

Research Article

Purchase Interest as a Mediation Variable of Live Streaming and Halal Labeling on Customer Loyalty Towards Emina Products on Tiktokshop

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Abstract: The development of social media-based e-commerce, especially TikTok Shop, has created new challenges and opportunities in building customer loyalty, especially in the highly competitive local cosmetics industry. One of the most popular local brands is Emina, which targets young consumers with an affordable price approach and halal label. However, the level of customer loyalty is still a crucial issue that needs to be strengthened so that business sustainability is maintained. The urgency of this research lies in the need to understand how live streaming and halal labeling, as two relevant marketing strategies in the digital era, are able to shape purchasing interest that leads to customer loyalty. This study uses a quantitative approach with the PLS-SEM technique to test the relationship between variables with 115 TikTok Shop user respondents in Semarang City. The results show that live streaming and halal labeling have a significant effect on purchasing interest and customer loyalty, and purchasing interest is proven to mediate the relationship between the two variables and customer loyalty. These findings indicate the importance of integrating interactive visual approaches and religious belief values in digital marketing strategies for cosmetic products.

Keywords: Customer Loyalty; Emina Products; Halal Labeling; Live Streaming; Purchase Interest

1. Introduction

Economic, technological, and cultural advancements in contemporary times have significantly increased the diverse needs of humans (Ridwan & Maryati, 2024). These needs go beyond basic requirements, such as food, to include personal desires, exemplified by facial care or bodily products known as cosmetics. Cosmetic products are widely recognized, especially among the female population (Melia, 2023).

In Indonesia, the cosmetics sector continues to experience significant advancements, as the cosmetics market grows rapidly in response to increasing consumer demand (Kadir, 2023). In 2021, data from the Central Statistics Agency (BPS) indicated that the cosmetics sector, which includes the pharmaceutical, chemical, and traditional medicine industries, reached a growth rate of around 9.61% (Dwiputri & Syahputra, 2023). Additionally, the Food and Drug Supervisory Agency (BPOM) reported a notable increase in the number of companies operating in the cosmetics industry, with a rise of up to 20.6%. The number of cosmetics companies expanded significantly, increasing from 819 in 2021 to 913 by July 2022. The growth in cosmetics was largely driven by small and medium enterprises (SMEs), which constitute 83% of the market (KHAERUNISSA, 2023). A prominent example of such cosmetics is Emina. Emina products have gained significant popularity among students, primarily due to their affordability and their positioning as a local brand. Currently, the beauty sector in Indonesia is undergoing a significant transformation, marked by the emergence of numerous local products aiming to penetrate the market (Profile, 2022). This evolution has a substantial impact on market share, forcing industry participants to intensify their competitive strategies

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(Amran & Tambunan, 2022). As a result, it is crucial for companies to implement modifications to align with consumer preferences and demands, thereby facilitating product differentiation across various product categories (Tamima et al., 2023).

TikTok is the most widely used social media platform and is used by the majority of users worldwide (McCashin & Murphy, 2023). Among other social media platforms, TikTok has attracted attention due to its unique experience in content creation and user engagement, with approximately 106.51 million TikTok users in Indonesia. The increasing number of TikTok users in Indonesia offers a promising market potential for companies (Rizky et al., 2025). Amid the surge in TikTok trends and its unique format, businesses are increasingly leveraging this platform for their digital marketing efforts (Verdiansyaf et al., 2024).

TikTok Shop is increasingly popular among online consumers in Indonesia, and this feature has even started to compete with several e-commerce platforms such as Shopee and Tokopedia (Kesuma, 2024). Through this social commerce feature owned by TikTok, users and creators can promote and sell products through short videos. According to a digital survey by Telkomsel, tSurvey, there are several reasons why consumers in Indonesia choose TikTok Shop for shopping over other platforms (Mutia, 2023).



Figure 1. Reasons Indonesian Consumers Shop Online on TikTok Shop

Source: <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/eda56632c020e44>

Based on the image above, it shows that the main reason Indonesian consumers shop online on TikTok Shop is that the products sold on TikTok Shop are relatively cheaper, with a percentage of 76.75%. Promotions and attractive vouchers on TikTok Shop are the second reason consumers choose to shop online using this feature, accounting for 65%. There are also respondents who are interested in shopping on TikTok Shop because it is easy to use (41.25%). Other reasons include product ads constantly appearing on the homepage (38%), hosts explaining products attractively during live sessions (34%), trusting that TikTok Shop is safe (31.5%), and believing that TikTok Shop sellers are reliable (28.75%). On the other hand, the appeal of influencers as live show hosts on TikTok Shop only contributes slightly to encouraging consumers to shop (24%).

Customer loyalty is the commitment to consistently continue purchasing the same products or services, despite situational influences or competitors' marketing efforts (Tamansiswa, 2024). Customer loyalty tends to increase if Emina skincare products have consistent quality. The ingredients in these products are very light in formula, so teenagers do not need to worry about using them. Aside from the ingredients, Emina's product variants are quite complete, and the product designs are very simple yet elegant, which encourages consumers to make repeat purchases. Providing friendly and responsive service during the purchasing process, especially on TikTok e-commerce, will leave a positive impression on customers, and consumers are likely to repurchase.

