



THE IMPACT OF HALAL LABELS, DIGITAL MARKETING, AND BRAND AMBASSADORS ON THE PURCHASE INTENTION OF WARDAH COSMETIC PRODUCTS IN MASAMBA

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ABSTRACT

This study aims to analyze the influence of halal labeling, marketing digital marketing, and brand ambassadors on consumer purchase intention for Wardah products in Masamba. This study used a quantitative approach with a survey method. Data were collected through questionnaires distributed to 120 respondents who were users or potential users of Wardah products in Masamba. Data analysis was conducted using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The results showed that the model explained 26.0% of the variance in purchase intention ($R^2 = 0.260$). Hypothesis testing revealed that halal labeling had no significant effect on purchase intention ($\beta = -0.028$; $p = 0.773$), while digital marketing had a positive but insignificant effect ($\beta = 0.235$; $p = 0.051$). In contrast, brand ambassadors had a positive and significant effect on purchase intention ($\beta = 0.372$; $p = 0.001$). These findings indicate that brand ambassadors are the most influential factor in increasing consumer purchase intention compared to halal labels and digital marketing. This study provides practical implications for companies to optimize the use of credible brand ambassadors who are aligned with the brand image. increase consumer purchasing intentions.

1. INTRODUCTION

The Indonesian cosmetics industry continues to grow rapidly due to public awareness of the importance of personal care and appearance. In recent years, demand for halal cosmetic products has increased in Indonesia, a predominantly Muslim country, particularly in Masamba, North Luwu Regency. This indicates that Indonesia ranks first in the world in the consumption of halal products, including cosmetics. The halal label on cosmetic products ensures that the products are safe, free from ingredients prohibited by Islamic law, and meet certain quality standards. (Dyah, 2024) . This is a crucial factor in Muslim consumers' decisions to purchase these products. One company that has successfully capitalized on this opportunity is Wardah. As a pioneer of halal cosmetics in Indonesia, Wardah has successfully built a strong brand image through a combination of product innovation, halal certification, and a consistent marketing communications strategy. Wardah's success has made it one of the local cosmetic brands with a high level of brand recognition among Indonesian consumers . Cosmetic businesses such as Wardah, a pioneer of halal cosmetics in Indonesia, have used the halal label to build customer trust and increase their purchase intention in a more competitive market (Lestari, 2020) .

Technological advancements have brought many changes, especially in businesses that now utilize digital marketing to interact with customers. By using digital marketing strategies, brands can reach customers more widely, quickly, and interactively, especially through social media platforms such as Instagram, TikTok, and YouTube. Wardah uses digital marketing to promote its products and inform the public about halal values, product advantages, and the latest beauty trends. With the success of this digital marketing strategy, purchase intent has increased, especially among the younger generation who actively use the internet. This will increase trust and purchase intent, which are driven by the decision to purchase products with the Halal Label (Winanda et al., 2026) . Using brand ambassadors is a crucial strategy for shaping customer perceptions of a brand. Positive influencers or public figures who align with a company's values can enhance brand appeal and build emotional connections with customers. Wardah consistently employs brand ambassadors who portray natural, religious, and modern beauty, thus strengthening its

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image as a trusted halal cosmetics brand. A brand ambassador acts as a trendsetter for the company's products (Erin, 2023) .

This research was conducted in Masamba, North Luwu Regency, because the region shows rapid growth in digital media usage and high public interest in halal cosmetic products. As a center of economic and trade activity in North Luwu Regency, Masamba has diverse consumer characteristics, ranging from students, university students, employees, to business owners who actively use social media as a source of product information. Furthermore, the majority of Masamba's population is Muslim, making halal product aspects a relevant issue in community consumption behavior. These conditions make Masamba an appropriate location to examine the factors influencing consumer purchase intention for Wardah cosmetic products.

In the study (Wahidyah & Latifah, 2021) ; Amiah et al. (2024) , found that the halal label has a significant effect on purchase intention, in contrast to this study which found an insignificant effect. The study by Muarrofah & Harminingtyas (2025) used a case study method that focused on the city of Semarang, so the results cannot necessarily be generalized to the city of Masamba, this study also used empirical data from Wardah consumers, in addition, most researchers examine the three variables separately. This study is important to determine the effect of the halal label, digital marketing and brand ambassadors on the purchase intention of Wardah products in Masamba . Based on this description, this study aims to analyze the influence of the halal label, digital marketing, and brand ambassadors on the purchase intention of Wardah cosmetic products in Masamba and identify the most dominant factors in influencing consumer purchase intention.

