

HALAL COSMETIC PRODUCT BUYING INTEREST AND ITS IMPACT ON CONSUMER PURCHASE DECISIONS

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Abstrak

Tujuan utama dari penelitian ini adalah untuk mengidentifikasi faktor-faktor yang mempengaruhi keputusan pembelian produk kosmetik halal SAFI melalui penggunaan analisis kuantitatif asosiatif dan intervensi melalui variabel minat beli. Dengan menyebarkan google form, instrumen yang digunakan dalam penelitian sebelumnya digunakan untuk mengumpulkan data yang diperlukan. Pengolahan dan analisis data dilakukan dengan menggunakan SMART PLS versi 3. Dari pengikut Instagram SAFI, 100 responden memberikan data penelitian. Analisis jalur mengungkapkan bahwa viral marketing, citra religiusitas merek, gaya hidup, dan sertifikasi halal memiliki dampak yang besar terhadap keputusan pembelian melalui minat beli. Sementara itu, beauty vlogger tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian melalui minat beli. Hal ini berarti bahwa beauty vlogger memiliki pengaruh langsung terhadap keputusan pembelian tanpa melalui minat beli. Akibatnya, perusahaan SAFI harus meningkatkan pembelian produk SAFI dengan memperluas pemasaran viral, citra religiusitas merek, beauty vlogger, gaya hidup, sertifikasi halal, dan minat beli.

Kata Kunci: Viral Marketing, Citra Religiusitas Merek, Beauty Vlogger, Gaya Hidup, Sertifikasi Halal, Keputusan Pembelian

Abstract

The primary goal of this research is to identify the factors that influence purchase decisions on SAFI halal cosmetic items through the use of associative quantitative methods and intervention through buying interest variables. By distributing survey questions, the instruments employed in earlier studies were used to gather the necessary data. Data processing and analysis were carried out using SMART PLS version 3 software. From SAFI's Instagram followers, 100 responders provided the research data. Path analysis reveals that viral marketing, brand religiosity image, lifestyle, and halal certification all have a substantial impact on purchase decisions via buying interest. Meanwhile, beauty vloggers have no discernible influence on shopping decisions via purchasing interest. This means that beauty vloggers have a direct influence on purchasing decisions without passing via buying interest. As a result, SAFI companies should improve their purchase of SAFI products by expanding viral marketing, brand religiosity image, beauty vlogger, lifestyle, halal certification, and buying interest.

Keywords: Viral Marketing, Brand Religiosity Image, Beauty Vlogger, Lifestyle, Halal Certification and Purchase Decision

1. Introduction

Purchasing decisions are critical components in the development of marketing strategy for businesses. Customer loyalty can boost sales volume. In 2014, the global Muslim cosmetics sector spent \$54 billion, or approximately 7% of global consumption, and this figure is expected to rise by \$80 billion by 2020 (Yuswati, 2018). The Muslim community currently accounts for 30% of the overall population, and it is expected to expand to 35% by 2025 (Esfahani and Shahnazari, 2013). Indonesia is the world's second most populous country, with 3.9 billion Muslim cosmetic expenditures, a 1.5

billion difference from India (Ahmad *et al.*, 2021). The significant proportion of Muslim citizens in Indonesia who are obligated to follow Islamic rules influences purchasing decisions for clearly halal products.

According to the Ministry of Sector, the cosmetic industry in Indonesia grew by 20% in 2018 over the previous year, owing to strong market demand both within the country and through exports, particularly among women, who are the cosmetic industry's primary target market (Kemeterian Perindustrian Republik Indonesia, 2018). The more evolved the digital world becomes, the more business people choose marketing techniques that involve using the internet to promote their company and communicate with the public or consumers. Consumers' purchasing interests must also be addressed before making a purchase. Buying interest is an attitude that develops as a result of a reaction to an object and describes a person's desire to purchase something. (Kotler and Keller, 2009).

Several research findings on purchasing decisions indicate that several elements, such as viral marketing, influence purchasing decisions (Agesti *et.al.*, 2021; Zulkarnain, 2014; Susilowati *et al.*, 2019; Handaruwati and Maharani, 2018; Irwansyah *et al.*, 2019; Aprillio and Widodo, 2020; Furqon, 2020; Irawan and Misbach, 2020; Mustikasari and Wiandingsih, 2019; Ardiansyah and Sarwoko, 2020; Asriani, 2017; Kristanto *et al.*, 2017; Mawardi and Widodo, 2017), brand religiosity image (Chalil *et al.*, 2020; Zukhrufani and Zaky, 2019; Genoveva and Utami, 2020; Kristanto *et al.*, 2017; Taufik *et al.*, 2020; Idris *et al.*, 2019; Syamsurizal and Ernawati, 2020; Putri and Rahmiandi, 2018), beauty vlogger (Nurvia and Sarasati, 2021; Masruroh and Sudarwanto, 2020; Zukhrufani and Zaky, 2019; Utami Putri, 2018; Irawan and Misbach, 2020; Kristanto *et al.*, 2017; Risna *et al.*, 2021; Mawardi and Widodo, 2017), lifestyle (Dahmiri *et al.*, 2020; Kotler and Keller 2009; Yuniarti, 2015; Zukhrufani and Zaky, 2019; Andi and Ali, 2019; Rudianto, 2021; Modding *et al.*, 2020), halal certification (Yuswohady, 2014; Zukhrufani and Zaky, 2019; Utami Putri, 2018; Genoveva and Utami, 2020; Risna *et al.*, 2021; Budiman and Salatiga, 2020; Sahir *et al.*, 2016). According to (Setiadi, 2015) Brand religiosity, image, beauty vlogger, and lifestyle are all factors that impact purchasing decisions.