Below are the 10 best-selling local skincare brands for the period April – June 2022 that dominated e-commerce in Indonesia:



Figure 2. Best-Selling Local Skincare Brands

Source: compas.co.id

Based on Figure 2 above, Emina ranks ninth as the best-selling local skincare brand during the period of April – June 2022. The brand continues to grow with the support of many renowned KOLs and sales of thousands of units every month, demonstrating its increasingly strong presence. However, Emina has not managed to achieve the Top Brand title in the Women's Skincare category in the past two years, an award given based on consumer preferences in Indonesia. To strengthen its presence and increase recognition as a Top Brand, Emina needs to pay attention to one important aspect of its marketing strategy, namely customer loyalty. Customer loyalty is a key factor in ensuring business sustainability, which includes consumer decisions to continue purchasing products from a particular brand and providing positive evaluations of products, services, connections, brands, or organizations based on their experiences (Vania, 2025).

One of the factors associated with efforts to increase customer loyalty is halal labeling, where several previous studies have shown that halal labeling can influence customer loyalty (SHELEMO, 2023). According to Kamila (2021), halal labeling is an aspect of a company's appeal regarding a product or service that occurs when consumers consume or use that product or service. Emina skincare has become one of the pioneers of halal-labeled cosmetics in Indonesia. Based on the recommendations of the Ministry of Health, PT Pragon Technology and Innovation successfully obtained a halal label from the Assessment Institute for Food, Drugs, and Cosmetics of the Indonesian Ulema Council. Based on this fact, users of this product need not worry about any negative effects. Emina, as a well-known cosmetic brand in Indonesia, certainly has strategies to gain and maintain the loyalty of its consumers.

According to Gabryella et al. (2020), there is a positive and significant relationship between live streaming and purchase intention, with live streaming involving the dissemination of products or services through live broadcasts, exemplifying the evolution of conventional shopping behavior towards contemporary methodology (Fashli, 2024). This aligns with the definition of live streaming according to Dwi et al. (2025). E-commerce streaming services facilitate consumers' ability to observe products in real-time, engage with vendors, and obtain product information directly through live broadcasts. This mechanism creates a more immersive experience and increases customers' purchase intention. The skincare brand Emina uses live streaming services via the TikTok platform to showcase its products. The company has institutionalized a regular live streaming schedule, informing customers about the optimal viewing times. In addition, the skincare brand Emina carefully presents its products, allowing customers to research the items in detail and fostering interest in purchasing them.

Based on the research conducted by Firda Rona Hafizhoh (2023), it was found that live streaming falls into the strong category for customer loyalty. The research results show that live streaming has a significant impact on customer loyalty, so if live streaming is directly improved, an increase in customer loyalty will occur. This aligns with the research by O P Damanik (2024) and Maghfiroh & Palupi (2023), which found that live streaming and purchase intention have a significant influence. Meanwhile, the studies conducted by Qin (2023) and Hasim (2023) stated that live streaming does not have a significant effect on customer loyalty.

Research by Maulida & Hapsari (2024), Abd. Hasib (2020), and Susetyohadi (2021) states that halal labeling has a significant effect on customer loyalty. However, this differs from the findings of Ray (2024) and Pelawi & Aprillia (2023), who stated it was not significant. Furthermore, studies by Ye (2023) and Adyuta (2025) indicate that purchase intention can mediate live streaming's effect on customer loyalty. This contrasts with the findings of Li (2022), who stated that purchase intention cannot mediate live streaming's effect on customer loyalty. Research by Candra & Indah (2024) and Rohman (2023) shows that purchase intention can mediate the effect of halal labeling on customer loyalty, but this is opposite to the research by

Zaen (2023), which states that purchase intention cannot mediate the effect of halal labeling on customer loyalty.

Some previous researchers focused more on the factors influencing customer loyalty in various product contexts, such as product quality, brand image, and customer satisfaction (Tamansiswa, 2024). However, earlier studies have not investigated in greater depth the role of live streaming and halal labeling with purchase intention as a mediating variable, particularly regarding Emina products on TikTokShop. Therefore, this study emphasizes the important role of live streaming and halal labeling, which have been proven to be the most dominant in driving customer loyalty.

2. Literature Review

Theory of Reasoned Action (TRA)

The Theory of Planned Behavior explains that consumer behavior is influenced by an individual's intention to perform an action (Panjaitan & Cahya, 2025). The Theory of Planned Behavior, developed by Ajzen (1991), is one tool used to measure consumer cognitive factors. In this study, live streaming can enhance customer decisions and trust by facilitating real-time social interactions in the commerce domain, making them more likely to have repeat purchase intentions and remain loyal to the product or service. Halal labeling of consumer products is very important and must be strictly adhered to by Muslims. Halal labeling involves incorporating a halal inscription or declaration on product packaging, indicating that the product is halal-certified, which then contributes to purchase intention. Purchase interest will increasingly arise due to these factors or influenced by live streaming and halal labeling, which will, in turn, enhance customer loyalty to the product.

