A. Z. (2019). *Pengolahan Data Penelitian Menggunakan Software SPSS 23.0*.

Based on Figure 1, it can be seen that the frequency of residual values in the zero range is relatively high. This suggests that the data shows a normal distribution, as indicated by the bell-shaped curve.
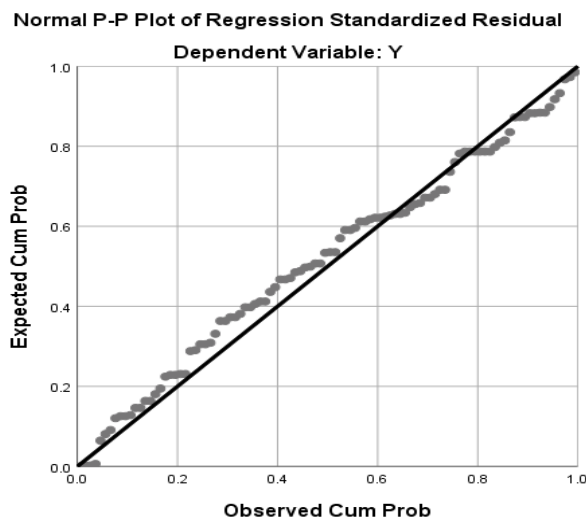

Figure 2. Normality Test

Based on Figure 2 of the normality test results on the regression model, it can be seen that the points spread around the diagonal line, and the distribution follows the direction of the diagonal line. Then the regression model is feasible to use because it has met the assumption of normality. The following uses the Kolmogorov-Smirnov test, normally distributed if the significance value is more than 0.05 at the significance level $\alpha = 0.05$. The following are the test results using the Kolmogorov Smirnov sample.

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.52217731
Most Extreme Differences	Absolute	.081
	Positive	.051
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.107[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed, 2024

Based on the normality test results in Table 6, it shows that the data has a significance level of 0.107. It shows that the significance value of 0.107 is more than 0.05, so it can be concluded that the research data is normally distributed.

Multicollinearity Test

Multicollinearity test is a condition where there is a correlation between independent variables in the regression model. The multicollinearity test can be seen from the Variance Inflation Factor (VIF) not exceeding 10, and the Tolerance value must exceed 0.1 to be free of multicollinearity.[20]

Table 7. Multicollinearity Test

Variabel	Tolerance	VIF	Description
Halal *Brand Personality*	0,558	1,791	**Tidak terjadi gejala multikolinearitas**
Brand Experience	0,548	1,825	**Tidak terjadi gejala multikolinearitas**
User Experience	0,484	2,066	**Tidak terjadi gejala multikolinearitas**
E-service Quality	0,690	1,450	**Tidak terjadi gejala multikolinearitas**

Source: Data processed, 2024

Based on Table 7, it can be seen that all tolerance values are above 0.1 and all VIFs are below 10.0, so it can be concluded that the regression model in this study does not have multicollinearity symptoms..

Heteroscedasticity Test

The heteroscedasticity test is useful for analyzing whether in the regression model there is an inequality of variance from the residuals of one observation to another (Sudiro, 2012). To find out heteroscedastity, it can be seen from the regression model that there is no heteroscedestity if the data spreads without forming a certain pattern.[21]

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[20] Nihayah, A. Z. (2019). *Pengolahan Data Penelitian Menggunakan Software SPSS 23.0*.
[21] Nihayah, A. Z. (2019). *Pengolahan Data Penelitian Menggunakan Software SPSS 23.0*.

Table 8. Heteroscedasticity Test Results

Variabel	Tolerance	Description
Halal *Brand Personality*	0,727	**Tidak terjadi heteroskedesitas**
Brand Experience	0,882	**Tidak terjadi heteroskedesitas**
User Experience	0,556	**Tidak terjadi heteroskedesitas**
E-service Quality	0,230	**Tidak terjadi heteroskedesitas**

Source: Data processed, 2024

Based on Table 8, it shows that the halal brand personality, brand experience, user experience, and e-service quality variables have a significance value greater than 0.05 so it can be concluded that the regression model in this study does not occur heterocedacity.

Autocorrelation Test

The autocorrelation test is useful for testing whether the regression model has a correlation between the confounding error in the period and the previous period's confounding error. If autocorrelation occurs, the regression model is considered bad because it can produce illogical parameters. Testing autocorrelation by comparing the Durbin Watson value with the Dw table. If DW lies on the upper limit (du) and (4-du), then the autocorrelation coefficient is equal to zero, which means there is no autocorrelation.

Table 9. Autocorrelation Test Results

dL	dU	DW	4-dU	4-dL
1,592	1,758	1,791	2,242	2,408

Source: Data processed, 2024

Based on Table 9 shows that dU (1.758) is smaller than DW (1.791) and smaller than 4-dU (2.229) so it can be concluded that there is no autocorrelation.