Previous studies underlined the significance of viral marketing in influencing buying interest (Handaruwati and Maharani, 2018; Wajdi *et al.*, 2020; Sari *et al.*, 2016; Yeo *et al.*, 2020), viral marketing and beauty vlogger on brand image (Nadhiroh and Hukama, 2019), brand religiosity image on buying interest (Febriyanti and Wahyuati, 2016; Hidayati and Yulianandi, 2020; Wajdi *et al.*, 2020; Divianjella *et al.*, 2020; Madevi *et al.*, 2019), beauty vlogger on buying interest (Ananda and Wandebori, 2016; Agustiarra *et al.*, 2019; Febriyanti and Wahyuati, 2016; Hendrayati *et al.*, 2020; Achmad and Hidayat, 2018; Hidayati and Yulianandi, 2020), lifestyle on buying interest (Rumbiati and Heriyana, 2020; Kusuma *et al.*, 2020), halal certification impact on purchase decisions via buying interest (Setyaningsih and Marwansyah, 2019), halal certification on buying interest (Hidayati and Yulianandi, 2020; Budiarti *et al.*, 2019; Majid, Sabir, and Ashraf, 2015; Hidayat and Resticha, 2019; Madevi *et al.*, 2019) and buying interest on purchasing decision (Hasan, 2013; Sriyanto and Wahyu, 2019; Rahmawati, 2018; Septifani *et al.*, 2014; Sari, 2020). Previous research is still looking into the impact of brand image on purchasing decisions and buying interest. Brand religiosity image has not been examined for its influence on purchase decisions as the development of brand image.

The focus of this research is to see how viral marketing, brand religious image, beauty vlogger, lifestyle, and halal certification influence purchasing decisions on SAFI halal cosmetic product users, with buying interest as an intervening variable. The author intends to give a novel viewpoint on the halal cosmetic market in terms of how these variables influence purchasing decisions.

2. Literature Review

Viral Marketing, Buying Interest and Purchase Decision

Steve Jurveston of the *Venture Capital* (VC) firm Draper Fisher Jurveston, the owner of Hotmail, was the first to popularize viral marketing (Zulkarnain, 2014). Marketing development in the free trade era is still undergoing significant developments. Marketing activities that were formerly carried out in person have now evolved thanks to the rapid development of *information technology*. Viral marketing is a method of communication and distribution that involves transmitting digital products via social media and spreading products (Skrob, 2005). Viral marketing is a type of *Word Of Mouth* / WOM that employs word of mouth marketers; however, when used offline, it is referred to as WOM, and when used online, it is referred to as *Electronic Word Of Mouth* or viral marketing (Shukla, 2019). According to (Zulkarnain, 2014) Viral marketing can boost sales since the more individuals who buy, the higher the company's sales volume. As a result, viral marketing can impact purchasing decisions, increasing firm revenues. According to (Kaplan and Haenlein, 2011) benchmarks in viral marketing include, (1) *messenger*, (2) *message*, (3) *environment* and (4) *instagram*. Viral marketing has various features and signs that make it effective in influencing purchasing decisions Wiludjeng and Nurlala (2013) explain the dimensions of viral marketing consisting of 5, that is (1) use of electronic media/the internet; (2) product engagement; (3) product understanding; (4) product discussion; and (5) reduction of ambiguity.

The relationship between viral marketing and buying interest has been researched (Handaruwati and Maharani, 2018; Wajdi *et al.*, 2020; Sari *et al.*, 2016; Yeo *et al.*, 2020). Furthermore, the relationship between viral marketing and purchasing decisions has been addressed (Agesti *et.al.*, 2021; Zulkarnain, 2014; Susilowati *et al.*, 2019; Handaruwati and Maharani, 2018; Irwansyah *et al.*, 2019; Aprillio and Widodo, 2020; Furqon, 2020; Irawan and Misbach, 2020; Mustikasari and Wiandingsih, 2019; Ardiansyah and Sarwoko, 2020; Asriani, 2017; Kristanto *et al.*, 2017; Mawardi and Widodo, 2017). For online retailers to introduce brands and attract customers to shop there, viral marketing must be used (Wardhana and Praanda, 2016). Previous research has found that viral marketing is one of the most important elements influencing buying interest and purchasing decisions. As a result, we propose the following hypothesis in this study:

H1: There is a significant relationship between viral marketing and purchasing decisions.

H2: There is a significant relationship between viral marketing and purchasing decisions, where buying interest as the intervening variable.