Live Streaming

Live Streaming is characterized as a digital platform that is an integral component of commercial functions, facilitating real-time social interaction within the realm of electronic commerce (TEOH & Hong, 2024). Consumers are given the opportunity to express their opinions through comment features, which dynamically refresh the screen in real time to communicate with sellers. This interaction can occur simultaneously as sellers display and showcase their products. Additionally, consumers have the ability to engage with fellow consumers to obtain relevant information regarding the nature or quality of the products (Handani et al., 2023).

Here are the indicators according to (Purbasari & Respati, 2024), as follows:

- a. Interaction. Live streaming serves as a medium for interaction between sellers and prospective buyers, allowing prospective buyers to get clearer information about the product.
- b. Real-time. Prospective buyers can ask questions through the chat feature and receive answers immediately.
- c. Promotional tool. During the live broadcast, sellers will offer promotions that are valid at that time. There is a time limit for prospective customers to receive discounts. This is used as a promotional tool.

Halal Labeling

Halal labeling involves writing or articulating halal guidelines on product packaging, indicating that the product is classified as halal (Azis et al., 2024). The halal characteristics of consumer products are very important and must be strictly adhered to by Muslim followers. Halal labeling involves the incorporation of a halal inscription or declaration on product packaging, thereby indicating that the product carries a halal designation. The purpose of halal labeling is to provide consumers with assurance and legal protection, consequently enhancing the product's competitive advantage domestically, which in turn aims to increase national revenue (Disemadi & Putri, 2024).

The halal labeling indicators according to Paramita et al. (2022) are as follows: 1) Image 2) The word Halal 3) Attached to Packaging 4) Combination of Image and Word.

Purchase Interest

Purchase interest refers to consumer engagement with a product, manifested through the pursuit of additional information about that product (Yap et al., 2022). The tendencies present in potential buyers often differ from their available financial resources. Consumer purchase interest represents fundamental aspirations within an individual. This purchase interest is always hidden within each person's soul, making it impossible for others to ascertain a consumer's specific desires and expectations (Setia Pratama, 2024). The following are indicators of purchase interest according to (Ferdiana Fasha et al., 2022), including:

- a. Transactional Interest Consumers' interest in purchasing a product. This is indicated by consumers who already have the intention to make a purchase of a desired product.
- b. Referential Interest Consumers' interest in recommending a product to others. It refers to consumers who are interested in a product, have purchase interest, and suggest the product they bought to close people with the aim that they purchase the same product.

- c. Preferential Interest An interest that describes consumers' behavior in having a primary preference for a product. The choice can only be changed if something happens with their preferred product.
- d. Explorative Interest This refers to consumer behavior interest where consumers first seek information about a product that attracts them, enabling them to gather information about the positive aspects of the product they plan to buy.

Customer Loyalty

Customer loyalty is more about actions taken than attitudes (Amelia & Triyadi, 2023). If someone is a loyal customer, they will exhibit purchasing behavior defined as non-casual purchases sometimes represented by multiple decision-making entities. Customer loyalty is oriented towards behavioral disposition, which aims to facilitate repeat acquisition and support of the organization's offerings to acquaintances or affiliates (Tjahyadi et al., 2021). Customer loyalty serves as a reason for consumer allegiance to a product, expressed through the tendency to advocate it to others (Kirillova et al., 2023). Regarding customer loyalty indicators according to (Budiarno et al., 2022): 1. Repeat Purchase, 2. Retention, and 3. Referrals.

Conceptual framework

The existence of a conceptual framework is useful for understanding or explaining the flow of how independent variables affect dependent variables. In this study, the influencing variables are live streaming and halal labeling. The affected or dependent variable is customer loyalty, and the mediating variable, or the variable that strengthens or weakens the effect of the independent variable on the dependent variable in this study, is purchase intention.

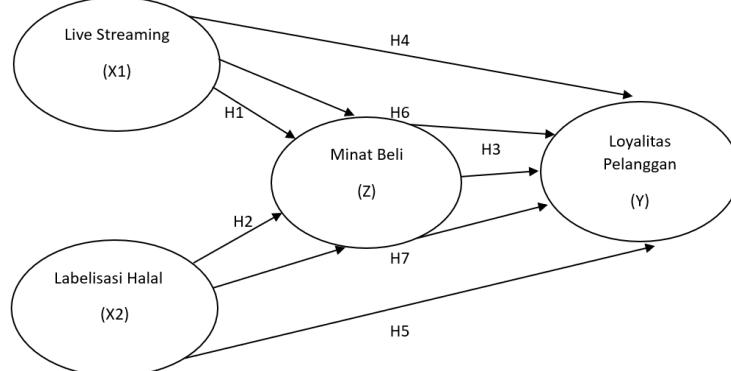


Figure 3. Conceptual Framework

Hypothesis Development

The Influence of Live Streaming on Purchase Intention

Live streaming serves to provide comprehensive assurance to the audience regarding the products being presented, including the tangible attributes and quality of the products Chandruangphen et al. (2022). When engaging in product sales through live streaming, entrepreneurs must possess skilled communication abilities and the capacity to build effective interactions with prospective consumers who are their company's customers Zhong & Adilbush (2024). Proper competence and strategic communication techniques are crucial, as they ensure that the information conveyed and promoted by the seller is anticipated to be received positively Yudha et al. (2022). Promotional efforts have the potential to significantly influence consumer behavior and reduce various forms of communication barriers that may arise during the sales process.

