

Research Article

# When Brand, Quality, and Social Media Align: Insight into Wardah Face Cream Purchase Decisions

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**Abstract:** This study investigates the influence of Brand Image, Product Quality, and the use of Social Media on consumers' purchasing decisions to Wardah facial cream. Using a quantitative method with purposive sampling technique, this study involved 120 Wardah product users in the West Semarang area. Data were collected through an online questionnaire and processed using SmartPLS 4.0. The results indicate that product quality and social media usage have a positive and significant effect on purchasing decisions, whereas brand image shows a positive but insignificant effect. This suggests that consumers tend to prioritize tangible attributes such as product quality and active engagement through social media over brand perception. The model explains 75.2% of the variance in purchasing decisions (Adjusted  $R^2 = 0.752$ ), highlighting the strong explanatory power of the variables examined. Practically, the findings suggest that marketers should prioritize product quality and optimize social media campaigns to boost customer engagement and loyalty, while reassessing brand perception strategies.

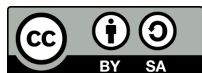
**Keywords:** Brand Image; Consumer Behavior; Product Quality; Purchasing Decisions; Social Media.

## 1. Introduction

Industrial development is now influenced by technological advances. One of them is industries that are experiencing development namely cosmetics and beauty industry. This causes changes in people's lifestyles, where people want to look like celebrities, especially women. To achieve bright, clean, and glowing skin, people are competing to care for and beautify themselves, even willing to emit big cost. Cosmetic products have developed into a vital necessity that must be met today. According to this, beauty makes them more confident self, and the more they take care of themselves, the more confident they are (Setyawan & Indrastuti, 2021).

Purchase decision that is activity consumer the purpose of which buy or no against a product (Mitang, 2020). The factors that consumers most often consider before deciding to buy an item are quality, price, and the brand that is already known to the public. Quality, price, and brand image are product attributes that influence a consumer to purchase goods or services. Brand image will become a main factor in the product that will be sold in the market and make it different from other products. So, this is called the view that arises in mind consumer moment they look for brand product certain. Brand is a term, sign, symbol, or else combination which shows the identity of the product or service of one or a group of sellers and makes their product different from their competitors' products (Lia & Hakiem, 2022). Product quality means the function and benefits of a product that is of good quality to fulfill and fill needs. What the people who use it need. Product quality can be defined as all the characteristics of a good or service whose purpose is to meet needs, either explicitly or implicitly (Yohana Dian Puspita & Ginanjar Rahmawan, 2021). Meanwhile, social media is a type of media that contains a collection of online sources created, studied, used, also

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distributed the goal give know public about goods, services, brands, issues, and things important others (Usnan et al., 2024) .

Based on these factors, it is important to examine how brand image, product quality, and social media influence in the cosmetics industry. Wardah, as one of Indonesia's leading halal cosmetic brands, provides a relevant case study to understand these dynamics. PT Paragon Technology and Innovation produces Wardah, a local cosmetics brand. Wardah is marketed toward Muslim women due to its association with the hijab and its tagline "halal cosmetics." However, non-Muslim women can also use it. One of Wardah's advantages its affordable price, high-quality ingredients, safety, and halal ingredients. Consumers can find a variety of Wardah products, including body care, skin care, and beauty products. maintenance hand, cosmetics, and perfume. Company cosmetics try for compete with the existing competition by issuing things new. To reach new products to its customers , Wardah needs a strategy appropriate to increase competitiveness as well as become more known by consumer. For promote and advertise the product, Wardah uses endorser artist as strategy marketing. Dewi Sandra, Inneke Koesherawati, Natasha Rizky, Dian Pelangi , and Zaskia Sungkar are well-known supporters of Wardah. In addition, Wardah is affiliated with a figure influential From South Korea, Ayana Jihye Moon became a public supporter Rosita & Novitaningtyas, (2021) The Top Brand Award, first introduced in 2000 by Indonesian marketing expert Handy Irawan D., is given to brands with outstanding performance in the Indonesian market. Since 2007, winners in newly introduced categories have also been eligible for this award, which is based on survey evaluations conducted by Frontier National. Several skincare brands recognized as Top Facial Creams during 2020–2024 are as follows:

**Table 1.** Top Brand Index Category Cream Face 2020-2024.

Name Brand	2020	2021	2022	2023	2024
Garnier	9.80	10.80	18.00	20.80	18.10
Queen's Gemstone	-	-	-	-	1.50
Nivea	-	3.70	3.70	3.30	4.20
Sariayu	-	-	-	-	2.00
Wardah	19.60	21.40	15.00	15.30	12.10

Source: Top Brand Index ( [www.topbrand-award.com](http://www.topbrand-award.com) )

Based on the table above, it can be seen that the Wardah product has shown a declining trend in the Top Brand Index since 2021, with a sharp drop in the following years. This downward movement suggests shifting consumer perceptions and preferences, which may threaten Wardah's position as a leading halal cosmetic brand. At the same time, competition in the market has intensified, with global brands such as Garnier gaining strength and local players like Mustika Ratu and Sariayu re-emerging. These dynamics highlight the urgency of examining the factors that influence consumers' purchasing decisions for Wardah products.

Wardah is widely recognized as the leader in Indonesia's halal cosmetics industry with a strong customer base, this declining phenomenon is interesting to research. This decline may be linked to reduced product quality, limited innovation, shifts in marketing strategies, or the strengthening of competitors' brands. Accordingly, research on Wardah's facial cream is essential to identify the factors influencing this decrease. This study focuses on consumer perception, product quality, online promotion, and customer loyalty, with the aim of providing deeper insights into the challenges faced by Wardah in maintaining its position in the Indonesian

Several factors contributed to the decline in product sales, with product quality being a major factor (Top Brand Award Indonesia, 2021). According to Hikmah & Nugraha (2023) product skincare like cream face Wardah is one example of how quality is crucial in building customer trust and loyalty. Wardah, a widely recognized local brand in Indonesia, offers skincare products tailored to Indonesian skin characteristics and is *halal-certified*.

Brand image also serves as an important determinant of purchasing decisions. Wardah's facial cream represents not only its functional benefits but also the perception of safety, effectiveness, and halal certification. The brand image reflects Wardah's commitment to delivering safe, high-quality, and halal products, which strengthens consumer confidence compared to competing brands (Susila, 2023) .

In addition, social media plays a vital role in the promotion and sales of Wardah facial cream. Wardah has successfully captured customers' attention and influenced their purchasing decisions to buy through positive testimonials and engaging promotions. With support from through influencer marketing, customers can see credible reviews, increasing trust in the product. Direct social media interactions with Wardah and positive consumer reviews encourage purchases of facial creams (Suryasuciramadhan et al., 2024).

Based on these considerations, it is important to examine how brand image, product quality, and social media collectively influence consumer purchasing decisions for Wardah facial creams. The problem formulation of this study is: *What is the influence of brand image, product quality, and social media on consumer purchasing decisions for Wardah facial cream?* The objective of this research is to analyze the roles of these three variables in shaping consumer behavior. The findings are expected to provide theoretical contributions by enriching the literature on consumer behavior and marketing in the halal cosmetics industry, as well as practical contributions by offering insights for Wardah and similar brands to enhance brand image in an increasingly competitive market, strengthen product quality, and optimize digital marketing strategies.

## 2. Literature Review

### Purchase Decision

A purchase decision refers to the process of choosing between two or more available alternatives. Thus, the decision reflects consumer behavior in fulfilling goods and services with personal goals (Setyawan & Indrastuti, 2021). According to Ningsih & Siagian (2024), there are three indicators of purchasing decisions. First, purchase maturity, which is the consumer's belief in making a purchase decision without doubt. Second, purchase habit, which is the tendency of consumers to make the product part of their routine, such as using and buying Wardah facial cream periodically as part of daily maintenance. Third, repeat purchase, which is the decision to repurchase the same product due to satisfaction. Because purchasing decisions do not occur in isolation, they are shaped by multiple factors such as perceptions of the brand, the quality of the product, and the role of social media in delivering information and influencing consumer trust.

### Brand Image

Brand image means the overall understanding of customers about a brand, starting from the quality of goods or services as well as the values and feelings associated with it. Consumers' views of a brand are influenced by their experiences with the product and other interactions. Brand image builds an emotional bond with consumers and becomes a main factor in deciding what to buy and how the brand is perceived overall (Ningsih & Siagian, 2024).