Brand Religiosity Image, Buying Interest and Purchase Decision

Islamic marketing is the method and strategy of addressing requirements through halal products and services with mutual consent and benefit to both customers and sellers in order to attain material and spiritual welfare goals in this world and the

hereafter (Abbas *et al.*, 2019). Islamic branding is one of the tactics that can be used in Islamic marketing (Taufik *et al.*, 2020). The concept of Islamic branding combines worldly, religious, and heavenly aspects, and is not only about materialism. (Samidi *et al.*, 2016). The goal of Islamic branding is to create products that provide Islamic services in accordance with Islamic Sharia law (Jalil and Rahman, 2014).

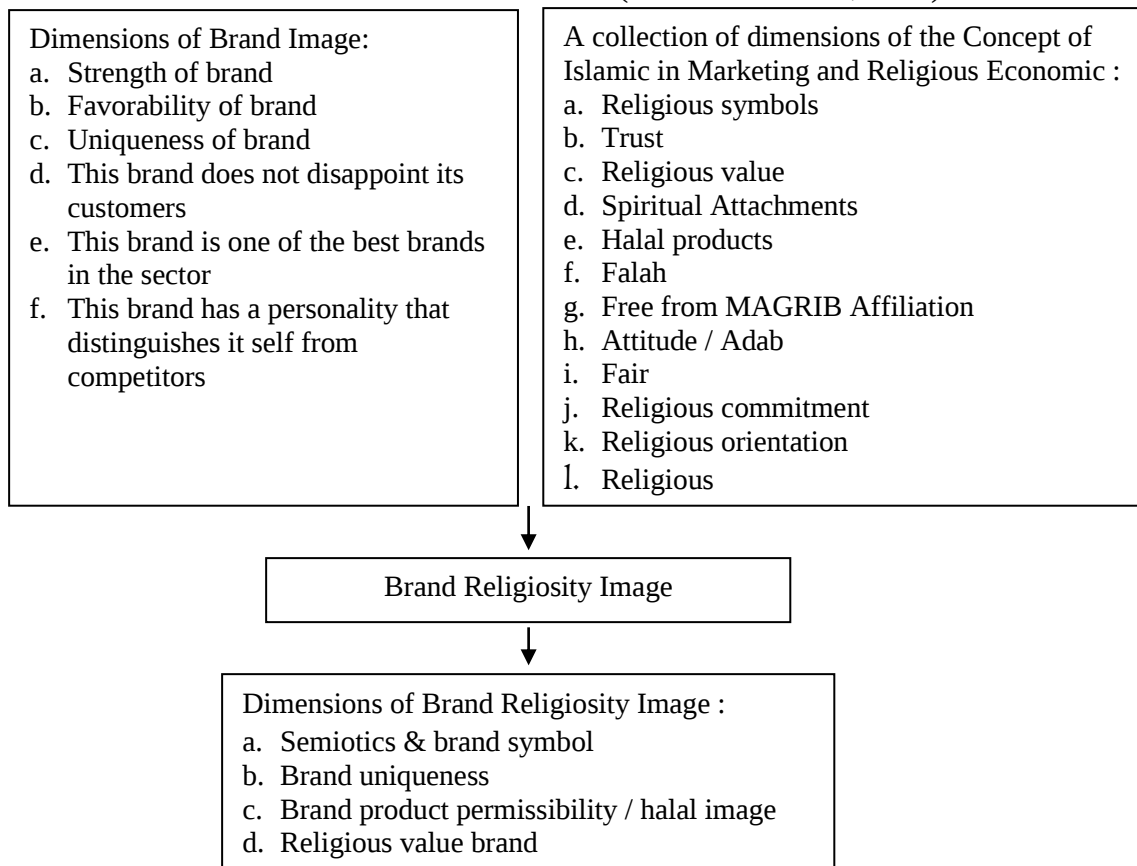


Figure 1. Synthesis of the Concept of Brand Religiosity Image
Source : Idris *et al.*, (2020)

Islamic branding approach developed by (Idris *et al.*, 2020) Specifically, by integrating the idea of brand religiosity image or religious brand image *Islamic marketing, brand image*, teori *Sociology of Religion, Customer Based Brand Equity Model* and teori *religious economy*. Idris *et al.* (2020) stated that religious brand image generates high consumer trust in the brand because the brand image creates a spiritual connection with its clients This notion was created to modify a brand and its clients based on the target market's religious principles. The concept of brand religiosity image is important for a product that wishes to give religious values in its products, and it needs to be scientifically verified in this regard.

Brand image has a positive effect on the brand equity of a product. Customers that have a favorable opinion toward a brand are more likely to make a purchase. A stronger brand is also the foundation for developing a great corporate brand image. A distinct brand image will provide you an advantage over competition (Chalil *et al.*, 2020). According to studies, brand religiosity image / brand image influences purchasing interest and purchase decisions. The association between brand religiosity image / brand

image and purchasing decisions has been addressed by (Chalil *et al.*, 2020; Zukhrufani and Zaky, 2019; Genoveva and Utami, 2020; Kristanto *et al.*, 2017; Taufik *et al.*, 2020; Idris *et al.*, 2019; Syamsurizal and Ernawati, 2020; Putri and Rahmiandi, 2018). Similarly, there is a link between brand religiosity image/brand image and buying interest (Febriyanti and Wahyuati, 2016; Hidayati and Yulianandi, 2020; Wajdi *et al.*, 2020; Divianjella *et al.*, 2020; Madevi *et al.*, 2019). As a result, we propose the following hypothesis:

H3: There is a significant relationship between brand religiosity image and purchasing decisions.

