

# The Influence of Social Media Influencers on Purchase Intentions for Halal Cosmetic Products in Batam

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## Abstract

**Purpose:** This study aims to examine how social media influencers affect the purchase intentions of Muslim consumers in Batam City toward halal cosmetic products, emphasizing their mediating role in product quality, brand equity, credibility, and information usefulness.

**Methodology/approach:** A quantitative survey method was used. Data were gathered through an online questionnaire from 308 Muslim women in Batam who had been exposed to halal cosmetic content by beauty influencers. Purposive sampling was applied, and Smart PLS 4 was used for data analysis.

**Results/findings:** Product quality, brand equity, information credibility, and information usefulness positively influence perceptions of social media influencers. These influencers significantly affect purchase intentions and mediate the relationship between the four antecedent factors and consumers' intentions to buy.

**Conclusions:** Social media influencers play a crucial mediating role in shaping Muslim consumers' purchase intentions for halal cosmetics. Strategic collaboration with credible influencers and the promotion of relevant, Sharia-compliant content are essential for effective digital marketing in the halal cosmetic industry.

**Limitations:** The study focuses only on Muslim women in Batam and uses online surveys, excluding emotional or subjective factors. Other variables like price, packaging, and availability were not analyzed.

**Contribution:** This study extends the Theory of Planned Behavior in digital marketing and offers practical guidance for halal cosmetic businesses in designing influencer-based strategies.

**Keywords:** *Brand Equity, Halal Cosmetics, Information Credibility, Purchase Intention, Social Media Influencers.*

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## 1. Introduction

Social media has evolved into a primary tool for customers in today's digital era to seek information and make purchasing decisions. One of the most prominent phenomena is the rise of social media influencers, who can shape consumer behavior through their shared content (Irrawati & Isa, 2025). According to the State of the Global Islamic Economy Report 2023, the global halal cosmetics market is projected to reach USD 93 billion by 2025. This growth is driven by the increasing global Muslim population, with a compound annual growth rate (CAGR) of 13.9%, raising the market value from USD 41.38 billion in 2024 to USD 47.14 billion in 2025. Several factors contribute to this expansion, including the growth of the Muslim population, rising awareness of halal practices, cultural and religious sensitivity, globalization, and cross-cultural influences on food consumption.

Social media influencers, particularly those specializing in beauty and lifestyle, play a vital role in expanding reach and building trust in halal cosmetic products, thereby stimulating customer purchase intentions (Supriani, Ninglasari, & Iswati, 2025). Many consumers prefer halal cosmetics because they are perceived as safe and free from harmful ingredients, aligning with the Islamic principles of “halal and tayyib” (permissible and good) (Wan Ismail, Othman, Md Nor, Badiuzaman, & Nik Mohd Nor, 2022). Consequently, beauty influencers have become an increasingly crucial marketing strategy in the halal cosmetics industry.

Given this phenomenon, research on the intention to purchase halal cosmetics is highly relevant, as the global growth of halal cosmetics is accompanied by the proliferation of illegal cosmetic products and intense competition from international and non-halal cosmetic brands. Therefore, the role of beauty influencers is essential (Dhia & Melinda, 2024). The researcher employed the Theory of Planned Behavior (TPB). According to this theory, three main factors influence an individual’s intention to purchase something: attitude, subjective norms, and perceived behavioral control (AjzenAjzen (1991). This framework was used to analyze how product quality, brand equity, information credibility, and information usefulness, mediated by social media influencers, affect consumer purchase intention. Previous studies have shown that positive content created by beauty influencers can significantly influence customers’ attitudes toward Halal cosmetics. In addition, social norms also play an essential role: when influencers have a large following, they can encourage consumers to purchase products to align themselves with socially or environmentally conscious behaviors (Zukhrufani & Zakiy, 2019). Therefore, this study aims to provide a deeper understanding of how social media influencers affect overall purchase intention using the TPB framework (Wulandari & Isa, 2025).

Batam serves as an ideal research location because of its status as a Free Trade Zone (FTZ), which exposes consumers to a wide range of international products and trends. With consumers who are open to global culture yet maintain strong religious and cultural sensitivity, Batam presents a unique setting for examining the dynamics of halal cosmetic purchase intentions (Waruwu, Azhar, & Rahmad, 2023). Hence, Batam is a particularly relevant area to study how beauty influencers on social media affect purchase intentions for halal cosmetics amid high exposure to international products. This study targets Muslim consumers in Batam, who are known for their sensitivity to religious and socio-political issues (Waruwu et al., 2023). As a region with intense international trade activity, consumers in Batam are more likely to be influenced by global beauty trends, making it crucial to investigate how beauty influencers bridge the awareness of halal cosmetics with the appeal of modern global beauty ideals (Nurjanah & Limanda, 2024).