Supported by research according to Hafizhoh et al. (2023), Damanik et al. (2024), and Maghfiroh & Palupi (2023) revealed that live streaming has a positive and significant effect on purchase intention. Based on the statement above, the hypothesis in this study can be formulated as: H1 = Live Streaming has a positive and significant effect on Purchase Intention

The Influence of Halal Labeling on Purchase Intention

Halal labeling is a guarantee provided by specific institutions such as the Food, Drug, and Cosmetic Assessment, and the Indonesian Ulema Council (LPPOM MUI), which functions as an entity to verify that a product complies with halal standards according to Islamic jurisprudence (Mundir et al., 2021). The integration of halal certification aims to instill consumer confidence regarding halal compliance and product accessibility (Husna & Aryani, 2023). Halal labeling seeks to meet the demands of the global consumer market comprehensively. The primary goal is to preserve the religious beliefs of consumers, especially those who follow Islam (Ginting & Khoiri, 2023). Thus, with the implementation of halal labels, Muslim consumers will experience increased confidence in making their purchasing decisions regarding consumables and other needs (A'yuni, 2022).

According to research by Pradinda & Nurfahmiyati (2023), Ernawati & Koerniawan (2023), and Auliya & Naiim (2021), halal labeling has a positive and significant effect on purchase intention. Based on this statement, the hypothesis in this study is: H2 = Halal labeling has a positive and significant effect on Purchase Intention

The Influence of Purchase Intention on Customer Loyalty

Purchase interest is related to consumer engagement with a product, marked by seeking additional information about the product (Hermawan, 2023). The interest shown by potential buyers often contrasts with their existing financial situation (Handayana, 2022). Consumers' tendency to purchase reflects a fundamental desire that remains vague within the individual. Purchase interest can shift consumers' focus to other products, thereby increasing consumer loyalty to certain products (Serra et al., 2022).

The explanation above is supported by research Hannan & Wulandari (2022), Anggraeni & Sutedjo (2024), and Hernandes & Ali (2024), which states that purchase intention has a positive and significant effect on customer loyalty. When consumers have the intention to obtain the desired product, a desire arises to acquire and repeatedly purchase it, which can become one of the factors for consumers to become loyal to e-commerce. Based on the statement above, the hypothesis in this study can be formulated as follows: H3 = Purchase intention has a positive and significant effect on customer loyalty

The Influence of Live Streaming on Customer Loyalty

In today's digital era, live streaming has become one of the effective marketing strategies to enhance direct interaction between sellers and consumers (Amalina & Riofita, 2024). Through live streaming, consumers can view products in real-time, ask questions directly, and experience a more personal and interactive shopping experience (Ayu et al., 2023). This experience can increase trust and emotional engagement, which ultimately has the potential to foster customer loyalty (Yuzahrani et al., 2024).

Supported by previous research by Live et al. (2024) and Murhadi & Reski (2022), it is stated that live streaming has a positive and significant effect on customer loyalty. Therefore, with the existence of live streaming, customers who experience its advantages directly and find it helpful in their evaluation will remain loyal to the product. Based on the above statement, the hypothesis in this study can be formulated as follows: H4 = Live Streaming has a positive and significant effect on customer loyalty.

The Influence of Halal Labeling on Customer Loyalty

This halal label increases consumer trust and satisfaction by ensuring that products comply with Islamic principles, which is crucial for Muslim consumers (Hidayatullah, 2022). The presence of the halal label reassures customers about the quality and safety of the products, leading to emotional bonds and long-term commitment (Muna et al., 2021). Furthermore, the Halal Label positively influences Halal Green Perception, which in turn strengthens its impact on customer loyalty in the halal product market (Immawati et al., 2024).

Supported by research according to Maulida & Hapsari (2024), Abd. Hasib (2020), and Susetyohadi et al. (2021), halal labeling has a positive and significant effect on customer loyalty. This indicates that the presence of halal labels on product packaging can make consumers feel safe and comfortable making long-term purchases. Based on the statement above, the hypothesis in this study can be formulated as follows: H5 = Halal labeling has a positive and significant effect on Customer Loyalty

The Influence of Purchase Interest in Mediating Live Streaming on Customer Loyalty

In the contemporary digital landscape, live streaming has emerged as a powerful marketing tool that enhances engagement between vendors and consumers (SU Social, 2024). Nevertheless, the impact of live streaming on consumer loyalty is not always straightforward; rather, it may be influenced by purchase interest. When consumers show interest in products showcased during live streaming sessions, their likelihood of making a purchase increases, which can ultimately foster brand or company loyalty (SCORE, 2020). In other words, the intensity of purchase interest generated by live streaming positively correlates with the likelihood of consumers maintaining their loyalty (Firdaus et al., 2024).