H4: There is a significant relationship between brand religiosity image and purchasing decisions, where buying interest as the intervening variable.

Beauty Vlogger, Buying Interest and Purchase Decision

Beauty Vloggers are those who make a difference in the beauty industry by posting video reviews. Beauty vlogger promotions will indirectly encourage the purchasing intention of the *viewer* / audience. As a result, the existence of a beauty vlogger has an impact on the growth of the *Brand's* existence and sales (Ananda and Wandebori, 2016). Patricia Husada, General Manager of PT Martina Berto Tbk, a cosmetic maker Sariayu, stated that one of the brand's advantages is the usage of a beauty vlogger who can teach about product benefits in order to target a more specific market. Beauty vloggers will affect purchasing interest in a product because their objective is to educate and persuade people about beauty items (Nurvia and Sarasati, 2021).

A beauty vlogger needs have various items, including the following: (Shimp, 2014): (1) Trustworthiness; (2) Attractiveness; (3) Expertise; (4) Respect; (5) Similarity. Kotler and Keller (2009) stated that *Influencer* is one of the functions in purchasing decisions. According to Kotler and Keller (2012) Culture (culture, social class, subculture), social (family, reference group, social standing), personal (stage in the life cycle, age), circumstances, lifestyle, occupation, self-concept, economy and personality all have an impact on consumer behavior. Reference groups have an impact on a person's attitude or conduct, either directly or indirectly. In his work, one of the responsibilities of purchasing decisions is described Setiadi (2015) that is *influencer*.

Beauty vloggers' influence on shopping decisions has been explained by (Nurvia and Sarasati, 2021; Masrurroh and Sudarwanto, 2020; Zukhrufani and Zaky, 2019; Utami Putri, 2018; Irawan and Misbach, 2020; Kristanto *et al.*, 2017; Risna *et al.*, 2021; Mawardi and Widodo, 2017) and the link between beauty vloggers and buying interest is explained by (Ananda and Wandebori, 2016; Agustiarra *et al.*, 2019; Febriyanti and Wahyuati, 2016; Hendrayati *et al.*, 2020; Achmad and Hidayat, 2018; Hidayati and Yulianandi, 2020). Evidence suggests that beauty vloggers have a strong influence on buying decisions and intentions. As a result, our hypothesis is as follows:

H5: There is a significant relationship between beauty vlogger and purchasing decisions.

H6: There is a significant relationship between beauty vlogger and purchasing decisions, where buying interest as the intervening variable.

Lifestyle, Buying Interest and Purchase Decision

Halal lifestyle is a developing trend nowadays, where halal lifestyle is defined as a way of living that incorporates everything that is halal and does not contradict Islamic principles (Zaidah *et al.*, 2022). According to Yuniarti (2015) A person's lifestyle influences their behavior, which ultimately defines their option or consumption

alternative. Lifestyle refers to how people spend their time and activities, their interest in what is significant in their environment, and how they perceive themselves. (Setiadi, 2015).

Activities, interests, and opinions are used to assess one's lifestyle (Setiadi, 2015). According to Setiadi (2015) Lifestyle influences one of the purchasing decisions Kotler and Keller (2009) He also claims that lifestyle affects purchasing choices in his book. The association between lifestyle and purchasing decisions has been addressed by (Dahmiri *et al.*, 2020; Kotler and Keller 2009; Yuniarti, 2015; Zukhrufani and Zaky, 2019; Andi and Ali, 2019; Rudianto, 2021; Modding *et al.*, 2020). Rumbiati and Heriyana (2020) also provided an explanation of the connection between lifestyle and buying interest, stating that lifestyle increases buying interest, which is driven by the degree of need, and lifestyle has a significant impact on interest in buying skincare products among the millennial generation in Kudus (Kusuma *et al.*, 2020). Thus, our hypothesis is as follows:

H7: There is a significant relationship between lifestyle and purchasing decisions. H8: There is a significant relationship between lifestyle and purchasing decisions, where buying interest as the intervening variable.

Halal Certification, Buying Interest and Purchase Decision

The MUI halal certification is a fatwa issued by the Indonesian Main Council stating that the product is halal in conformity with Islamic law. MUI halal certification is required in order to gain approval from authorized government bodies to insert halal labels on product packaging. Products that pass the MUI halal test go through a process and testing to ensure that they do not contain najis and are safe to consume. According to Law No. 33 of 2014 about Halal Product Guarantee (JPH), paragraph 10, halal certification is an acknowledgement of the halalness of a product granted by the Halal Product Assurance Management Agency (BPJPH) based on a written halal fatwa issued by the Indonesian Ulema Council (MUI). The goal of halal certification is to receive formal legal acknowledgement that the product meets the halal requirements. The Indonesian Ulema Council (MUI) and the Malaysian Islamic Progress Department have already certified SAFI Cosmetics goods as halal (JAKIM). This is also important. The use of digital media has proven to be most effective in increasing the interest of Muslim entrepreneurs in Indonesia in applying for halal certification. Advances in digitalization in various aspects of life have also encouraged entrepreneurs and business people to use digital media as a way to speed up the halal certification application process in Indonesia (Ridlwan *et al.*, 2025)