Therefore, this study aims to extend the literature on the Theory of Planned Behavior (TPB) by examining the influence of social media beauty influencers on the purchase intention of halal cosmetic products among Muslim consumers in Batam. Unlike previous studies that primarily investigated the direct effects of variables such as product quality, brand equity, and information credibility on purchase intention, this study positions social media influencers as mediating variables. This approach allows for a more comprehensive analysis of the role of these factors in bridging the relationship between price perception, celebrity endorsement, and online promotion with consumers’ purchase intentions. Beyond its academic contribution, this study is expected to provide practical insights for business practitioners and offer significant contributions to understanding consumer behavior in the halal cosmetics industry. Furthermore, it aims to support the development of effective marketing strategies through social media and assist policymakers in better understanding market dynamics that are increasingly responsive to religious and socio-political sensitivities.

## **2. Literature Review**

### **2.1 Quality Product**

According to the American Society, Kotler, Keller, Ang, Tan, and Leong (2018) product quality encompasses all features and characteristics of a good or service that affect its ability to meet consumer needs—both stated and implied. Kotler identified seven key dimensions of product quality: form,

performance, reliability, features, durability, conformance, style, and size. Consistent with this definition, numerous studies have shown that product quality plays a crucial role in shaping consumer perceptions, particularly when communicated through social media influencers. Several studies have revealed that high product quality can strengthen the influence of social media influencers on consumer purchase intentions.

For instance, research by Septi and Nurtjahjadi (2023) and Fitriana and Achmad (2024) found that when influencers promote products that demonstrably possess high quality, consumers' purchase intentions increase. Similar findings were reported by Listiani and Saraswati (2021) in the context of Wardah cosmetics, where high product quality fostered consumer trust in the recommendations of influencers. Furthermore, several studies have specifically examined the relationship between product quality and the effectiveness of influencers as mediators of purchasing decisions on social media platforms. Some of these focused on Scarlett Whitening products on Instagram, such as studies by Hsu, Chen, and Feng (2024); Brata, Husani, and Ali (2017); and Islami, Wardhana, and Pradana (2021), all of which demonstrated that product quality has a positive and significant effect on the role of influencers in shaping purchasing decisions. Consumers tend to trust positive reviews and testimonials provided by influencers—especially when the promoted product genuinely exhibits high perceived quality (Handjaja, Triyanti, Anggraeni, & Putti, 2023).

In a broader context, Sekarintias and Kusumawati (2017) found that among Althea Korea consumers in Indonesia and Malaysia, high product quality enhances consumer trust through influencer promotion. A similar study by Tarigan, Huda, and Nazwirman (2020) revealed that for products like Starbucks tumblers, good product quality strengthens the effect of influencers' digital marketing on purchase intention. Even in the retail sector, such as Alfamart and Alfamidi, product quality has been proven to reinforce the relationship between influencers and consumers' purchase intentions (Sumiansi, Fadjar, Sutomo, & Wanti, 2025).

Based on the above explanation, the following hypotheses are developed:

H1: The quality of halal cosmetic products has a positive effect on social media influencers' attitudes.

H5: The quality of halal cosmetic products has a positive effect on purchase intention, mediated by social media influencers

## **2.2 Brand Equity**

Brand equity is the outcome of consumers' perceptions, trust, experiences, and loyalty toward a brand, making it more recognizable and competitive (Jun & Yi, 2020). Several studies have shown that media influencers play a vital role in shaping brand equity. Research by Mandagi, Pasuhuk, and Kainde (2024) and Jun and Yi (2020) Several studies have shown that media influencers play a vital role in shaping brand equity. Warganegara et al. (2024) and Miller (2024) found that engaging content, interactive communication, and message consistency strengthen brand image and loyalty. In the context of small businesses, Obahiagbon, Nwankwo, and Olaniyi (2023) found that strategic collaborations with influencers effectively expand market reach and enhance brand credibility. Regarding endorsement effectiveness, Rathjens, Wu, Zhang, and Wei (2024) suggest that brands with high equity are more suitable for explicit endorsement strategies, while those with lower equity should be more selective.

Additionally, Smith, Jacobson, and Rudkowski (2021), highlight the role of internal influencers, such as employees whose loyalty and brand-aligned behavior can authentically strengthen brand equity. Further studies, including Majeed, Owusu-Ansah, and Ashmond (2021); Andreani, Gunawan, and Haryono (2021); and Febrian and Fadly (2021) demonstrate that brand equity has a positive impact on purchase intention, which is further enhanced by the presence of influencers in industries such as fashion and culinary. Verma (2021) reinforces this view, noting that influencers not only strengthen this relationship but also serve as mediators between brand equity and purchase intention, particularly when consumers perceive the brand positively. Therefore, a common understanding emerges that influencers not only directly support brand equity but also extend its impact on purchase intention through various channels of interaction and consumer perception.

Based on the above explanation, the following hypotheses are proposed.

H2: The brand equity of halal cosmetic products has a positive effect on social media influencers' credibility.