According to Tambun et al. (2023) there are several indicators; recognition, is the stage at which the brand is known to consumers. If the brand unknown, products are sold by sticking to low prices (logo, features). Reputation, is a stage that reasonable to a brand, because it is more trusted to have track record well. Affinity is the pleasure or attraction that arises between brands and their customers. Products with brand which liked will form perception quality tall as well as satisfaction, these four indicators show how customers form and view brands. Domain, refers to how large the scope of a product that wants to use to the brand. However, brand perception alone may not be sufficient. In highly competitive industries such as cosmetics, especially halal-certified ones like Wardah, consumers also expect consistency and quality in the product itself. This makes product quality another critical factor in shaping purchasing behavior.

### Product Quality

Quality is the level of quality expected from the product and its control. In other words, it is become the greatness of the product in carry out various important things, like resilience, to the main, precision, easy operation, repair as well as other (Cahyani et al., 2023). According to Adilah et al. (2023) product quality is measured by key indicators that look at aspect consumer perception and experience of the product. Performance (durability and effectiveness), conformance to specifications (suitability to consumer needs), features (planned attributes such as texture, content, and additional benefits of facial cream), reliability (probability of functioning without failure), and aesthetics (appearance, color, and shape that

create a pleasant user experience). Even with strong brand recognition, consumers may reject products that do not meet expected quality standards. Thus, in the case of Wardah, halal certification and brand trust must be supported by consistent product quality to maintain long-term loyalty.

### **Social Media**

Social media is receptacle which consist online sources that can created, studied, used, and distributed to inform society will goods, services, brands, issues, and other important things that are currently happen (Indriyani & Suri, 2020). According to Putri et al. (2022) social media is a marketing strategy used to directly or indirectly increase awareness of brands, companies, products, individuals, and others. It utilizes social media platforms such as blogging, microbiology, social bookmarking, social networking, and content sharing.

Indicators of Social Media according to Kinasih & Hariasih (2022) first, context (atmosphere) is a situation or environment, both digital and physical, that influences how the audience reads and understands the message. Second, communication is the delivery of company information to consumer through various media for make they understand and interested on product. Third, collaboration (cooperation) is in create mark and expand range promotion, various parties such as companies, influencers, content creators, and consumers work together through media social. Last, connection is emotional bonds between consumers and brands built through interactions and experiences.

### ***Influence Brand Image To Wardah Facial Cream Purchase Decision***

Unlike generic cosmetic products, Wardah's positioning as a halal-certified brand makes brand image a critical determinant of consumer trust, particularly among Muslim consumers in Indonesia. A strong brand image not only differentiates Wardah from global competitors such as Garnier but also reinforces its religious and cultural relevance in the local market. According to Tanady & Fuad (2020), Brand image is a designation, term, symbol, design, or combination of a brand product, which aims to recognize goods and services from a producer and distinguish it from competitors. Furthermore, Nurmalasari & Istiyanto (2021) found that brand image has a significant positive influence on purchasing decisions. Based on this rationale, the following hypothesis is proposed:

H1: Brand image has a positive and significant influence on the purchase decision Wardah facial cream products.

### ***Influence Product Quality To Wardah Facial Cream Purchase Decision***

In the cosmetics industry, product quality plays a decisive role in shaping consumer loyalty and repeat purchases. For Wardah, high-quality standards are especially crucial because consumers expect halal-certified products not only to be safe but also effective and reliable. Quality aspects such as durability, suitability to consumer needs, additional product features, and aesthetic appeal strengthen consumer confidence in Wardah facial creams. Product quality is one thing the determinant of purchasing decisions is seen through good quality which can then create, maintain and make consumers loyal. (Fatmaningrum & Fadhilah, 2020). This is similarly with research Adilah et al. (2023) revealing the significant positive influence of quality product on decisions. Based on this rationale, the following hypothesis is proposed:

H2: Product quality has a positive and significant influence on the decision to purchase Wardah facial cream products.