Figure 2. MUI and JAKIM Halal Certification

Source : www.halalMUI.org

Source : www.food.detik.com

Indicators in halal certification include: (Shaari and Arifin, 2010): 1) The Halal logo is vital while selecting products. 2) Can identify between the original halal logo and the halal logo that is not original/fake; 3) Being aware that the product has a halal certificate from another country; 4) Products with the halal label have undergone rigorous halal testing. 5) Be cautious while purchasing products bearing the halal mark. The rise of Muslim middle-class consumers who respond positively and are religiously conscious makes halal an essential consideration in purchase decisions (Yuswohady, 2014). The association between halal certification and purchasing decisions has been addressed by (Yuswohady, 2014; Zukhrufani and Zaky, 2019; Utami Putri, 2018; Genoveva and Utami, 2020; Risna *et al.*, 2021; Budiman and Salatiga, 2020; Sahir *et al.*, 2016). The relationship between halal certification and buying interest has been researched (Hidayati and Yulianandi, 2020; Budiarti *et al.*, 2019; Majid, Sabir, and Ashraf, 2015; Hidayat and Resticha, 2019; Madevi *et al.*, 2019). The hypothesis is formulated as follows:

H9: There is a significant relationship between halal certification and purchasing decisions.

H10: There is a significant relationship between halal certification and purchasing decisions, where buying interest as the intervening variable.

Buying Interest and Purchase Decision

Buying interest is a component of consumer behavior in consuming, as well as consumers' proclivity to act before making purchasing decisions (Mega, 2012). Menurut Ferdinand (2014) The following are markers of buying interest: (1) Traditional Interest; (2) Referral Interests; (3) Preferential Interest; and (4) Exploratory Interest. The following are indicators in purchasing decisions (Kotler and Armstrong, 2013): (1) Recognition of needs; (2) Search for information; (3) Evaluation of alternatives; (4) Purchase decisions and (5) Post-purchase behavior. The relationship between buying interest and purchasing decisions has been researched (Hasan, 2013; Sriyanto and Wahyu, 2019; Rahmawati, 2018; Septifani *et al.*, 2014; Sari, 2020). The hypothesis is formulated as follows:

H11: There is a significant relationship between buying interest and purchasing decisions.

3. Research Methodology

The quantitative approach is used in this research, with the goal of testing the established hypothesis (Sugiono, 2011). Associative research is used in this sort of study to determine the association between two or more variables. In this research, the population consists of 306,000 Safi Indonesia Instagram followers in April 2022. The non-Probability Sampling approach was employed in this investigation, with the sample being determined using the Purposive Sampling technique. This study's sample consists of respondents who match the following criteria : (1) Respondents make decisions; (2) Respondents have purchased at least one of Safi's cosmetic items; (3) The respondent is over the age of 18 and has watched Safi's cosmetic beauty vlogger reviews on both YouTube and Instagram. The author employs the Slovin. formula to calculate the number of samples (Muhamad, 2013). Based on the calculation employing the Slovin formula applied to a population of 306,000 Instagram followers of @safiindonesia with a 10% margin of error ($e = 0.1$), the resulting sample size was 99.96, which was subsequently rounded up to 100 respondents.

In this research, data was collected using a questionnaire in the form of a Google form, which was sent to consumers via social media / *followers* account Instagram @safiindonesia. Link google form : <https://forms.gle/RBrDAzNqWNEVUqJU7>. Research uses a likert scale of 1-5 : (1) strongly agree (ss) score = 5; (2) agree (s) score = 4; (3) indecisive (rr) score = 3; (4) disagree (ts) score = 2; (5) strongly disagree (sts) score = 1 (Muhamad, 2013).

Table 1. The questionnaire, Item and Reference

No	Variable	Item	Reference
1	Viral Marketing	5	Wiludjeng and Nurlela (2013)
2	Brand Religiosity Image	5	Idris <i>et al.</i> (2020)
3	Beauty Vlogger	5	Shimp (2014)
4	Lifestyle	3	Setiadi (2015)
5	Halal Certification	5	Shaari and Arifin (2010)
6	Purchase Decisions	5	Kotler and Armstrong (2013)
7	Buying Interest	4	Ferdinand (2014)

Source : Author (2025)

Using SmartPLS software version 3.0, which has a high degree of flexibility in research that connects theory and data and can do path analysis with latent variables (Ghozali and Latan, 2015).

Table 2. Parameter Validity Test in PLS Measurement Model

Test	Parameter	Rule of tumbs
Convergent Validity	Loading Factor (Outer Loading)	> 0,7
	Average Variance Extracted (AVE)	> 0,5
	Communality	> 0,5
Discriminant Validity	Root AVE and Latent Variable Correlation	Root AVE > Latent Variable Correlation
	Cross Loading (DiscriminantValidity)	> 0,7 in one variable
Reliability	Cronbach Alpha	> 0,6
	Composite Reliability	> 0,6

Source : Ghozali and Latan (2015)

4. Result and Discussion

Figure 3 depicts the results of the algorithm analysis (outer model) computation using the SmartPLS version 3.0 software. In the outer model, convergent validity implies that the outer loading value is greater than 0.7, suggesting that the convergent validity value has met the requirements to be evaluated. Finally, constructions for all variables can be utilized to test the hypothesis. The average variance extracted is used to determine whether the validity discriminant value matches the standards (AVE). If the AVE value is more than 0.5, the discriminant validity meets the requirements.