H6: The brand equity of halal cosmetic products has a positive effect on purchase intention, mediated by social media influencers

### **2.3 Information Credibility**

Information credibility is a critical factor in determining the effectiveness of social media influencers and consists of three main elements: trustworthiness, expertise, and attractiveness (Jiang et al., 2021). Several studies have emphasized the importance of these elements in shaping positive perceptions of influencers. For example, Keshavarz (2021) highlights that transparency and expertise are essential for maintaining influencer credibility, while attractiveness and similarity between influencers and followers strengthen parasocial relationships, which increases consumers' interest in the promoted products. In the context of trust-building, Erkan and Evans (2016) agree that trust in influencer information encourages consumers to be more receptive to recommendations. Other studies have linked information credibility to purchase intention through the mediating role of user engagement and emotional connection. Similar findings were reported by Khomsin, Edris, and Utomo (2023) and Sunarmo, Arsyad, and Widuhung (2025) who found that influencer credibility shapes advertising perception and positive brand image, fostering emotional bonds between consumers and brands, which in turn enhance purchase intention. In the beauty and fashion industries, Sihombing and Febriansyah (2025) and Wasiat and Bertuah (2022) revealed that information credibility—especially through online reviews and influencer visual content—has a stronger impact than regular customer reviews. Weismueller, Harrigan, Wang, and Soutar (2020) affirm that authentic and transparent endorsements are essential for building strong consumer perceptions of credibility. Overall, a synthesis of these studies shows that influencer information credibility influences purchase intention both directly and indirectly through emotional connection, user engagement, and brand image. The strength of these effects varies depending on the product type and content format.

Based on the above explanation, the following hypotheses are proposed.

H3: Information credibility positively affects social media influencers.

H7: Information credibility has a positive effect on purchase intention, mediated by social media influencers

### **2.4 Information Usefulness**

The role of beauty influencers in shaping consumer preferences on social media is largely determined by the usefulness of the information they provide. Several studies have shown that relevant, credible, and easy-to-understand information can enhance consumers' positive perceptions and purchase intentions toward products, including halal cosmetics. For instance, Nurtjahjadi and Budianti (2023) and Leong, Loi, and Woon (2021) found that influencer recommendations perceived as useful significantly contribute to the increase of consumers' purchase intentions. Similarly Suwandi, Pebrianti, Listiana, Ramadania, and Syahbandi (2023) and Mulyani, Najib, and Guteres (2021) highlighted that information shared by influencers on platforms such as TikTok and Instagram not only has a direct impact on purchase intention but also helps create a positive brand image and favorable attitude toward the product or service.

From a psychological perspective, studies by Zhang and Choi (2022) and Quelhas-Brito, Brandão, Gadekar, and Castelo-Branco (2020) demonstrate that information relevance strengthens the emotional attachment or parasocial relationship between users and influencers, which in turn amplifies their social influence—even if it does not always enhance their professional standing in the fashion industry. Further supporting this view, Yones and Muthaiyah (2023) and Angelia and Widjaja (2024) emphasized that the perceived usefulness of information helps build emotional connections between consumers and influencers as reliable information sources. Moreover, Subekti and Nugroho (2023) found that on platforms such as YouTube, consumers tend to rely on comprehensive and expert-delivered reviews as the basis for their purchasing decisions. Overall, these studies agree that influencer content must not only be engaging but also useful

and relevant, as the usefulness of information plays a crucial role in building trust, emotional engagement, and ultimately driving consumers' purchase intentions, particularly in the context of halal cosmetic products..

Based on the above explanation, the following hypotheses are proposed.

H4: Information usefulness has a positive effect on social media influencers' credibility.

H8: Information usefulness has a positive effect on purchase intention, mediated by social media influencers

## 2.5 Social Media Influencer/Beauty Influencer

Various studies have shown that social media influencers play an important role in shaping consumer purchase intentions, including men's skincare and cosmetics products. From the perspective of engaging, informative, and credible content, research by Arwachyntia and Sijabat (2022) and Diarti and Hesniati (2024) demonstrates that influencers can create positive brand perceptions, which ultimately increase consumer attraction and purchase intention—especially when the information shared is relevant to user needs. According to Anggetha and Albari (2024), influencers' personal characteristics—such as expertise, attractiveness, similarity, and brand congruence—play a significant role in shaping consumer attitudes, which in turn influence purchase intention toward brands like Scarlett Whitening. Similarly, Toni (2025) emphasized that these factors significantly affect consumer attitudes, highlighting the importance of influencer credibility and personality fit with the brand.

Immanuel and HS (2021) also underscore the importance of brand attitude as a mediating variable between influencers and purchase intention, emphasizing the psychological role of consumer perception in the decision-making process. Supporting this, Cahyaningrum, Prasetya, and Mustiawan (2025) found that the influence of influencers on purchase intention is consistently positive and significant, reinforcing that influencer-based marketing strategies remain relevant and effective. In the context of consumer trust, Wulandari and Isa (2025) highlighted that influencers' ability to deliver convincing and credible information greatly contributes to building trust in products, such as the Whitelab brand. Similarly, Nurtjahjadi and Budianti (2023) emphasized the importance of product quality and informational clarity as key drivers of purchase interest, reinforcing the influencer's role as a high-quality message communicator. Overall, a synthesis of these studies indicates that influencers affect purchase intention not only directly but also indirectly through mediating variables such as brand attitude and trust, enriching the understanding of consumer behavior dynamics in today's digital marketing ecosystem (Andriani, Fadjar, Muzakir, & Tambaru, 2025).