LITERATURE REVIEW

Halal Label

A halal label is an official marker indicating that a product has met halal standards according to Islamic law and has obtained certification from an authorized institution, such as the Indonesian Ulema Council (MUI). According to Amiah et al. (2024), halal certification can increase consumer trust in a product because it is considered to guarantee the product's quality, safety, and conformity to religious values (MUI, 2020) . In the context of consumer behavior, halal labels can be explained through the concept of perceived value developed by Zeithaml (1988) , which explains that consumers tend to choose products that are perceived to provide emotional and spiritual benefits. Research by Dillahi et al. (2025) shows that halal labels influence purchase intentions for beauty products. Research by Yunita Ningtyas et al. (2021) also explains that consumer perceptions of halal-certified products can influence consumer attitudes and purchase intentions. Thus, halal labels are an important factor in increasing purchase intentions for halal cosmetic products such as Wardah.

Digital Marketing

Digital marketing provides knowledge about some of the latest and most advanced marketing strategies in marketing activities (Satiawan et al., 2023) . According to Maszudi (2018), digital marketing is a modern form of marketing that utilizes digital media to reach consumers more widely, quickly, and interactively. Anwar et al. (2023) explain that digital media optimization functions not only as a promotional tool but also as a strategic tool to build ongoing consumer interaction, trust, and engagement. Mahwati (2024) explains that digital marketing is an important part of (IMC) because it is able to build long-term relationships with consumers through consistent and integrated communication .

The concept of digital marketing is also supported by the Technology Acceptance Model (TAM) developed by Davis (1989). This model explains that the use of digital technology is influenced by perceived ease of use and perceived usefulness, so that consumers are more receptive to product information through digital media. In this study, digital marketing indicators refer to (Ryan & Jones, 2014) , namely email marketing, content marketing, and social media marketing. Tarigan (2023) research found that digital marketing has a positive influence on purchase intention for cosmetic products. In addition, Muarrofah & Harminingtyas (2025) also explained that digital marketing through TikTok social media can increase consumer purchase intention for Wardah products.

Brand Ambassador

A brand ambassador is a public figure or influencer officially appointed by a company to represent and promote a product to the public. Research on skincare products found that brand ambassadors with halal labels were associated with purchasing decisions among Muslim consumers. According to Kotler & Keller (2016), brand ambassadors function as brand communicators capable of building a positive image, increasing trust, and influencing consumer perceptions of a product. The use of brand ambassadors is generally based on the attractiveness, trustworthiness, and expertise of the figure. Research by Erin (2023) shows that the use of public figures who align with brand characteristics can improve consumer purchasing decisions.

Purchase Intention

Purchase intention is a consumer's psychological tendency to purchase a product or service after evaluating available information. According to Putra et al. (2017), purchase intention reflects a consumer's likelihood of purchasing a product based on their perceptions, needs, and experiences. The Theory of Reasoned Action (TRA), developed by Martin Fishbein and Icek Ajzen in 1980 (Al-Suqri & Al-Kharusi, 2015), explains purchase intention through three indicators: purchase intention, interest, and purchase desire. Purchase intention is influenced by consumers' attitudes and beliefs about a product (Rossmann, 2024). Purchase intention is often used as an important indicator in consumer behavior research because it can describe the likelihood of future purchasing decisions.

HYPOTHESIS

Halal Label on Purchase Intention

The halal label is one of the factors consumers consider when choosing cosmetic products, especially for Muslim consumers. The presence of a halal label provides a guarantee of safety and increases consumer trust in the product. Research by Amiah et al. (2024) shows that halal certification is effective in increasing consumer trust. Research by Dillahi et al. (2025) also proves that the halal label influences purchase intentions for beauty products. Therefore, the better consumers perceive the halal label, the higher their purchase intentions for Wardah products.

H1: Halal label has a positive and significant influence on purchase intention.

Digital Marketing on Purchase Intent

Digital marketing enables companies to convey product information quickly, broadly, and interactively to consumers. An effective digital marketing strategy can increase consumer attention and intention towards a product. Research by Tarigan (2023) shows that digital marketing has a positive influence on purchase intention for cosmetic products. Research by Muarrofah & Harminingtyas (2025) explains that digital marketing activities through social media can increase consumer intention towards Wardah products. Therefore, the more optimal a company's digital marketing efforts, the higher consumer purchase intention.

H2: Digital marketing has a positive and significant influence on purchase intention.