The results of the AVE value computation meet the requirements with the following consecutive values: viral marketing 0.797; brand religiosity image 0.754; beauty vlogger 0.730; lifestyle 0.884; halal certification 0.746; purchasing decision 0.794 and buying interest 0.896. Each indicator's cross-loading value on the measured variable also fits the conditions because it is bigger than the value of the other latent variables.

A research instrument is considered dependable if its composite reliability and Cronbach's alpha are both greater than 0.6 (Ghozali & Latan, 2015). The following are Cronbach's alpha and the composite reliability values for each variable: viral marketing, brand religiosity image, beauty vlogger, lifestyle, halal certification, purchasing decisions and buying interest: 0,951, 0,939, 0,931, 0,958, 0,936, 0,951, 0,972 and 0,935, 0,918, 0,909, 0,934, 0,914, 0,935, 0,961.

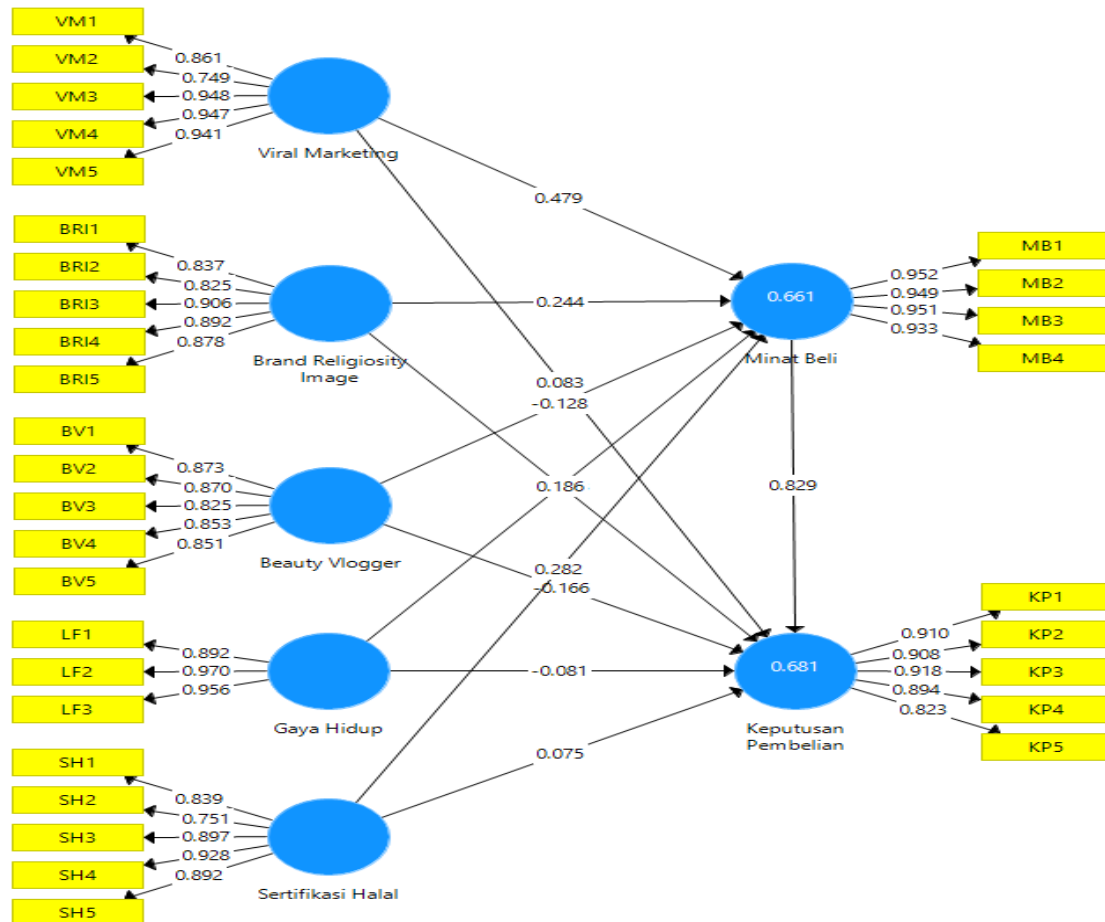


Figure 3. Algorithm Analysis Model (OuterModel)

The inner model test demonstrates the link between the latent variables under consideration. The results of evaluating the inner model using bootstrapping yield an R-square coefficient of determination. The greater the R-Square value, the better the predictor model describes the variable. The range of R-Square values is as follows: > 0.67 (good); 0.33-0.67 (medium) and 0.19-0.33 (weak) (Ghozali, 2014).