Based on the above explanation, the following hypothesis is proposed:

H9: Social media influencers have a positive effect on purchase intention

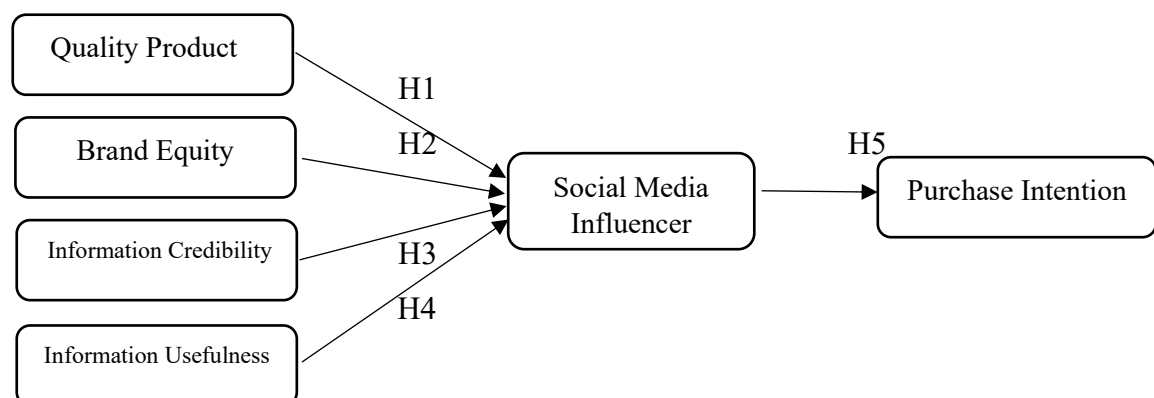


Figure 1. Research Model

### 3. Research Methodology

This study adopted a quantitative approach, with a survey method as the primary data collection technique. This method was chosen because it enables the systematic measurement and analysis of relationships among variables, particularly to assess the effect of social media influencers on consumers' purchase intention toward halal cosmetics. Data were collected through an online questionnaire designed to reach a large number of respondents efficiently while ensuring convenience in distribution. The research instrument consisted of 22 statements representing six variables: product quality, brand equity, information credibility, information usefulness, social media influencer impact, and purchase intention. All items were measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The sample size was determined following the recommendations of Hair, Babin, Anderson, and Black (2018) and was adjusted to the context of halal cosmetics and social media usage. Construct validity was tested using Confirmatory Factor Analysis (CFA) to ensure that the indicators appropriately represented the theoretical constructs being measured. Reliability tests were conducted by calculating Cronbach's Alpha and Composite Reliability (CR), with a minimum acceptable threshold of 0.7.

The study was conducted in Batam City, Riau Islands Province, a region designated as a Free Trade Zone (FTZ) with consumers who are open to international products but remain highly committed to religious values, particularly in consuming halal products. The research was conducted from September 2024 to May 2025, covering the stages of instrument development, preliminary validity testing, questionnaire distribution, and data analysis. The population of this study consisted of Muslim women in Batam who were interested in or experienced using halal cosmetic products, as well as those who followed beauty influencers on social media. The sampling technique used was purposive sampling, with the following criteria: Muslim women aged 18–45 years, residing in Batam, following at least one beauty influencer, and having experience or interest in halal cosmetics. The sample size was determined based on Hair et al. (2018), who recommend a minimum ratio of 1:10 between the number of indicators and respondents. With 22 items in the questionnaire, a minimum of 220 respondents is required. In total, 308 valid responses were collected, which provided a robust and representative dataset for analysis..

Data analysis was conducted using SmartPLS version 4 with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. PLS-SEM was selected because it can handle non-normal data, is suitable for complex models with multiple latent constructs, and effectively tests the causal relationships between variables. The analytical stages included construct validity and reliability testing, evaluation of the measurement model (outer model), evaluation of the structural model (inner model), and hypothesis testing to determine both direct and indirect effects of the variables.

### 4. Results and Discussion

#### 4.1 Respondent Characteristics

Table 1. Demographic Characteristics of Respondents

Category	Frequency	Percent
<b>Gender</b>		
Male	2	0,6
Female	306	99,4
<b>Total</b>	<b>308</b>	<b>100,0</b>
<b>Age</b>		

18 - 25 years	209	67,9
26 - 30 years	50	16,2
31 - 40 years	40	13,0
Above 41 years	9	2,9
<b>Total</b>	<b>308</b>	<b>100,0</b>
<b>Occupation</b>		
Housewife	48	15,6
Student / College Student	119	38,6
Private Employee	120	39,0
Civil Servant	8	2,6
Unemployed	8	2,6
Entrepreneur	5	1,6
<b>Total</b>	<b>308</b>	<b>100,0</b>
<b>Monthly Income (IDR)</b>		
< 2.000.000	165	53,6
2.000.001 - 4.500.000	110	35,7
4.500.001 - 8.000.000	21	6,8
8.000.001 - 12.000.000	5	1,6
> 12.000.001	7	2,3
<b>Total</b>	<b>308</b>	<b>100,0</b>