From previous studies Ye et al. (2023) and Adyuta et al. (2025) which show that purchase intention can mediate live streaming's effect on customer loyalty, live streaming is able to create an interactive and engaging shopping experience, but its effect on customer loyalty depends on the level of customer interest in buying. Based on the statement above, the hypothesis in this study can be formulated as follows: H6 = Purchase Intention can mediate the effect of Live Streaming on Customer Loyalty

The Influence of Purchase Intention in Mediating Halal Labeling on Customer Loyalty

Halal labeling is a significant determinant in the consumer decision-making process, especially for individuals who prioritize the halal status of the products they consider (J. Ekonomi et al., 2024). The credibility associated with halal certification has the potential to

increase consumers' purchase tendencies, as it fosters a sense of assurance and safety regarding product consumption (Berliana, 2021). When purchase intention increases, consumers are more likely to engage in repeat transactions and develop brand loyalty toward products or brands that resonate with their ethical values and belief systems (Tanveer et al., 2021).

According to research Pembelian & Beli (2024) and Rohman et al. (2023), it is stated that purchase intention can mediate the effect of halal labeling on customer loyalty. Based on the statement above, the hypothesis in this study can be formulated as follows: H7 = Purchase intention can mediate the effect of halal labeling on customer loyalty.

3. Research Method

Data Collection, Samples, and Techniques

The data for this study were collected from the population of Emina users on TikTok Shop, particularly in the city of Semarang. The sampling technique used was non-probability sampling through the purposive sampling method. The purposive sampling technique was used to determine the criteria for respondents. The sample criteria are as follows:

Table 3. Characteristics of Respondents

No	Characteristics of Respondents
1.	At least 17 years old
2.	Have purchased Emina products on TikTok Shop at least twice
3.	Residing in the city of Semarang

Source: Processed by researchers, 2025

Data were collected from respondents using a questionnaire, both online via Google Forms, employing a 5-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." The sample size was calculated using the formula (Hair et al., 2019) since the population is not precisely known, recommending a minimum sample size of 5 to 10 times the number of indicator variables. With $N = 8 \times 14 = 112$, a minimum of 112 respondents was used in this study and rounded up to 115 respondents to avoid data shortages.

Research and Measurement Instruments

The research instruments in this study include four operational variables, namely live streaming (X1) and halal labeling (X2), Purchase Intention (Z), and customer loyalty (Y). Live streaming is measured using three indicators according to Purbasari & Respati (2024), including: Interaction, real-time, and promotional tools.

Halal labeling is measured using four indicators according to Paramita et al. (2022): Images, Halal Writings, Attached to Packaging, Combination of Images and Writings. Then, purchase intention is evaluated using four indicators according to Ferdiana Fasha et al. (2022): Transactional Interest, Referential Interest, Preferential Interest, and Explorative Interest. Meanwhile, customer loyalty is measured using three indicators according to Budiarno et al. (2022): Repeat Purchase, Retention, and Referrals.

Data Analysis

This study uses PLS-SEM analysis to further explore the relationships between constructs, particularly the mediating role of purchase intention, using empirical data that includes measurement and structural components (Hair et al., 2019). The reason for using SEM with the Partial Least Squares method is to analyze complex relationships between variables and the researcher aims to perform prediction and theory development.

The data were processed using SmartPLS 4.0 software. According to existing guidelines, PLS-SEM analysis is conducted in two stages. The first stage involves evaluating the measurement model to assess the reliability and validity of reflective constructs. The second stage focuses on evaluating the structural model, which includes assessing R^2 , f^2 , Q^2 , and path coefficients (Hair et al., 2019).

4. Results and Discussion

Outer Model Analysis

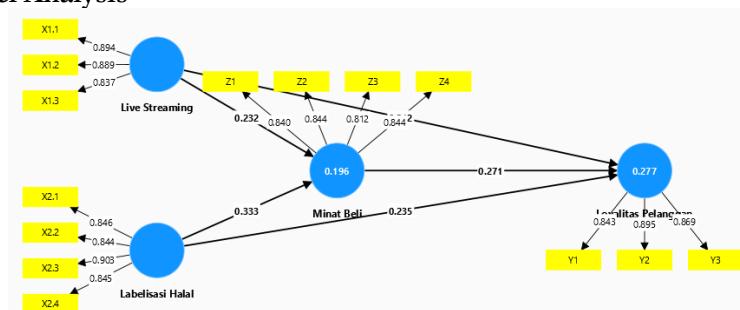


Figure 3. Outer Model

Testing on the measurement model (outer model) is conducted to establish the relationship between independent and dependent variables. Convergent validity, discriminant validity, as well as reliability and construct validity are included in this testing. Research hypotheses can be tested using the results of PLS analysis.

Convergent Validity Test

Convergent validity assesses the consistency among indicators in measuring the same construct, as indicated by a high level of correlation. A construct is considered to meet convergent validity if the loading factor value > 0.70 , the Average Variance Extracted (AVE) value > 0.50 , and communality > 0.50 (Hair et al., 2019). The AVE value (average variance extracted) > 0.5 ; and communality > 0.5 , so it can be said that all variables have passed convergent validity.