Brand Ambassadors on Purchase Intention

Brand ambassadors play a role in building brand image and increasing product appeal in the eyes of consumers. Public figures with credibility, charm, and expertise can influence consumer perceptions, thereby increasing purchase intentions. Research by Febrian & Pramesti (2021) explains that brand ambassador characteristics can be transferred to the brand through the *Meaning Transfer Model*. Research by Erin (2023) states that the use of brand ambassadors influences purchasing decisions for Wardah products. Therefore, the better consumers perceive brand ambassadors, the higher their purchase intentions for Wardah products.

H3: Brand ambassadors have a positive and significant influence on purchase intention.

Research framework

The research framework explains the relationship between the variables in this study.

Figure 1. Research Framework

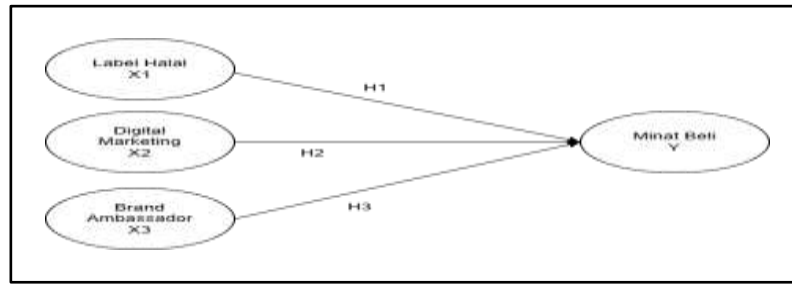


Figure 1. Research Framework

Tables are created with a 1pt line width, and table captions are placed above the table. Information in tables consisting of more than two lines is written using single-line spacing. Table lines consist of only horizontal lines, while vertical lines are omitted. Example of how to write Table 1.

Table 1. Cycle Table 1 Student Learning Outcomes in Cycle 1

NO	Student Name	Sign	Predicate
1	Budi	80	Finished
2	Rudy	70	Finished
3	Putu	70	Finished

2. METHOD

This study used a quantitative approach with an explanatory survey design to examine the influence of halal labeling, digital marketing, and brand ambassadors on purchase intention of Wardah cosmetic products in Masamba, North Luwu Regency. The quantitative approach was chosen because it allows for objective measurement of relationships between variables through statistical analysis. Data were obtained from primary sources through direct and online questionnaires distributed to respondents who met the research criteria during February–July 2025. According to Subhaktiyasa (2024), quantitative research is a scientific method used to test a specific population or sample, using data collection techniques using research instruments and statistical analysis.

Population and Sample

The population in this study is all residents in the Masamba area who have used Wardah products, because the population is not known with certainty. The sample in this study is a portion of the population, the number of samples is 10 x 1 indicator in this study, so the number of samples needed in this study is 120 respondents, following the standards of Hair et al. (2019). Sample selection uses a purposive sampling method, where researchers deliberately select respondents based on predetermined criteria, considerations, or specific objectives, as follows; (1) domiciled in Masamba, (2) at least 17 years old, (3) have used or know Wardah cosmetic products, and (4) are willing to be research respondents.

Table 1. Measurement Indicators of Research Variables

NO	Variables	Programming	Indicator	Reference
1	Halal Label X1	LH	1. The existence of a halal label 2. Official certification body 3. Consumer trust	(MUI, 2020)
2	Digital marketing X2	DM	1. Email marketing 2. Content marketing 3. social media (social media marketing)	(Ryan & Jones, 2014)
3	Brand ambassador X3	BA	1. Attraction 2. trust 3. expertise	(Kotler & Keller, 2016)

NO	Variables	Programming	Indicator	Reference
4	Purchase Intention Y	MB	1. purchase intention 2. flowers 3. desire to buy	(Al-suqri & Al-kharusi, 2015)

Source: Processed data (2025)

Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3 software. This method was chosen because it is capable of testing predictive models, does not require ... normal data distribution, and is suitable for research with complex models Hair et al. (2019). The analysis was conducted through evaluation of the measurement model (outer model) and the structural model (inner model). The outer model was evaluated using outer loading values, Average Variance Extracted (AVE), Composite Reliability, Cronbach's Alpha, and Heterotrait-Monotrait Ratio (HTMT) to ensure construct validity and reliability. Furthermore, the inner model was evaluated using R^2 , Q^2 , path coefficients, and hypothesis testing through a bootstrapping procedure with a 5% significance level.

3. RESULTS AND DISCUSSION

Results

Respondent Statistics

Respondent statistics are used to see the mean, median, and standard deviation values.