Source: Data processed using SPSS (2025)

Table 1 shows that most respondents were female (99.4%) and aged 18–25 years (67.9%). The predominance of women in this study aligns with the main target consumers of halal cosmetic products, who tend to be more active in seeking beauty-related information on social media. Women are generally more attentive to beauty and self-care and more responsive to beauty product promotions via digital platforms. Their high level of consumptive behavior toward skincare products is influenced by factors such as product quality, personal needs, and social media (Purwianti et al., 2023). Most respondents fell within the 18–25 age range (67.9%), categorized as late adolescents to young adults. At this stage, individuals generally possess sufficient cognitive and emotional maturity to make independent purchasing decisions. Adolescents aged 17–19 years experience significant social and psychological development, which affects their consumer behavior. Moreover, this age group—representing Generation Z—is known to be active social media users with a strong influence on beauty consumption trends (Dini, Alvina, & Mon, 2024).

The majority of respondents work as students (38.6%) or private employees (39.0%), indicating a demographic group that is highly exposed to digital information and is socially active, making them more receptive to marketing influences through social media, especially beauty influencers. They tend to follow trends, rely on social media as their primary information source, and often adjust their product preferences based on what is considered popular or endorsed by public figures. In terms of income, most respondents earned less than IDR 2,000,000 per month (53.6%), reflecting their purchasing power for products promoted by social media influencers. This profile suggests that most respondents come from a young, digitally active population, where influencer-based marketing strategies have high potential for shaping purchase decisions. Consumers in this segment typically seek products that are affordable yet offer added value, such as halal certification and trusted influencer endorsements. Income level significantly affects purchasing decisions, especially among middle- to lower-income consumers, who tend to be more selective regarding product information and pricing (Cuandra, Susanto, Hesniati, & Candy, 2024).

#### 4.2 Validity and Reliability Test

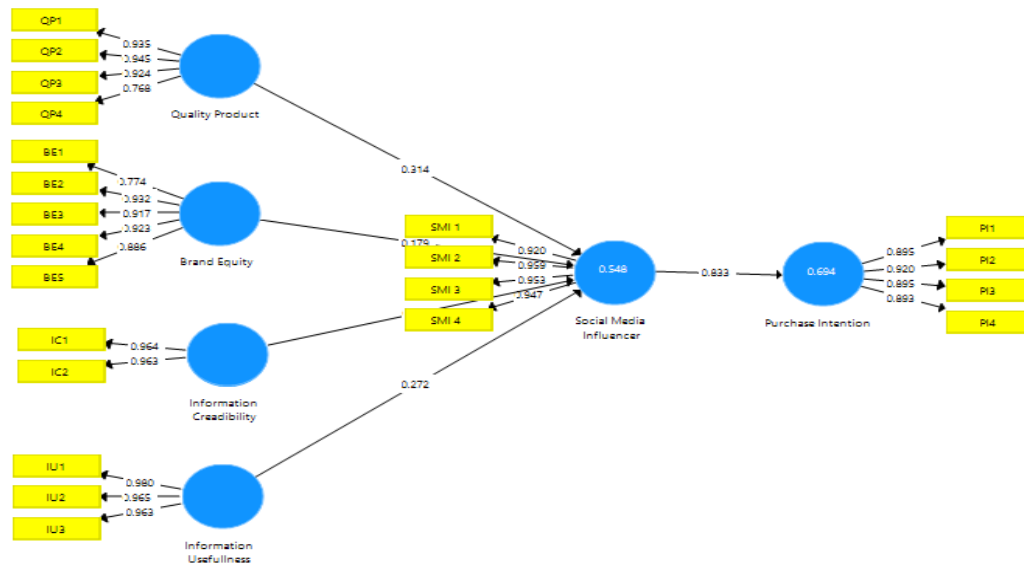


Figure 2. Outer Model  
Source: Data processed using SmartPLS 4

Figure 2 presents the outer model, which aims to measure the validity and reliability of the indicators in reflecting the latent constructs. The evaluation was conducted using convergent validity, discriminant validity, and composite reliability tests. The outer model ensures that each indicator accurately represents the research variables before analyzing the relationships between the constructs. Theoretically, this outer model supports construct validity within the framework of the Theory of Planned Behavior (TPB), as it demonstrates that each indicator used—such as those measuring product quality, information usefulness, information credibility, and others—truly reflects the underlying psychological dimensions of attitudes, subjective norms, and perceived behavioral control. This finding indicates that the respondents provided consistent answers based on their perceptions, allowing the research results to validly represent the process of purchase intention formation.