Tabel 4. Convergent Validity Test

Halal Labeling	Live Streaming	Customer Loyalty	Purchasing interest
X1.1	0.894		
X1.2	0.889		
X1.3	0.837		
X2.1	0.846		
X2.2	0.844		
X2.3	0.903		
X2.4	0.845		
Y1		0.843	
Y2		0.895	
Y3		0.869	
Z1			0.840
Z2			0.844
Z3			0.812
Z4			0.844

Source: SEM PLS 4,2025

Based on the convergent validity test above, it shows that the factor loading coefficients for all indicators exceed the threshold of 0.70. As a result, these indicators are considered valid because their factor loading coefficients exceed the specified value of 0.70.

Discriminant Validity Test

This assessment is carried out by utilizing the cross-loading values. Discriminant validity is considered satisfactory if the cross-loading values associated with the indicators exceed those of other variables.

Tabel 5. Discriminant Validity Test

Halal Labeling	Live Streaming	Customer Loyalty	Purchasing Interest
0.860			
0.204	0.874		
0.382	0.342	0.869	
0.380	0.300	0.425	0.835

Source: SEM PLS 4,2025

Based on the evaluation mentioned above using the cross-loading methodology, the magnitude of each indicator in the construct is determined to be superior to the indicators associated with alternative constructs, indicating that the model's discriminant validity is strong.

Construct Reliability and Validity

Reliability assessment uses composite reliability in relation to the Average Variance Extracted (AVE) value, following a minimum threshold of 0.5, along with the evaluation of Cronbach's alpha coefficient > 0.70 to indicate instrument consistency (Hair et al., 2019).

Tabel 6. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Halal Labeling	0.883	0.893	0.919	0.740
Live Streaming	0.848	0.880	0.906	0.764
Customer Loyalty	0.839	0.850	0.903	0.756
Purchasing Interest	0.856	0.860	0.902	0.697

Source: SEM PLS 4,2025

According to the analysis conducted, the findings indicate that the Average Variance Extracted (AVE) values for all indicators exceed the 0.50 threshold. Therefore, each variable is considered reliable. Consequently, it can be concluded that each variable demonstrates a substantial level of discriminant validity. Furthermore, all indicators used in this investigation exhibit a considerable level of discrimination, as evidenced by Cronbach's alpha coefficients

greater than 0.70, thereby confirming that all variables meet the required Cronbach's alpha criteria.

Inner Model Testing

The robustness and precision of the structural model mentioned above are demonstrated through the assessment of the structural model (inner model). The subsequent indicators are examined in the analytical procedure carried out for the assessment of the structural model, namely:

Coefficient of Determination (R-Square)

The R-Square value is included to see the extent of the impact of the independent latent variables on the dependent variable.

Table 7. R Square

	R-square	R-square adjusted
Customer Loyalty	0.277	0.258
Purchasing Interest	0.196	0.182

Source: SEM PLS 4, 2025

According to the analysis of the coefficient of determination mentioned above, the R-Square value related to Customer Loyalty (Y) is quantified at 0.277, indicating that 27.7% of the variability in the customer loyalty construct can be attributed to live streaming, halal labeling, and purchase intention as moderating variables. The R-Square value related to Purchase Intention (Z) is quantified at 0.196, indicating that 19.6% of the variability in the purchase intention construct can be moderated by live streaming and halal labeling on customer loyalty. The remaining portion is considered to originate from the influence of external variables not encapsulated within the research analysis framework.

Effect Size (F-Square)

The F-Square (F^2) value is used to determine the effect of predictor variables (X) on the dependent variable (Y). An F-Square value ranging from $0.02 \leq F^2 < 0.15$ indicates a weak influence, $0.15 \leq F^2 < 0.35$ indicates a moderate influence, and $F^2 \geq 0.35$ indicates a strong influence.

Table 8. F-Square Test Results

Halal Labeling	Live Streaming	Customer Loyalty	Purchasing Interest
Halal Labeling		0.065	0.132
Live Streaming		0.056	0.064
Customer Loyalty			
Purchasing Interest		0.082	

Source: SEM PLS 4,2025

Based on the research results, the F^2 variable of halal labeling on customer loyalty (0.065) has a low effect, halal labeling on purchase intention (0.132) has a low to moderate effect. The F^2 variable of live streaming on customer loyalty (0.056) has a low effect, live streaming on purchase intention (0.064) has a low effect. And purchase intention as a moderator (0.082) has a low effect.

Hypothesis Testing

After the structural model (inner model) is designed, the next step is to evaluate the relationships between latent constructs based on the hypotheses that have been formulated. Hypothesis testing is conducted by analyzing the T-Statistics and P-Values obtained from the estimation of path coefficients. A hypothesis is considered accepted if the T-Statistics value is greater than 1.96 and the P-Values are less than 0.05, indicating a statistically significant effect at the 5% significance level (Hair et al., 2019).