Hypothesis Test

Multiple Linear Regression Analysis

Multiple linear regression analysis is useful for analyzing the dependent variable on halal brand personality, brand experience, user experience and e-service quality

variables on brand loyalty as the dependent variable. The following are the results of multiple linear regression analysis:

Table 10. Multiple Linear Analysis Results

Variabel	Koefisien Regresi (b)	t value	Significance	Description
Halal *Brand Personality*	0,122	2,138	0,035	**Ha 1 diterima**
Brand Experience	0,139	2,055	0,043	**Ha 2 diterima**
User Experience	0,273	3,782	0,000	**Ha 3 diterima**
E-service Quality	0,145	2,764	0,007	**Ha 4 diterima**
Constant = 6,874				
Adjusted R^2 = 0,438				
f value = 20.261				
Sig = 0,000				

Source: Data processed, 2024

Based on the results of regression analysis, it can be seen that the multiple linear regression equation is as follows:

$Y = 6,874 + 0,122X_1 + 0,139X_2 + 0,273X_3 + 0,145X_4 + e$

Description

1) Y : Brand Loyalty

2) 6,874 : The constant value of 6.874 states that without the halal brand personality, brand experience, user experience and e-service quality variables, brand loyalty in purchasing Skintific products in Surabaya city has increased by 6.874.

3) $0,122X_1$: The regression coefficient value on halal brand personality is 0.122 which indicates that the halal brand personality variable has a positive effect on brand loyalty.

4) $0,139X_2$: The regression coefficient value on brand experience is 0.139 which indicates that the halal brand personality variable has a positive effect on brand loyalty.

5) $0{,}273X_3$: The regression coefficient value on user experience is 0.273 which indicates that the halal use experience variable has a positive effect on brand loyalty.

6) $0{,}145X_4$: The regression coefficient value of e-service quality is 0.145 which indicates that the halal e-service quality variable has a positive effect on brand loyalty.

7) e : *Error*

T Test (Partial)

The T test serves to test the significance of the partial efficiency of regression of independent variables individually in the model on the dependent variable. If the significance is smaller than 0.05, some independent variables will have a significant influence on the dependent variable.

1. Halal Brand Personality

Based on the results of the t test on the Halal Brand Personality variable, it shows that the coefficient value has a positive value of 0.122 and the t value of 2.138 is greater than the t table of 1.661 with a significance value of 0.035 so that the significance is smaller than 0.05 (0.035 <0.05) and it can be said that the hypothesis which states "the Halal Brand Personality variable has a positive and significant effect on Brand Loyalty" is accepted.

2. Brand Experience

Based on the results of the t test on the Brand Experience variable, it shows that the coefficient value has a positive value of 0.139 and the calculated t value of 2.055 is greater than the t table of 1.661 with a significance value of 0.043 so that the significance is less than 0.05 (0.043 <0.05) and it can be said that the hypothesis stating "the Brand Experience variable has a positive and significant effect on Brand Loyalty" is accepted.

3. *User Experience*

Based on the results of the t test on the User Experience variable, it shows that the coefficient value has a positive value of 0.273 and the calculated t value of 3.782 is greater than the t table of 1.661 with a significance value of 0.000 so that the significance is less than 0.05 (0.000 <0.05) and it can be said that the hypothesis

which states "the User Experience variable has a positive and significant effect on Brand Loyalty" is accepted.

4. E-service Quality

Based on the results of the t test on the E-service Quality variable, it shows that the coefficient value has a positive value of 0.145 and the calculated t value of 2.764 is greater than the t table of 1.661 with a significance value of 0.007 so that the significance is less than 0.05 (0.007 <0.05) and it can be said that the hypothesis stating "the E-service Quality variable has a positive and significant effect on Brand Loyalty" is accepted.

F Test (Simultan)

Based on the results of data analysis, the calculated F value is 20.261 which is greater than the F table of 2.467 and a significance value of 0.000 which is less than 0.05 (0.000 <0.05), so it can be said that the hypothesis which states "The halal brand personality, brand experience, user experience and e-service quality variables have a positive and significant effect on brand loyalty in purchasing Skintific products in Surabaya" is accepted.**.**

Coefficient of Determination Test

The coefficient of determination is carried out to calculate the contribution of halal brand personality, brand experience, user experience and e-service quality variables to brand loyalty in purchasing Skintific products in Surabaya city. The Adjusted R2 coefficient of determination test results in this study obtained a value of 0.438. The results of this study indicate that brand loyalty is influenced by halal brand personality, brand experience, user experience and e-service quality variables by 43.8%, while the remaining 56.2% (1 - 0.438) is influenced by other variables not included in this study.

Conclusions and Suggestions

The results showed that from the partial test, the halal brand personality variable had a significant effect on brand loyalty with a tcount of 2.138> table 1.661 and a significant value of 0.035 <0.05. From the variable. From the brand experience variable, it has a significant effect on brand loyalty with tcount

2.055> table 1.661 and a significant value of 0.043 <0.05. From the user experience variable, it has a significant effect on brand loyalty with a tcount of 3.782> table 1.661 and a significant value of 0.000 <0.05. From the e-service quality variable, it has a significant effect on brand loyalty with tcount 2,764> table 1,661 and a significant value of 0.007 <0.05. Then, the simultaneous test of halal brand personality, brand experience, user experience and e-service quality variables has a significant effect on brand loyalty showing F count 20,261> F table 2,467 with a significant value of 0.000 <0.05. The R Square result of 43.8% shows the influence of halal brand personality, brand experience, user experience, and e-service quality on brand loyalty. While 56.2% is influenced by other variables outside the study

This research in the future is expected to present higher quality research results by adding other variables that affect brand loyalty, such as brand love, brand awareness, customer satisfaction. Can present higher quality research results by adding other products such as Some By Me, Innisfree, COSRX. Can present higher quality research results by analyzing Muslim consumers in areas with the most skincare consumption.

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