### ***Influence Social Media To Wardah Facial Cream Purchase Decision***

The rise of internet-based technology has transformed how cosmetic brands interact with their consumers. Unlike traditional marketing, social media provides a two-way communication platform that allows brands like Wardah to build closer relationships with their target audience, showcase halal values, and increase product awareness. Through influencer collaborations, interactive campaigns, and user-generated content, Wardah can strengthen consumer trust and stimulate purchase intentions. As explained by Japlani (2020) unlike legacy applications, social media provides a platform to support content creation and uploading, networking and conversation, media sharing, and direct product ordering. With this convenience, people become more confident in buying a product they see on social networks. Furthermore Trisnadewi et al. (2022), found that social media exerts a significant positive influence on purchasing decisions. Therefore, the following hypothesis is proposed:

H3 : Social Media has a positive and significant influence on the Purchase Decision of Wardah facial cream products.

## Research Framework

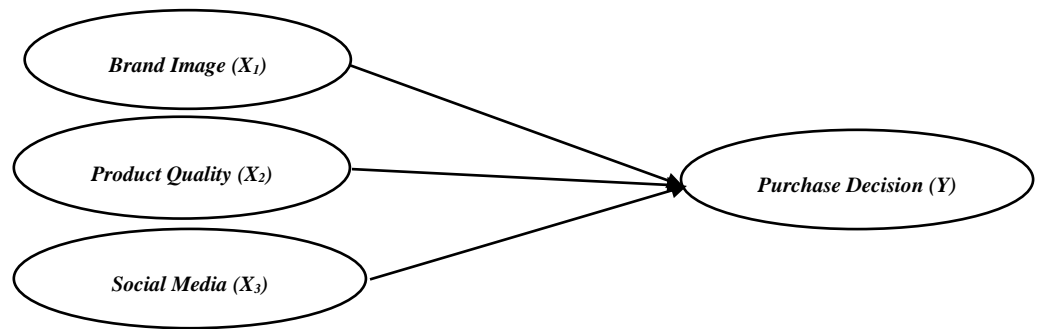


Figure 1. Research Framework.

## 3. Proposed Method

This study consists of two independent variables, namely In addition, Brand Image is also included as an influencing variable. Product Quality and Social Media, and one dependent variable, namely Purchase Decision. All variables are measured using a Likert scale with five answer options, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5), where higher scores indicate stronger agreement Ariella (2018) Data were collected using a structured questionnaire distributed with Google Forms. Population is area that the researcher wants to study. The population consists of a generalization area consisting of things with specific qualities and characteristics that have been determined by the researcher to be examined before arriving at a conclusion (Handayani, 2022). With the total population as many as 120. The sample size requirement must be met at least 5-10 times the number of indicators for all variables to obtain reliable results Firdaus Setiawan et al. (2024) there are 15 indicators used as parameters in this observation:

$$n = (8) \times 15$$

$$n = (8) \times 15 = 120 \text{ respondents}$$

From that calculations, a minimum sample size of 100 respondents was obtained. This study used a non - probability sampling technique with a purposive sampling method , namely selecting respondents based on certain criteria: at least 17 years old, having purchased, and using Wardah facial cream at least twice. Data processing was carried out using SmartPLS 4.0 software for PLS-SEM analysis.

## 4. Results and Discussion

### Evaluasi Model Measurement ( Outer Model )

#### Test Validitas Convergent

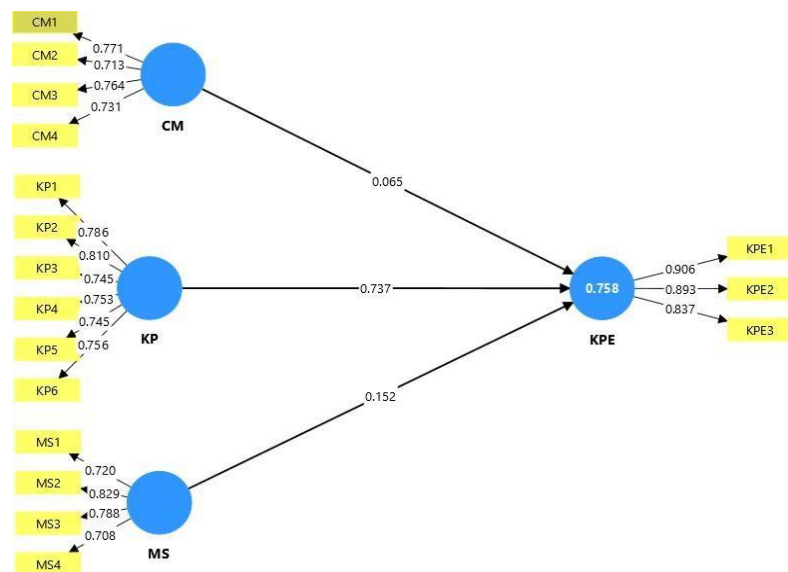


Figure 2. Diagram Track.