The purchase decision variable in this research has an R-Square value of 0.681, indicating that viral marketing, brand religiosity image, beauty vlogger, lifestyle, halal certification, and buying interest can describe 68.1% of the variance. Other factors influence the remaining 31.9%. Furthermore, purchase interest received an R-Square value of 0.661, indicating that viral marketing, brand religiosity image, beauty vlogger, lifestyle, and halal certification can explain 66.1% of the variance. Other factors influencing the remaining 33.9% include viral marketing, brand religiosity image, beauty vlogger, lifestyle, and halal certification.

The T-statistics and P-values, which must be more than 1.66 to test the one-tailed hypothesis at 5% alpha, reveal the tested hypothesis.

Table 3. Hypothesis Testing Results (T-Statistics and P-Values)

Construct	T-statistic (>1.66)	P-Values (<0.05)	Note
Viral Marketing -> purchasing decisions	0.683	0.247	Rejected
Viral Marketing -> buying interest-> purchasing decisions	3.216	0.001	Accepted
Brand Religiosity Image -> purchasing decisions	0.731	0.233	Rejected
Brand Religiosity Image -> buying interest -> purchasing decisions	1.948	0.026	Accepted
Beauty Vlogger -> purchasing decisions	1.834	0.034	Diterima
Beauty Vlogger -> buying interest -> purchasing decisions	1.320	0.094	Accepted
Lifestyle -> purchasing decisions	0.677	0.249	Rejected
Lifestyle -> buying interest -> purchasing decisions	1.653	0.050	Accepted
Halal certification -> purchasing decisions	0.633	0.263	Rejected
Halal certification -> buying interest -> purchasing decisions	2.177	0.015	Accepted
Buying interest -> purchasing decisions	6.503	0.000	Accepted

Source: Processed data (2022)

The findings revealed that viral marketing had no substantial impact on Indonesian Safi consumers' purchasing decisions for Safi cosmetic goods. Electronic/internet media, product involvement, product understanding, product discourse, and minimizing ambiguity comprise the viral marketing dimension. When compared to other media, electronic media has the fewest statements. This suggests that Safi's Viral Marketing is still not perfect for knowledge sharing on social media. It is significant to note for Safi's business that electronic media is crucial to boosting sales, according conducted research Cvijikj and Michahelles (2013) discovered that material such as amusement and knowledge can enhance the *Like* / number of likes, comments, and *Share* / distribution. The number of *Share* / information disseminations of Safi's products is crucial; the more information shared with the public, the more well-known Safi's products will be. Results of research conducted Jesslyn and Susanto (2018) demonstrates that Safi brand beauty goods are unknown to the general population since they are not affiliated with traditional media such as television and radio. With this occurrence, Safi was forced to develop a Viral Marketing plan in order to promote the sales of Safi's products. This finding contradicts earlier research that claims viral marketing has a substantial influence on purchasing decisions (Agesti *et.al.*, 2021; Zulkarnain, 2014; Susilowati *et al.*, 2019; Handaruwati and Maharani, 2018; Aprillio and Widodo, 2020; Mustikasari and Wiandingsih, 2019; Irwansyah *et al.*, 2019; Furqon, 2020; Irawan and Misbach, 2020; Ardiansyah and Sarwoko, 2020; Asriani, 2017; Kristanto *et al.*, 2017; Mawardi and Widodo, 2017).

Viral marketing via buying interest as an intervening variable has a substantial influence on Safi Indonesia consumers' cosmetic product purchasing decisions. As a result, the greater the viral marketing, the greater the buying interest and the greater the

purchase choice. Previous study backs this up (Handaruwati and Maharani, 2018; Wajdi *et al.*, 2020; Sari *et al.*, 2016; Yeo *et al.*, 2020).

Brand Religiosity Image has no substantial effect on Safi Indonesia consumers' purchasing decisions of Safi cosmetic items. In Brand Religiosity Image, the statement with the highest percentage of respondents who strongly agree is that Safi's products incorporate the concept of halal. This signifies that respondents highly believe that Safi's products adhere to the halal ethos. The Religiosity Image Brand is extremely important and has a significant impact on Safi's products. In the Brand Religiosity Image, the statement with the highest percentage of respondents who strongly disagree is that Safi Products use Islamic symbols on their brands. This suggests that some respondents are still unaware that Safi Products uses Islamic symbols on their brands. This requires focus and tactics to boost the Brand Religiosity Image, particularly the Islamic sign on the Safi brand. This contradicts prior research, which found that Brand Religiosity Image has a major effect on purchasing decisions (Chalil *et al.*, 2020; Zukhrufani and Zaky, 2019; Genoveva and Utami, 2020; Kristanto *et al.*, 2017; Taufik *et al.*, 2020; Idris *et al.*, 2019; Syamsurizal and Ernawati, 2020; Putri and Rahmiandi, 2018).

Brand Religiosity Image via buying interest as an intervening variable has a substantial influence on Safi Indonesia consumers' cosmetic product purchasing decisions. As a result, the greater the brand religiosity image, the greater the buying interest and the greater the purchase choice. Previous study backs this up (Febriyanti and Wahyuati, 2016; Hidayati and Yulianandi, 2020; Wajdi *et al.*, 2020; Divianjella *et al.*, 2020; Madevi *et al.*, 2019).