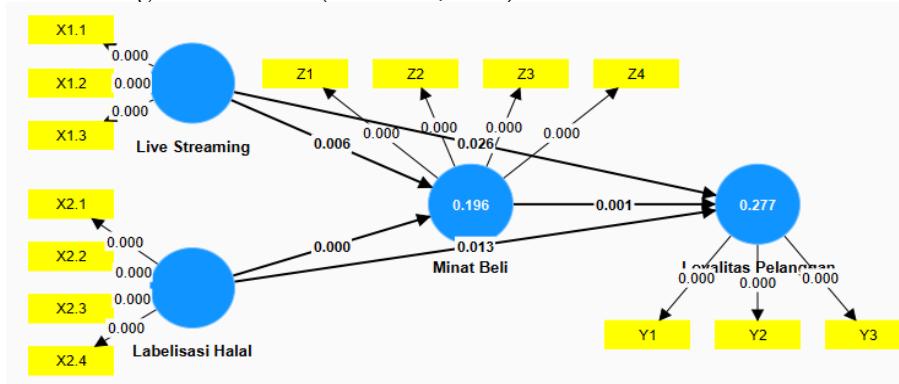


Figure 4. Hypothesis Testing

Tabel 9. Path Coefficient Test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Result
Halal Labeling -> Customer Loyalty	0.235	0.235	0.095	2.484	0.013	Accepted
Halal Labeling -> Purchasing interest Live	0.333	0.337	0.086	3.872	0.000	Accepted
Streaming -> Customer Loyalty Live	0.212	0.207	0.095	2.228	0.026	Accepted
Streaming -> Purchasing Interest Purchasing Interest -> Customer Loyalty	0.232	0.237	0.084	2.774	0.006	Accepted
Halal Labeling -> Purchasing Interest -> Customer Loyalty Live	0.271	0.277	0.085	3.180	0.001	Accepted
Streaming -> Purchasing Interest -> Customer Loyalty	0.090	0.096	0.043	2.085	0.037	Accepted
Streaming -> Purchasing Interest -> Customer Loyalty	0.063	0.065	0.029	2.137	0.033	Accepted
Halal Labeling -> Customer Loyalty						

Source: SEM PLS 4,2025

Based on the test above, it can be explained as follows:

The Influence of Halal Labeling on Customer Loyalty

Based on the path coefficient test, the halal labeling variable has a p-value of $0.013 < 0.05$ and a t-statistic of $2.484 > T\text{-table } Za (1.96)$. Therefore, halal labeling has a positive and significant effect on customer loyalty. This indicates that the presence of a halal label on product packaging can make consumers feel safe and comfortable in making long-term purchases.

Based on the results of the outer loading, it can be concluded that the presence of a halal label on Emina products reassures customers about the quality and safety of the products, which influences emotional attachment and long-term commitment. This research aligns with the studies of Maulida & Hapsari (2024), Abd. Hasib (2020), and Susetyohadi (2021), which state that halal labeling has a positive and significant effect on customer loyalty.

The Influence of Halal Labeling on Purchase Intention

Based on the path coefficient test, the halal labeling variable has a p-value of $0.000 < 0.05$ and a t-statistic of $3.872 > T\text{-table } Za (1.96)$. Therefore, halal labeling has a positive and significant effect on purchase intention. Thus, with the implementation of halal labeling, consumers, especially those who are Muslim, will experience increased trust when making purchasing decisions regarding Emina products.

Based on the results of the outer loading, the researcher stated that halal labeling on Emina products influences consumers' purchase intentions and aims to comprehensively meet the demands of the global consumer market. Its main goal is to maintain the religious beliefs of consumers, especially those who practice Islam. These results are consistent with research conducted by Pradinda & Nurfaumiyyati (2023), Ernawati & Koerniawan (2023), and Auliya & Naiim (2021), which stated that halal labeling has a positive and significant effect on purchase intentions.

The Influence of Live Streaming on Customer Loyalty

Based on the path coefficient test, the live streaming variable has a p-value of $0.026 < 0.05$ and a t-statistic of $2.228 > T\text{-table } Za (1.96)$. Therefore, live streaming has a positive and significant effect on customer loyalty. This means that Emina product live streaming on the

TikTok Shop platform has become an effective marketing strategy to increase direct interaction between sellers and consumers, and has become a trusted choice for consumers to purchase Emina products in the long term.

Based on the results of the outer loading, it is concluded that through live streaming, consumers can view Emina products in real-time, ask questions directly, and experience a more personal and interactive shopping experience. This experience can enhance trust and emotional engagement, which ultimately affects customer loyalty. These findings are consistent with research conducted by Live et al. (2024) and Murhadi & Reski (2022), stating that live streaming has a positive and significant impact on customer loyalty.

The Influence of Live Streaming on Purchase Intention

Based on the path coefficient test, the live streaming variable has a p-value of $0.006 < 0.05$ and a t-statistic value of $2.774 > T\text{-table } Za (1.96)$. Therefore, live streaming has a positive and significant effect on purchase intention. It can be concluded that live streaming functions to provide comprehensive assurance to the audience regarding the Emina products presented, which includes the actual product and product quality, and this can influence the audience in purchasing Emina products.