**Table 2.** Loading Factor.

	<b>CM</b>	<b>KP</b>	<b>KPE</b>	<b>MS</b>
CM1	0.771			
CM2	0.713			
CM3	0.764			
CM4	0.731			
KP1		0.786		
KP2		0.810		
KP3		0.745		
KP4		0.753		
KP5		0.745		
KP6		0.756		
KPE1			0.906	
KPE2			0.893	
KPE3			0.837	
MS1				0.720
MS2				0.829
MS3				0.788
MS4				0.708

Each indicator in the constructs of Brand (X1), Product Quality (X2) Social Media (X3), and Purchase Decision (Y) a value of  $> 0.7$  based on the convergent validity test using external loading values. These results indicate that all indicators are valid and able to measure their respective constructs well. Therefore, the model structure used meets the requirements for convergent validity. The next step is to check the value from the AVE (Average Variance Ex-tracted) calculation, the goal determine mark on variables. AVE value , Which obtained through data processing using SmartPLS 4.0, shown in the following table.

**Table 3.** Average Variance Extracted (AVE).

<b>AVERAGE VARIANCE EXTRACTED (AVE)</b>	
CM	0.555
KP	0.587
MS	0.582
KPE	0.773

As seen in the results above , it can be concluded that all variables  $> 0.5$  . Then from Therefore, this model meets the research model requirements for the convergent validity test of the AVE value.

### ***Test Validity Discriminant***

Table following show cross loading For test validity discriminant.

**Table 4.** Cross Loading.

	<b>CM</b>	<b>KP</b>	<b>KPE</b>	<b>MS</b>
CM1	0,771	0.433	0.515	0.447
CM2	0,713	0.502	0.421	0.374
CM3	0,764	0.562	0.447	0.404
CM4	0,731	0.417	0.454	0.401
KP1	0,524	0.786	0.644	0.361
KP2	0,473	0.810	0.633	0.377
KP3	0,422	0.745	0.584	0.370
KP4	0,391	0.753	0.568	0.354
KP5	0,543	0.745	0.612	0.351
KP6	0,547	0.756	0.829	0.516
KPE1	0,619	0.774	0.906	0.520
KPE2	0,531	0.788	0.893	0.562
KPE3	0,476	0.694	0.837	0.407
MS1	0,487	0.317	0.372	0.720
MS2	0,414	0.471	0.469	0.829
MS3	0,388	0.345	0.443	0.788
MS4	0,395	0.428	0.440	0.708

Based on Which has reviewed in Table, For test validity discriminant, tech-nique Cross-loading was used. All indicators showed the highest loading value on the construct being measured to determine discriminant validity.

### ***Test Reliability***

Next is the reliability test. For see certainty that the data obtained is in ac-cordance with with existing data . The test results are shown in the following table.

**Table 5.** Cronbach's Alpha and Composite Reliability.

	<b>Cronbach's Alpha</b>	<b>Composite Reliability (Rho_A)</b>	<b>Composite Reliability (Rho_C)</b>
CM	0.734	0.737	0.833
KP	0.860	0.867	0.895
MS	0.759	0.765	0.847
KPE	0.853	0.860	0.911

Based on the table, each variable has a Cronbach's Alpha and Composite Reliability value  $> 0.7$ , and the Cronbach's Alpha value  $> 0.80$ .

**Test Evaluation Model Structural (Inner Model)**  
**Test Multicollinearity**

**Table 6.** Inner VIF.

	VIF
CM1	1.444
CM2	1.500
CM3	1.598
CM4	1.430
KP1	1.936
KP2	2.431
KP3	1.940
KP4	1.967
KP5	2.051
MS1	1.469
MS2	1.740
MS3	1.545
MS4	1.299
KP6	1.565
KPE1	2.505
KPE2	2.296
KPE3	1.824

Multicollinearity test the goal knowing how much similar to the independent variables considered. The VIF values of the three exogenous variables in the table are  $> 10$ , which indicates no multicollinearity disturbance in the independent variables discussed.

