

## **A MODEL DETERMINING PURCHASE INTENTION OF HALAL SKINCARE PRODUCTS AMID THE BOYCOTT MOVEMENT: THE MEDIATING ROLE OF PERCEIVED INFLUENCE**

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### **Abstract**

The resurgence of consumer boycott movements against multinational brands following global geopolitical conflicts has reshaped purchasing behavior in Muslim-majority markets. This study examines the determinants of purchase intention toward halal skincare products in the context of a boycott movement. Drawing on the Stimulus–Organism–Response (SOR) framework, it investigates the effects of interactional factors, audience characteristics, sponsored marketing, and consumer attitudes on purchase intention, with perceived influence serving as a mediating variable. A quantitative explanatory research design was employed using a cross-sectional survey of 466 skincare consumers in Batam City, Indonesia. Data were collected through a structured questionnaire using validated measurement scales and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that interactional factors, audience characteristics, sponsored marketing, and consumer attitudes have significant positive effects on purchase intention, both directly and indirectly through perceived influence. Among these variables, perceived influence emerges as the strongest determinant of purchase intention. The study underscores the importance of leveraging social interaction, influencer-based marketing, and value-congruent communication to strengthen local halal skincare brands amid ongoing socio-political disruptions.

**Keywords:** Purchase Intention; Halal Skincare; Boycott Movement

**JEL Classification:** M31, M37, Z12, D12

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## INTRODUCTION

The global skincare industry has experienced rapid growth over the past decade, driven by increasing consumer awareness of personal care, health, and self-presentation. Beyond functional benefits, skincare products are now evaluated based on ethical considerations, safety standards, and alignment with personal values (Liu, 2022). In Muslim-majority countries such as Indonesia, halal certification has emerged as a critical attribute influencing consumer trust and purchase decisions, particularly in cosmetic and skincare products (Zaki et al., 2021; Prakasita & Wardana, 2022; Ewit & Nurfa, 2024). Halal skincare is not only associated with religious compliance but also with perceptions of product safety, cleanliness, and ethical production processes.

Alongside this market growth, a significant socio-political phenomenon has emerged that reshapes consumer behavior: the resurgence of consumer boycott movements against multinational brands associated, directly or indirectly, with global geopolitical conflicts. The escalation of the Israel–Palestine conflict in late 2023 and early 2024 triggered widespread boycotts of international brands across Muslim consumer markets, including Indonesia (Abdullah et al., 2024; Wiyanti et al., 2024). As a result, several global skincare brands experienced declining sales, while local halal-certified brands recorded substantial growth, particularly through digital platforms and social commerce channels (Yuwono et al., 2024).

This phenomenon highlights a structural shift in consumer decision-making, where purchasing behavior is no longer driven solely by product quality or brand reputation, but also by moral positioning, religious identity, and social influence. Consumers increasingly rely on digital interactions, influencer endorsements, sponsored marketing, and peer communication to evaluate whether a brand aligns with their ethical and ideological values

(Garg & Bakshi, 2024; Kim et al., 2021). Consequently, purchase intention toward halal skincare products becomes a complex behavioral outcome shaped by both external stimuli and internal psychological processes.

To theoretically explain this dynamic process, this study adopts the Stimulus–Organism–Response (SOR) framework. The SOR model posits that external stimuli (e.g., marketing communication, social interaction, sponsorship) influence internal organism states (e.g., attitudes, perceptions, perceived influence), which subsequently drive behavioral responses such as purchase intention (Syaharni & Kesumahati, 2023). Previous studies have successfully applied SOR in digital marketing and social commerce contexts; however, most have examined commercial persuasion in neutral market conditions, without considering the intervention of socio-political pressure such as boycott movements (Ma et al., 2023; Wang et al., 2021).

Although prior research has investigated halal awareness, religiosity, influencer credibility, and digital marketing effects on purchase intention (Khan et al., 2021; Sudaryanto et al., 2022; Tazlia et al., 2023), several research gaps remain. First, existing studies tend to examine these variables in isolation, rather than integrating them into a unified behavioral framework. Second, limited attention has been paid to perceived influence as a mediating mechanism that translates interactional factors, audience characteristics, sponsored marketing, and consumer attitudes into purchase intention. Third, empirical evidence remains scarce on how boycott-driven moral consumption interacts with digital marketing dynamics in shaping consumer intentions toward halal skincare products.

This study addresses these gaps by proposing an integrated SOR-based model that positions interactional factors, audience characteristics, sponsored marketing, and consumer attitudes as stimuli,

perceived influence as the organism, and purchase intention as the response. The novelty of this research lies in its contextualization of the SOR framework within a boycott-driven halal consumption environment, offering a more comprehensive understanding of how ethical, religious, and social pressures reshape consumer behavior in digital marketplaces.

From a practical standpoint, alternative approaches to understanding halal skincare consumption, such as focusing solely on product attributes or religiosity, are insufficient to explain current market dynamics. In contrast, this study argues that perceived influence, formed through social interaction and digital persuasion, represents a more appropriate explanatory mechanism. By capturing how consumers internalize external stimuli under boycott conditions, the proposed model provides a theoretically robust and empirically relevant solution to understanding contemporary halal skincare purchase intention.