Table 2. Respondent Statistics.

Indicator	Means	Median	STEDEV
LH1	3,883	4,000	0.685
LH2	3,875	4,000	0.770
LH3	3,983	4,000	0.741
DM1	3,867	4,000	0.718
DM2	3,892	4,000	0.751
DM3	4,042	4,000	0.821
BA1	3,883	4,000	0.697
BA2	3,875	4,000	0.770
BA3	3,808	4,000	0.734
MB1	3,925	4,000	0.776
MB2	4,000	4,000	0.730
MB3	4,008	4,000	0.842

Sources processed by Smart PLS 3.0, 2025.

Based on descriptive statistics, all indicators have high mean scores, ranging from 3.808 to 4.042, with a median of 4.000 across all indicators. This indicates that respondents tend to give positive assessments to each statement in the study. Indicator DM3 has the highest mean score (4.042), while BA3 has the lowest mean score (3.808). Meanwhile, the standard deviation values range from 0.685 to 0.842, indicating that the level of data distribution is relatively low to moderate, so that respondents' answers can be said to be quite consistent. Overall, these results indicate that respondents' perceptions of all research indicators are in the good category with a level of variation in answers that is still within reasonable limits.

Exterior Model

External model evaluation is conducted to ensure the validity and reliability of the indicators measuring the variables. The first stage in the measurement model is convergent validity, which can be seen from the outer loading and average variance extracted (AVE) values. According to Hair et al. (2019), indicators with an outer loading value >0.7 and an AVE value of 0.5 are considered reliable. Reliability testing can be seen from the Cronbach's alpha value (>0.7) and the composite reliability value (>0.7).

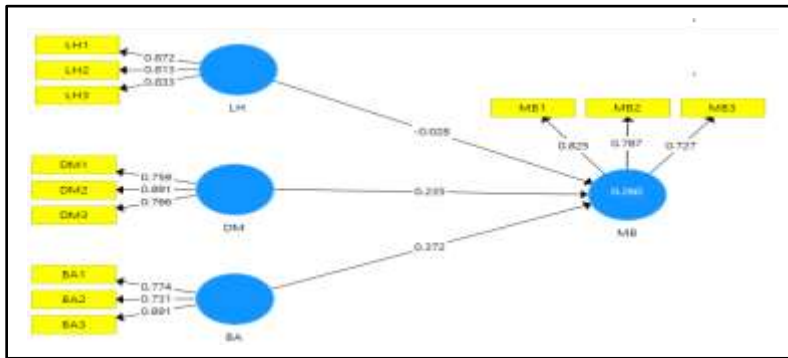


Figure 2. External Load

Source: Processed data (2025)

Based on the results of the outer loading analysis, all indicators in the variables LH (0.813–0.872), DM (0.759–0.891), BA (0.731–0.891), and MB (0.727–0.825) have loading factor values above 0.70. These results indicate that all indicators meet the convergent validity criteria and are able to reflect the constructs being measured well. The indicators with the highest loading values are DM2 and BA3 (0.891), while the lowest value is found in MB3 (0.727), but still above the minimum required limit. Thus, all indicators are declared valid and suitable for use in further analysis.

Table 3. Reliability and Validity

Variables	Cronbach's alpha	rho_A	Composite Reliability	AVE
BA	0.725	0.787	0.842	0.642
DM	0.732	0.757	0.849	0.653
LH	0.791	0.791	0.878	0.705
MB	0.691	0.723	0.824	0.610

Source: data processed by SmartPLS 3.0 (2025)

Based on the results of reliability and convergent validity testing, all constructs in the study have met the required criteria. Cronbach's Alpha values are in the range of 0.691–0.791, indicating that each construct has an acceptable level of reliability because most values exceed the minimum limit of 0.70 and are still tolerable for exploratory research. The rho_A value ranges from 0.723–0.791 and the Composite Reliability between 0.824–0.878, all of which are above the minimum limit of 0.70, thus indicating good internal consistency. In addition, the Average Variance Extracted (AVE) values for the variables Brand Ambassador (0.642), Digital Marketing (0.653), Halal Label (0.705), and Purchase Intention (0.610) all exceed the minimum value of 0.50, indicating that each construct is able to explain more than 50% of the variance of its indicators. Thus, all constructs are declared reliable and valid so they are suitable for use in further analysis.