**R- test Square ( $R^2$ )**

Testing furthermore is test R-Square ( $R^2$ ), coefficient This show capacity model to explain changes in the dependent variance.

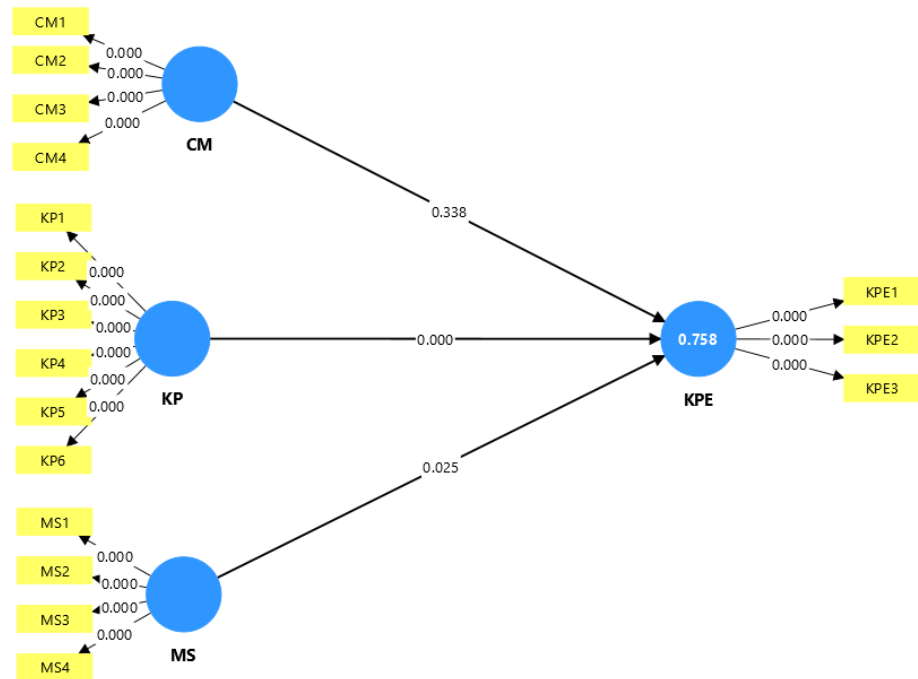
**Table 7.** R-Square ( $R^2$ ).

	R-Square	R-Square Adjusted
KPE	0.758	0.752

Based on table above, in column of Adjusted R-Square of variable Decision, there is a figure of 0.752, which is equivalent to 72.5% in percentage form. This value has meaning namely the variables Brand Image Quality, and Social Media to influencing purchasing decisions by 72.5%.



### Test Hypothesis Model Analysis Track ( Path Analysis )



**Figure 3.** Modeling Structure Beginning.

Structural Modeling loading information on path coefficients, t-statistic values, and P-values generated through bootstrapping with SmartPLS 4.0.

a. Test Q -Square ( Q<sup>2</sup> )

Prediction relevance test or Q-Square to determine predictive ability through the method blindfolding. Besides That, test This done the goal see Good whether or not results observation based on data. Results will shown in table results exercise data Q-square, as follows:

**Table 8.** Prediction Relevance.

Variabel	Q <sup>2</sup> Predict	RMSE	MAE
KPE	0.735	0.526	0.383

In the following table , the Q<sup>2</sup> value is 0.735, which shows that the research model is Excellent predictive ability in explaining the dependent variable. This means that this model is quite good at predicting new data, so the analysis results are considered valid and can be trusted as a basis for decision-making.

b. Test T

**Table 9.** Path Coefficients Between Variables for Hypothesis Testing.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
CM → KPE	0.065	0.071	0.068	0.958	0.338
KP → KPE	0.737	0.734	0.061	12.142	0.000
MS → KPE	0.152	0.154	0.068	2.236	0.025

The table above shows the value of path analysis all variable a positive one indicates a correlation that is directly proportional to purchasing decisions. In short, high n yes brand image, product quality, and social media engagement will lead to high his purchasing deci-sions. The following is an explanation of the research findings and a discussion of the influence of exogenous variables on endogenous variables:

- 1) Results show Brand Image (X1) the coefficient is 0.065 with p-values as big as 0.338 > 0.05. Which mean Decision Purchase (Y) influenced in a way positive not significant by variable I Brand Image (X1).
- 2) Results show Quality Product (X2) own coefficient is 0.737, p-values 0.000 < 0.05. Which means Purchase Decision (Y) influenced in a way positive significant by variables quality product (X2).
- 3) Results show that Media Social (X3) the coefficient is 0.152, p-values 0.025 < 0.05. Which mean Decision purchase (Y) influenced in a way positive significant social media variable (X3).