Table 2. Validity Test

Item	Outer Loading	Loading Factor	Description
BE1	0,774	0.7	Valid
BE2	0,932	0.7	Valid
BE3	0,917	0.7	Valid
BE4	0,923	0.7	Valid
BE5	0,886	0.7	Valid
IC1	0,964	0.7	Valid
IC2	0,963	0.7	Valid
IU1	0,980	0.7	Valid
IU2	0,965	0.7	Valid
IU3	0,963	0.7	Valid
PI1	0,895	0.7	Valid
PI2	0,920	0.7	Valid
PI3	0,895	0.7	Valid
PI4	0,893	0.7	Valid
QP1	0,935	0.7	Valid
QP2	0,945	0.7	Valid
QP3	0,924	0.7	Valid



QP4	0,768	0.7	Valid
SMI 1	0,920	0.7	Valid
SMI 2	0,959	0.7	Valid
SMI 3	0,953	0.7	Valid
SMI 4	0,947	0.7	Valid

Source: Data processed using SmartPLS 4

Based on the validity test results presented in Table 2, all items have outer loading values above 0.7, indicating that every indicator in this study was declared valid. This demonstrates that each item effectively measures its intended construct and can be used for further analysis.

Table 3. Reliability Test

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
Brand Equity	0,937	0,998	0,949	0,789
Information Credibility	0,923	0,923	0,963	0,928
Information Usefulness	0,968	0,968	0,979	0,940
Purchase Intention	0,922	0,924	0,945	0,811
Quality Product	0,917	0,940	0,942	0,803
Social Media Influencer	0,960	0,960	0,971	0,893

Source: Data processed using SmartPLS 4

As shown in Table 3, all variables in this study had Cronbach's alpha values above 0.7, confirming the reliability of the constructs presented in Table 2. The highest reliability score was recorded for the Social Media Influencer variable (0.953), indicating an excellent level of internal consistency. This demonstrates that the instrument used in this study is highly dependable for measuring the intended variables.

Table 4. Discriminant Validity Test

<b>Discriminant Validity</b>						
<b>Fornell-Larcker Criterion</b>						
Variabel	Brand Equity	Information Credibility	Information Usefulness	Purchase Intention	Quality Product	Social Media Influencer
Brand Equity	0,888					
Information Credibility	0,076	0,964				
Information Usefulness	-0,072	0,843	0,969			
Purchase Intention	-0,012	0,803	0,823	0,901		
Quality Product	-0,265	0,692	0,820	0,761	0,896	
Social Media Influencer	0,093	0,672	0,695	0,833	0,636	0,945

Source: Data processed using SmartPLS 4

Based on Table 4, the results of the discriminant validity test using the Fornell–Larcker Criterion indicate that the square root of the Average Variance Extracted ( $\sqrt{AVE}$ ) for each construct is greater than the correlation values between constructs. For instance, the Brand Equity construct has a  $\sqrt{AVE}$

value of 0.888, which is higher than its correlations with other constructs such as Information Credibility (0.076) and Information Usefulness (-0.072). Similarly, other constructs—including Information Credibility (0.964), Information Usefulness (0.969), Purchase Intention (0.901), Quality Product (0.901), and Social Media Influencer (0.945)—also had  $\sqrt{\text{AVE}}$  values higher than their correlations with other constructs. Therefore, it can be concluded that the research model meets the discriminant validity criterion. This implies that each construct in the model is distinct from the others, and the indicators used accurately reflect the specific construct being measured.

<b>Heterotrait-Monotrait Ratio (HTMT)</b>						
Variabel	Brand Equity	Information Credibility	Information Usefulness	Purchase Intention	Quality Product	Social Media Influencer
Brand Equity						
Information Credibility	0,067					
Information Usefulness	0,078	0,892				
Purchase Intention	0,111	0,870	0,873			
Quality Product	0,298	0,743	0,861	0,821		
Social Media Influencer	0,085	0,714	0,721	0,884	0,669	

Source: Data processed using SmartPLS 4

In the discriminant validity test using the Heterotrait-Monotrait Ratio (HTMT), all inter-construct ratio values were below the maximum threshold of 0.90. The highest HTMT value was observed between social media influencers and purchase intention (0.884), followed by Information Usefulness and Purchase Intention (0.873) and Information Credibility and Purchase Intention (0.870). Other relationships showed lower HTMT values, such as Brand Equity and Information Credibility (0.067), brand equity and social media influencers (0.085), and quality product and social media influencers (0.669). Overall, these results confirm that there are no discriminant validity issues with the latent constructs in this model. Therefore, it can be concluded that the measurement instrument used in this study demonstrates strong discriminant validity, with each construct clearly distinguished conceptually and empirically, without overlapping dimensions.