Table 4. Heterotrait-Monotrait Correlation Ratio (HTMT)

Variables	BA	DM	LH	MB
BA				
DM	0.639			
LH	0.590	0.379		
MB	0.591	0.551	0.268	

The source analyzed is Smart PLS 3.2025.

According to Henseler et al. (2015), HTMT is more sensitive in reducing discriminant validity compared to other criteria, so HTMT was used in this study. The general threshold for discriminant validity is HTMT < 0.90. As seen in the HTMT table (table 4), this indicates good discriminant validity for each pair of constructs, indicating that there is no overlapping constructs.

Inner Model

The initial step in the internal model is to measure the model's predictive ability using three criteria: the coefficient of determination (R-squared), cross-validated redundancy (Q-squared), and path coefficients. An R-squared value of 0.75 indicates a strong model, a moderate R-squared of 0.50, and a weak R-squared of 0.25. A Q2 value > 0 indicates that the model has accurate predictive relevance to a particular construct, while a Q2 value < 0 indicates that the model is less predictively relevant. Hypothesis testing was then conducted using bootstrapping with 5,000 subsamples and a significance level of 5%.

Table 5. R squared and Q squared

Variables	R Square	Adjusted R Squared	Q ²
MB	0.260	0.241	0.124

The source analyzed is Smart PLS 3.2025.

Based on the results of the structural model evaluation, the Purchase Intention (MB) variable has an R Square value of 0.260 and an Adjusted R Square of 0.241, which indicates that the Halal Label, Digital Marketing, and Brand Ambassador variables are able to explain 26.0% of the variation in Purchase Intention, while the remaining 74.0% is explained by other factors outside the research model. In addition, the Q² value of 0.124 indicates that the model has a small but still adequate predictive relevance, so the model still has the ability to predict the Purchase Intention variable even though at a relatively low level. Overall, the research model can explain and predict Purchase Intention quite well, but there are still other variables that have the potential to provide a greater contribution.

Table 6. Hypothesis

Hypothesis	Path Relationship	Path Coefficient (β)	T Statistics	P value	Results
H1	Halal Label → Purchase Intention	-0.028	0.288	0.773	Not significant
H2	Digital marketing → Purchase intent	0.235	1,959	0.051	Not significant
H3	Brand Ambassador → Purchase Intention	0.372	3,500	0.001	Signature

Source: Processed data (2025)

Based on the results of hypothesis testing, only Brand Ambassador is proven to have a positive and significant influence on Purchase Intention with a path coefficient of 0.372, a T value of 3.500, and a P value of 0.001 (<0.05), so H3 is accepted. Meanwhile, Halal Label does not have a significant influence on Purchase Intention with a path coefficient of -0.028, a T value of 0.288, and a P value of 0.773 (>0.05), so H1 is rejected. Similarly, Digital Marketing shows a positive but insignificant influence on Purchase Intention with a path coefficient of 0.235, a T value of 1.959, and a P value of 0.051 (>0.05), so H2 is rejected. These results indicate that Brand Ambassador is the most influential factor in increasing Purchase Intention, while Halal Label and Digital Marketing have not been able to provide a significant influence on consumer Purchase Intention.

Discussion

The Effect of Halal Labels on Purchase Intentions

The results showed that the halal label did not significantly influence the purchase intention of Wardah products in Masamba ($\beta = -0.028$; $T = 0.288$; $P = 0.773$), so H1 was rejected. This finding indicates that the presence of a halal label is not the main factor influencing consumer purchase intention. Although the halal label theoretically guarantees product compliance with Sharia principles and increases consumer trust, research shows that consumers tend to view halal aspects as a fundamental attribute inherent in the Wardah brand. As a pioneer of halal cosmetics in Indonesia, Wardah has long established an image as a brand synonymous with halal values, so consumers no longer consider the presence of the halal label a differentiating factor in their purchasing decisions.

This finding can be explained through the Perceived Value theory put forward by Zeithaml (1988), which states that consumers will place greater emphasis on attributes that provide added value than on attributes that are considered standard. In the context of this research, consumers are likely to consider other factors such as product quality, innovation, price, and brand image more than the presence of the halal label itself. The results of this study differ from those of Amiah et al. (2024); Dillahi et al. (2025); and Ningtyas et al. (2021), which found that halal labels had a positive and significant influence on purchase intentions. These differences indicate that the influence of halal labels can vary depending on the level of consumer trust in the brand and the characteristics of the market studied.