#### ***Influence Brand Image To Wardah Facial Cream Purchase Decision***

From the data results that have been processed, shows that brand image has a positive but insignificant influence on purchasing decisions of Wardah Facial Cream consumers. This indicates that even though consumers assess the Wardah brand with well, they No always make it a primary consideration in making purchases. Although the Wardah brand is considered good, its influence is weak because product quality and social media variables dominate consumer perception. Therefore, brand perception still plays a role, but is not so important in making purchase decisions. This shows that, Wardah's brand influence is still positive, which means its reputation still helps However No in a way direct. This research is equivalent to the research Salam & Abdiyanti (2022) who said that influential positive no significant to purchase decision because consumer no longer started with consider brand image, but more to benefit the product. This research still not in line with study (Nurmalasari & Istiyanto, 2021) who said brand image influential positive significant, because existence difference research object and period.

#### ***Influence Product Quality To Wardah Facial Cream Purchase Decision***

The processed data indicate that product quality has a significant positive effect on consumer purchase decisions for Wardah facial cream. This means that the higher the perceived quality of Wardah's facial cream, the greater the likelihood that consumers will decide to purchase it. Thus, product quality emerges as the primary factor influencing consumers' purchasing decisions. The results of this study confirm that product quality is an important factor that influences consumer behavior, this is in line with research Suchita & Halim (2024); Shofwan et al. (2020); Adilah et al. (2023) Which say that quality product influential positive And significant to buying decision. In the findings the shows that customers prefer products that are considered safe, effective and appropriate with their skin needs. Maintaining product quality creates a sense of trust and satisfaction, which leads to customers purchasing products more frequently and becoming more loyal.

#### ***Influence Social Media To Wardah Facial Cream Purchase Decision***

From the data results that have been processed, produce statement that social media has a significant positive influence on consumer purchasing decisions Wardah Facial Cream. This means that social media plays a significant role in influencing purchasing decisions for Wardah Facial Cream. The findings of this study are in line with the results of the study previously said that through trust consumer, marketing with media social impact positive And significant on Proven purchasing decision Gracelia & Indriani (2023), with factors related to social media is very important, because become A good communication tool for disseminating product information, connecting with customers, and building emotional connections with brands. Influencers and interactive content increase customer trust and engagement. encourage them to buy the product (Trisnadewi et al., 2022). Factors such as influencer endorsements, online promotions, interactive content on social media, and customers' emotional close-ness to the brand increase the desire to purchase.

## **5. Conclusions**

This study concludes that among the variables tested, product quality exerts the strongest and most significant influence on consumer purchase decisions for Wardah facial cream. Consumers increasingly prioritize product effectiveness, safety, and sustainability, which makes quality the decisive factor in shaping their choices. In contrast, brand image was found to have a weak and statistically insignificant effect, suggesting that while Wardah is positively perceived, image alone is insufficient to drive purchase decisions. Social media, meanwhile, shows a positive influence through advertising, influencer endorsements, and

interactive promotions, though its role is secondary compared to product quality. The practical implication is that Wardah must consistently improve and innovate its product quality, ensuring safety, halal integrity, and features that meet evolving consumer expectations. Branding efforts, though not directly impactful in this study, remain essential for long-term positioning and should focus on sustained campaigns that highlight Wardah's values. Social media should be further optimized through engaging content, collaborations with public figures, and micro-influencer partnerships to strengthen emotional connection with younger consumers.

For future research, additional variables such as brand trust, price, and promotional effectiveness should be incorporated to capture a broader perspective of consumer behavior. Extending the research period and diversifying respondent demographics would also enhance the generalizability of findings, allowing a more comprehensive understanding of market dynamics in Indonesia's competitive halal cosmetics industry.

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