### 4.3 Hypothesis Testing

Table 5. *Path Coefficient Direct and Indirect*

Variable	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Ket
<b>Direct</b>				
Brand Equity -> Social Media Influencer	0,179	2,168	0,031	Signifikan
Information Credibility -> Social Media Influencer	0,212	2,121	0,034	Signifikan
Information Usefulness -> Social Media Influencer	0,272	2,308	0,021	Signifikan
Quality Product -> Social Media Influencer	0,314	3,255	0,001	Signifikan
Social Media Influencer -> Purchase Intention	0,833	25,710	0,000	Signifikan
<b>Indirect</b>				
Brand Equity -> Social Media Influencer -> Purchase Intention	0,149	2,226	0,026	Signifikan
Information Credibility -> Social Media Influencer -> Purchase Intention	0,177	2,086	0,037	Signifikan

Information Usefulness -> Social Media Influencer -> Purchase Intention	0,226	2,277	0,023	Signifikan
Quality Product -> Social Media Influencer -> Purchase Intention	0,261	3,243	0,001	Signifikan

Source: Data processed using SmartPLS 4

In the inner model analysis, all relationships among the variables in this study were found to be significant, based on T-statistics ( $>1.96$ ) and P-values ( $<0.05$ ). Brand equity significantly influenced social media influencers, with a coefficient of 0.179 ( $T = 2.168$ ;  $P = 0.031$ ). This indicates that the stronger the brand equity, the greater its effect on influencers' engagement on social media. A strong and trusted brand image enhances influencers' confidence when promoting halal cosmetics, meaning that brand equity in halal cosmetics positively affects social media influencers. Halal cosmetics are associated with values such as honesty, safety, and consumer care, particularly among those concerned with halal integrity and cleanliness of products.

Influencers who collaborate with well-known and respected brands also gain greater audience trust, making their content more acceptable and credible to their followers, thus increasing engagement and strengthening their personal branding. These findings are consistent with previous research, which found that brand equity has a strong relationship with media influencers. High brand equity enhances consumer trust in a brand, making influencers who collaborate with such brands more effective in influencing their audiences (Jun & Yi, 2020). Brand equity contributes to building customer loyalty and strengthening the relationship between brands and consumers through influencers' active involvement on social media. The results also show that brand equity positively affects purchase intention through social media influencers. Majeed et al. (2021) support this finding, indicating that brands with strong equity, when combined with the right influencer marketing strategy, can significantly increase consumers' purchase intentions. Therefore, for companies—especially in the cosmetics industry—seeking to strengthen their competitiveness, building strong brand equity and collaborating with suitable influencers are highly effective marketing strategies (Smith et al., 2021).

Information credibility also positively influenced social media influencers, with a coefficient value of 0.212 ( $T = 2.121$ ;  $P = 0.034$ ). This means that the more credible the information, the stronger its impact on consumers' perceptions of influencers. Similarly, information usefulness has a significant effect on social media influencers, with a coefficient value of 0.272 ( $T = 2.308$ ;  $P = 0.021$ ), indicating that the more useful the information provided, the greater its influence on the effectiveness of the influencers. Muslim consumers are highly attentive to the halal status and ingredient transparency of cosmetic products, especially those applied to the face. Therefore, openness and clarity of information regarding halal cosmetics positively affect social media influencers' credibility.

Influencers can communicate messages that align with the values of Muslim consumers more effectively when the brand information they share is reliable and trustworthy. Because influencers already hold followers' trust, their product promotions are perceived as more credible and convincing. These findings are consistent with previous studies showing that information credibility positively affects social media influencers because it encompasses trustworthiness, expertise, and attractiveness, which collectively enhance the effectiveness of influencers (Jiang et al., 2021). Transparent and trustworthy influencers are valued by audiences and have a greater influence on purchasing decisions (Yones & Muthaiyah, 2023). Moreover, credibility fosters purchase intention through the mediating role of the influencer (Keshavarz, 2021). In addition, relevant and useful information makes influencers more effective in shaping consumers' purchase interest, particularly in the promotion of halal cosmetic products (Wasiat & Bertuah, 2022).

Product quality had the strongest influence on social media influencers, with a coefficient value of 0.314 ( $T = 3.255$ ;  $P = 0.001$ ). This indicates that consumers' perception of product quality plays a crucial role in determining influencers' engagement in promoting products. Social media influencers can build trust with their audiences more easily when promoting high-quality halal cosmetic products. They are perceived as selective and credible in their endorsements—products that are proven to be safe,

comfortable to use, and deliver satisfying results enhance both the influencer's credibility and the brand's reputation. Moreover, followers tend to become more loyal when the products recommended by influencers demonstrate quality. Thus, high product quality strengthens both the influencer's reputation and the brand's image.

Previous studies have also shown that product quality significantly affects the effectiveness of social media influencer marketing on consumer purchase intention. This finding aligns with Kotler et al. (2018), who state that elements such as form, performance, reliability, features, durability, conformance quality, style, and size are integral components of product quality. Similarly, Hsu et al. (2024) found that producers who provide high-quality products make it easier for influencers to persuade their audiences. Therefore, the better the quality of the promoted product, the more effective the influencer's role in influencing consumer purchasing decisions (Nuryakin, Md Saad, & Maulani, 2024).