The Influence of Digital Marketing on Purchase Intention

The results of the study show that digital marketing has a positive but insignificant influence on the purchase intention of Wardah products in Masamba ($\beta = 0.235$; $T = 1.959$; $P = 0.051$), so H2 is rejected. This situation can be influenced by several factors. First, the effectiveness of digital marketing is determined not only by the frequency of promotions but also by the quality of the content presented. Today's consumers tend to be more interested in informative, interactive, and relevant content than purely persuasive promotions. Second, the digital platform chosen may not fully align with the characteristics of consumers in Masamba, resulting in marketing messages not being optimally received by the target market. Third, the level of audience engagement with Wardah's digital content can be a factor influencing the effectiveness of digital marketing. Furthermore, the characteristics of respondents, most of whom are already familiar with and use Wardah products, mean that their purchasing decisions are more influenced by user experience, recommendations from those closest to them, and perceptions of product quality than by exposure to digital promotions.

This finding can be explained through *the Technology Acceptance Model (TAM)* developed by Davis (1989), which states that consumer acceptance of technology is influenced by perceived ease and usefulness of use. Although Wardah has utilized digital media as a promotional tool, consumers tend to consider other factors such as product quality, price, or recommendations from others before deciding to purchase. The results of this study are inconsistent with the results of research by Tarigan (2023) and Muarrofah and Muarrofah & Harminingtyas (2025), which found that digital marketing has a positive and significant influence on purchase intentions. This difference indicates that the effectiveness of digital marketing is greatly influenced by consumer characteristics and the quality of the communication strategy implemented.

The Influence of Brand Ambassadors on Purchase Intention

The results of the study indicate that brand ambassadors have a positive and significant influence on the purchase intention of Wardah products in Masamba ($\beta = 0.372$; $T = 3.500$; $P = 0.001$), so H3 is accepted. The highest path coefficient value compared to other variables indicates that brand ambassadors are the most dominant factor in influencing consumer purchase intention. This finding indicates that the higher the level of credibility, attractiveness, and expertise of the brand ambassador used by Wardah, the higher the consumer's intention to purchase the product.

These findings support *the Meaning Transfer Model*, which explains that the image, values, and characteristics of public figures can be transferred to the brands they represent, thus influencing consumer perceptions and behavior. Wardah brand ambassadors are considered capable of representing religious, modern, and inspirational values that align with Wardah's brand identity, thereby increasing consumer trust and intention towards the product. These findings are in line with those of Erin (2023) and Febrian & Pramesti (2021), who found that the credibility, attractiveness, and expertise of brand ambassadors have a positive influence on consumer purchase intentions and decisions. Therefore, the use of appropriate brand ambassadors can be an effective marketing strategy in increasing consumer purchase intentions.

Conclusion

Based on the research results, it can be concluded that brand ambassadors are the most dominant factor and the only variable that significantly influences purchase intention for Wardah products in Masamba, while halal labels and digital marketing do not show a significant influence. This finding indicates that consumers consider the credibility, attractiveness, and image suitability of brand ambassadors with Wardah's brand identity more in forming purchase intention. Therefore, the company needs to optimize the use of brand ambassadors who are able to represent brand values effectively. However, this study is limited to one research location, a relatively limited number of samples, and only tests three independent variables.

Future research is recommended to expand the scope of the study and add other variables, such as brand image, product quality, price perception, religiosity, trust, social media engagement, and electronic word of mouth to gain a more comprehensive understanding of the factors that influence consumer purchase intention.

4. CONCLUSION

The author would like to express his sincere gratitude to Allah SWT for His blessings, mercy, and guidance, which have enabled the completion of this research entitled "The Impact of Halal Labeling, Digital Marketing, and Brand Ambassador on Purchase Intention of Wardah Cosmetic Products in Masamba." The author is also very grateful to his parents and family for their continuous prayers, support, encouragement, and motivation during the research and writing process. The author would like to express his deep appreciation to Mr. Suhardi M. Anwar and Mr. Edi Maszudi as research supervisors for their invaluable guidance, constructive feedback, and continuous support during the completion of this research. The author also expresses his gratitude to the leadership, lecturers, and academic community of Muhammadiyah Palopo University for the academic support and facilities provided during the research process. Furthermore, the author would like to express his sincere gratitude to all respondents in Masamba who voluntarily participated in this research and provided valuable information through the questionnaire. Appreciation is also extended to all individuals and parties who have contributed directly or indirectly to the completion of this research. May all assistance, kindness, and support received be abundantly rewarded by Allah SWT. The author hopes that this research can contribute to the development of knowledge, particularly in the field of marketing management, and serve as a useful reference for further research.

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