Based on the results of the outer loading, it can be interpreted that in selling Emina products through live streaming, entrepreneurs must have skilled communication abilities and the capacity to build effective interactions with prospective consumers who are their customers. This promotion influences consumer behavior and reduces various forms of communication barriers that may arise during the sales process, as it greatly affects consumers' interest in making purchases. These findings are in line with previous studies by Hafizhoh (2023), O Damanik (2024), and Maghfiroh & Palupi (2023), which revealed that live streaming has a positive and significant effect on purchase intention.

The Influence of Purchase Intention on Customer Loyalty

Based on the path coefficient test, the purchase intention variable has a p-value of $0.001 < 0.05$ and a t-statistic of $3.180 > T\text{-table } Za (1.96)$. Therefore, purchase intention has a positive and significant effect on customer loyalty. This means that when consumers' desire to obtain Emina products is fulfilled and meets their expectations, a desire arises to acquire them repeatedly, which can be one of the factors making consumers loyal to Emina products on e-commerce platforms.

Based on the results of the outer loading, it can be concluded that purchase intention is related to consumer involvement with a particular product, indicated by seeking additional information about the product. Therefore, sellers of Emina products on the TikTok Shop platform must provide complete and clear information because purchase intention can focus consumers on Emina products, thereby increasing customer loyalty. This research is in line with previous studies by Hannan & Wulandari (2022), Anggraeni & Sutedjo (2024), and Hernandes & Ali (2024), which stated that purchase intention has a positive and significant effect on customer loyalty.

The Influence of Purchase Intention in Mediating Halal Labeling on Customer Loyalty

Based on the path coefficient test, the purchase intention variable can mediate the effect of halal labeling on customer loyalty, because the p-value is $0.037 < 0.05$ and the t-statistic value is $2.085 > T\text{-table } Za (1.96)$. It can be concluded that the credibility associated with Emina product halal certification has the potential to increase consumer purchase tendencies, as it fosters a sense of assurance and safety regarding the consumption of Emina products and provides product quality as expected, thereby continuing and enhancing customer loyalty to Emina products.

Based on the results of the outer loading, when purchase intention increases, consumers are more likely to engage in repeat transactions and develop loyalty to Emina products that resonate with their ethical values and belief systems. This aligns with previous studies by Pembelian & Beli (2024) and Rohman, (2023), which stated that purchase intention can mediate the influence of halal labeling on customer loyalty.

The Influence of Purchase Interest in Mediating Live Streaming on Customer Loyalty

Based on the path coefficient test, the purchase interest variable can mediate the effect of live streaming on customer loyalty, because the p-value is $0.033 < 0.05$ and the t-statistic value is $2.137 > T\text{-table } Za (1.96)$. This means that live streaming can create an interactive and engaging shopping experience, and its effect on customer loyalty depends on the level of customer interest in purchasing the product.

Based on the results of the outer loading, the impact of live streaming on consumer loyalty is influenced by purchase intention. When consumers show interest in Emina products showcased during live streaming sessions, their tendency to make a purchase increases, which can ultimately foster product loyalty. In other words, the intensity of purchase intention generated by live streaming is positively correlated with the likelihood of consumers maintaining

their loyalty. These results are in line with research by Ye et al. (2023) and Adyuta (2025), which states that purchase intention can mediate the effect of live streaming on customer loyalty.

5. Conclusion

This research proves that live streaming and halal labeling have a positive and significant effect on purchase intention and customer loyalty towards Emina products on TikTok Shop. In addition, purchase intention has been shown to mediate the relationship between both live streaming and halal labeling on customer loyalty. This means that the higher the consumer purchase intention formed due to exposure to live streaming and confidence in halal labels, the higher the tendency for consumers to become loyal. A marketing strategy that combines an interactive approach (live streaming) and value-based trust (halal labeling) has been proven capable of increasing customer engagement and loyalty. Based on field findings, Emina customers making purchases on TikTok Shop are mostly teenagers from high school to college students, with the main factors driving their purchases being affordable prices and the quality provided in accordance with customer expectations. And Emina's products are trendy products, so they are in line with the times or worth it.

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Acknowledgments: The limitation of the sample area, which is only limited to TikTok Shop users in Semarang City, means that it cannot be generalized to consumers in other regions of Indonesia. The respondents are homogeneous, mostly teenagers or young users, which inadequately represents a broader market segmentation, such as housewives or career women. The use of only quantitative survey methods, without qualitative exploration (such as interviews or observations) that could provide deeper insights into users' perceptions and experiences with live streaming features and halal labels. The low R-Square value (27.7% for customer loyalty) indicates that there are many other variables outside this research model that affect customer loyalty but were not included in the study. Further research is recommended to expand the research area in order to observe variations in consumer behavior from different regions in Indonesia. Researchers may include additional variables, such as product quality, price, customer satisfaction, or brand awareness, which are also likely to influence customer loyalty. It is recommended to use a mixed methods approach, both quantitative and qualitative, to make the research results more comprehensive and in-depth. Companies like Emina can continue to optimize live streaming strategies and strengthen their halal image as part of efforts to create a shopping experience that is trusted, appealing, and sustainable for consumers. Emina's management should also provide training for live streaming hosts to be more communicative and engaging, and continuously maintain product quality to comply with the halal label affixed.

Conflicts of Interest: (N/A)

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