Furthermore, social media influencers had a highly significant effect on purchase intention, with a coefficient value of 0.833 ( $T = 25.710$ ;  $P = 0.000$ ). This demonstrates that influencers play a key role in shaping consumers' purchase intentions because they can deliver information in a personal, relatable, and persuasive manner. Influencers play an important role in fostering interest in and desire among Muslim consumers to purchase halal cosmetics. Many Muslim consumers seek products that align with their religious and ethical beliefs. When trusted influencers recommend halal cosmetics, they provide a sense of assurance and confidence that the product is worth trying, especially when the influencers themselves exhibit religious awareness and a commitment to halal principles.

These findings are consistent with Rimadias, Werdiningsih, and Baqi (2022), who confirmed that social media influencers have a strong positive impact on purchase intention. Similarly, Handayani and Setyaning (2025) found that influencers can build consumer trust and enhance product credibility. In the beauty industry, particularly in halal cosmetics, the presence of influencers is a critical factor in driving purchase decisions. Therefore, for companies seeking to increase sales and expand their market share, collaborating with the right social media influencers with a targeted and engaged audience is an extremely effective marketing strategy (Diarti & Hesniati, 2024).

Furthermore, the mediation path analysis results revealed that social media influencers significantly mediated the relationship between brand equity and purchase intention, with a coefficient value of 0.149 ( $T = 2.226$ ;  $P = 0.026$ ), credibility and purchase intention, with 0.177 ( $T = 2.086$ ;  $P = 0.037$ ), usefulness and purchase intention, with 0.226 ( $T = 2.277$ ;  $P = 0.023$ ), and product quality and purchase intention, with 0.261 ( $T = 3.243$ ;  $P = 0.001$ ). Thus, it can be concluded that influencers not only serve as mediators but also amplify the effects of these factors in increasing consumer purchase intention. These findings align with the Theory of Planned Behavior (TPB), which posits that attitude, subjective norms, and perceived behavioral control are the three main components influencing an individual's intention to perform a particular purchasing behavior Ajzen (1991), which posits that attitude, subjective norms, and perceived behavioral control are the three main components influencing an individual's intention to perform a particular behavior.

In the digital era, a product's success in the market depends not only on its intrinsic quality but also on effective marketing strategies through influencers. Consumers tend to place greater trust in products that possess high quality and are endorsed by credible influencers who provide useful and reliable information (Illahi & Andarini, 2023). Additionally, strong brand equity enhances consumer trust and increases the effectiveness of influencer endorsement. Therefore, companies seeking to boost sales and customer loyalty must adopt digital marketing strategies centered on collaboration with social media influencers who align with their target audience. Moreover, businesses must ensure that their products meet consumer expectations in terms of quality, reinforcing the overall impact of influencer-driven campaigns on consumer purchase intentions.

## **5. Conclusion**

### **5.1 Conclusion**

Using the Theory of Planned Behavior (TPB) approach, this study aimed to evaluate the influence of social media influencers on the purchase intention of Muslim consumers in Batam City for halal cosmetic products. The results revealed that product quality, information credibility, brand equity, and information usefulness positively and significantly affect consumers' perception of social media influencers. Moreover, this study confirmed that social media influencers play a significant mediating role in the relationship between these independent variables and purchase intention. Influencers not only deliver promotional messages but also reinforce customer attitudes, shape subjective norms, and influence perceived behavioral control within the framework of TPB. Hence, the presence of influencers in the digital world can strengthen the psychological factors that drive consumers to purchase halal cosmetics.

Theoretically, this study contributes to the development of the TPB model by incorporating social media influence as a mediating variable in the context of digital Islamic marketing. This expands the understanding that subjective norms in TPB may arise from trusted and followed digital figures, demonstrating that Muslim consumer behavior in purchasing decisions is increasingly influenced by parasocial relationships within the Islamic digital marketing ecosystem. These findings provide valuable insights for halal cosmetic companies to develop value-based digital marketing strategies. To build trust and enhance consumer purchase intentions, strategic collaboration with credible influencers—those who understand halal principles and can convey relevant and useful information—is essential. To sustain long-term customer loyalty, businesses must ensure high product quality and strengthen their brand equity through consistent and value-driven storytelling. Therefore, this study emphasizes that the success of halal product digital marketing strategies depends not only on product performance but also on the company's ability to create positive perceptions through influencers who can bridge religious values and consumer preferences in the digital era.

### 5.2 Limitations

Although this study produced significant findings, it has several limitations must be acknowledged. First, the research only focused on Muslim female respondents in Batam City; therefore, the results may not represent other geographical or demographic contexts. Second, the quantitative and online-based methodology used in this study does not capture consumers' emotional or subjective experiences. Third, other potential factors that may influence purchase intention, such as price, packaging, and product availability, were not included in this study.

### 5.3 Recommendations

Future studies should include more diverse respondents from various regions and backgrounds to enhance generalizability. The use of a mixed-method approach is also recommended to gain more comprehensive and in-depth insights into the subject. For halal cosmetic businesses, building a strong brand image and maintaining high product quality are crucial to ensure effective collaboration with influencers. The information shared by influencers must be credible and relevant to foster trust and purchase intentions among Muslim consumers.

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