Beauty Vlogger has a big influence on Safi Indonesia users' purchase decisions of Safi cosmetic items. Expertise is the statement with the highest number of responders who strongly agree in Beauty Vlogger. This suggests that respondents strongly agree that Beauty Vloggers have expertise, experience, and are knowledgeable about makeup, which is critical and has a significant impact on SAFI goods. Product users believe and perceive beauty vloggers to be experts in the field of beauty because beauty vloggers are viewed as more skilled in presenting product information. This is in conformity with Setiadi's (2015) hypothesis as well as research (Nurvia and Sarasati, 2021; Masruroh and Sudarwanto, 2020; Zukhrufani and Zaky, 2019; Utami Putri, 2018; Irawan and Misbach, 2020; Kristanto *et al.*, 2017; Risna *et al.*, 2021; Mawardi and Widodo, 2017).

Beauty vlogger as an intervening variable, has no substantial effect on Safi Indonesia consumers' purchasing decisions of Safi cosmetic items. This demonstrates that attractiveness vlogger via buying interest, has no influence on purchasing decisions. This indicates that beauty vloggers cannot improve shopping decisions by using buying interest as an intervening variable. The existence or absence of buying interest has no bearing since beauty vloggers have a direct influence on purchasing decisions even when there is no buying interest. Previous research does not support this study (Ananda and Wandebori, 2016; Agustiara *et al.*, 2019; Febriyanti and Wahyuati, 2016; Hendrayati *et al.*, 2020; Achmad and Hidayat, 2018; Hidayati and Yulianandi, 2020).

Lifestyle has little effect on Indonesian Safi consumers' purchasing decisions for Safi cosmetic goods. Statements with a high number of responses agree on the indicators of interest/interest and opinions/opinions, however respondents disagree on the markers of action. This shows that respondents not only use halal items for Safi products, but also for other halal products. This necessitates focus and methods to

improve and expand Safi's product innovations. The findings of this research contradict previous research (Halim and Sutanto, 2021) Mototo items that currently have products in accordance with consumer lifestyles, therefore persuading customers to make purchases, can enhance purchasing decisions made by consumers. The research (Herawati *et al.*, 2019) Consumers are inspired to make purchases for the show room Batik Cirebon Trusmi Show because of the driven necessities that arise from the lifestyle of creating batik fashion trends. Further research (Maney and Mathews, 2021), the way of life of Indian adolescents influences how they choose which products to buy.

Consumers who buy Safi beauty items in Safi Indonesia are significantly influenced by their lifestyle through their buying interest as an intervening variable. As a result, the greater the lifestyle, the greater the buying interest and the greater the purchase choice. Previous study backs this up (Rumbiati and Heriyana, 2020; Kusuma *et al.*, 2020).

Halal certification has no significant effect on the purchasing decisions of Safi cosmetic products for Indonesian Safi consumers. While respondents disagree on the indicator that can tell the difference between the original MUI halal logo and the non-original one, statements that garnered a lot of replies agree on the significance of the halal logo when purchasing a product. This indicates that consumers were unable to differentiate between the genuine and phony halal logos on the product. In order for customers to be able to tell a false logo from a real one when purchasing Safi items, Safi needs to pay attention to this. The results of this research contradict earlier studies (Yuswohady, 2014; Zukhrufani and Zaky, 2019; Utami Putri, 2018; Genoveva and Utami, 2020; Risna *et al.*, 2021; Budiman and Salatiga, 2020; Sahir *et al.*, 2016).

Halal certification via buying interest as an intervening variable has a substantial influence on Safi Indonesia consumers' cosmetic product purchasing decisions. Previous study backs this up (Setyaningsih and Marwansyah, 2019; Hidayati and Yulianandi, 2020; Budiarti *et al.*, 2019; Majid *et al.*, 2015; Hidayat and Resticha, 2019; Madevi *et al.*, 2019).

The decision of Safi Indonesian consumers to purchase Safi cosmetic items is significantly influenced by their purchase intentions. A greater number of purchases will be made as buying interest rises. The purchase choice is, however, lesser the weaker the buying interest. This is consistent with research findings that indicate buying interest has a big impact on purchase choices (Hasan, 2013; Sriyanto and Wahyu, 2019; Rahmawati, 2018; Septifani *et al.*, 2014; Sari, 2020).

5. Conclusion

The research's findings demonstrate that consumers' buying interests can link the effects of viral marketing, brand religiosity, lifestyle, and halal certification on decisions to buy halal cosmetic items. However, while having an indirect impact on purchasing choices due to viewer curiosity, beauty vloggers do have an impact on consumer choices. This implies that beauty vloggers have a direct impact on shopping choices without including buying desire.

The answers provided by the study's findings are not exhaustive. These are the restrictions: First off, there is only one halal cosmetic in this study—safi goods. The number of halal cosmetic items that will be studied is anticipated to rise with further research. Second, the sample data may be biased as a result of timing restrictions. Third, while the measurement tool is reliable, it still requires improvement before it can be utilized in other studies. This study has many limitations, such as the scope of the brand

being limited to SAFI cosmetic products, the measurement of variables being limited to buying interest as an intervening variable, and data collection being based on online questionnaires. Data was collected using an online survey, which has the potential for response bias. Recommendations for future researchers include expanding the object to several halal cosmetic brands, adding new variables as mediators to enrich the research model, and expanding the sample to various consumer segments.

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