In recent years, the skincare product segment of the cosmetics market has grown significantly. As the significance of skincare products becomes more widely recognized, people are choosing more carefully which products are both effective and consistent with their values (J. K. Liu, 2022). Halal cosmetics have emerged as one of Indonesia's most sought-after market niches, especially among Muslim customers who place a higher value on goods that adhere to Islamic law (Ewit & Nurfa, 2024; Zaki et al., 2021). In addition to religious convictions, consumers' impressions of safety, quality, and moral rectitude also contribute to the demand for halal-certified cosmetics (Prakasita & Wardana, 2022)

Skincare sales in Indonesia have experienced consistent growth from year to year, driven by increasing consumer awareness of skincare, the development of e-commerce, and the increasing purchasing power of the middle class (Purwianti et al., 2024). Data shows that the value of the skincare market in Indonesia grew from

IDR 23 trillion in 2020 to around IDR 36 trillion in 2023. However, towards the end of 2023 to early 2024, there was a decline in sales of a number of international brands due to consumer boycott movements related to global conflicts, such as Israel-Palestine. Brands such as L'Oréal, Maybelline, Garnier, and Unilever products such as Dove were targeted by boycotts, prompting consumers to switch to local products. On the other hand, the trend of using local skincare products made from natural ingredients and halal certification is increasing (Yuwono et al., 2024). The boycott movement has been accompanied by noticeable changes in consumer purchasing patterns and information-seeking behavior. During this period, several local halal skincare brands experienced a substantial increase in consumer interest and market attention, particularly across digital commerce and social media platforms. In parallel, online search activity related to halal and locally produced skincare products also showed a marked upward trend, indicating growing consumer awareness and consideration. These developments suggest that the boycott movement has contributed to strengthening the visibility and competitiveness of local halal skincare brands in the domestic market. Products such as Wardah, Azarine, and Somethinc experienced a spike in sales of up to 40% during the peak boycott period, especially through e-commerce channels and social media such as TikTok. Data from marketplaces such as Tokopedia and Shopee reinforces this finding by recording an increase in searches for local brands of up to 30%. This shows that the boycott of international products has a significant impact on the growth of local skincare sales, strengthening the position of local brands in the domestic market.

The Israel-Palestine conflict, which sparked the boycott movement's rebirth in 2024, has had a big impact on Indonesian consumers' purchasing habits. Due to boycotts of global companies like L'Oréal

Paris, many customers are now using skincare products that are halal-certified locally (Wiyanti et al., 2024). In response, regional companies like Wardah have made sure their supply chains are devoid of ties to Israel, which has increased consumer confidence (Sumita & Maksum, 2024). Highly religious and socially conscious consumers are more likely to support boycotts and modify their purchasing behavior in response, according to prior research (Abdullah et al., 2024).

In this regard, consumers' perceptions and purchasing decisions are greatly influenced by beauty influencers. By highlighting halal and BPOM certifications, influencers like Ririe Prams, Titan Tyra, and Naura Ayu raise customer knowledge and receptiveness to halal skincare products (Sudaryanto et al., 2022). Furthermore, social media sponsored marketing tactics have strengthened favorable brand perceptions and stimulated buy intentions (Chusnaini & Rasyid, 2023; Hsiao et al., 2021a).

Few studies have thoroughly examined the ways in which audience characteristics, sponsored marketing, consumer attitudes, and interactional factors affect the intention to purchase halal skincare products, especially when it comes to the mediating function of perceived impact. This makes the study noteworthy. Because of its vibrant and varied skincare customer base, Batam City was chosen as the research site. In order to explain how external stimuli, such as influencer campaigns and sponsored content, affect consumers' internal states (perception, emotion, and judgment) and lead to buy intention, the study uses the Stimulus-Organism-Response (SOR) theory (Syaharni & Kesumahati, 2023). Prior research indicates a considerable correlation between purchasing decisions and audience values, sponsorship perceptions, and interaction quality (Garg & Bakshi, 2024; Kim et al., 2021; Ma et al., 2023). Perceived influence's moderating role in this situation is still poorly understood, though.

Specifically, this study aims to empirically examine the effects of interactional factors, audience characteristics, sponsored marketing, and consumer attitudes on purchase intention toward halal skincare products, with perceived influence positioned as a mediating variable within the Stimulus–Organism–Response (SOR) framework. Scientifically, this research contributes by extending the application of the SOR model to a boycott-driven halal consumption context, offering empirical evidence on the mediating role of perceived influence in ethically and socially motivated consumer decision-making.

## LITERATURE REVIEW

### Stimulus–Organism–Response (SOR) Framework

To explain how external stimuli such as sponsored marketing, influencer campaigns, and consumer interactions influence internal consumer processes (perceptions, emotions, and attitudes), which subsequently shape behavioral responses, this study adopts the Stimulus Organism Response (SOR) theory (Syaharni & Kesumahati, 2023). Within the SOR framework, interactional factors, audience characteristics, sponsored marketing, and consumer attitude function as stimuli, perceived influence represents the organism, and purchase intention reflects the response. Thus, perceived influence operates as a psychological mechanism through which marketing and social stimuli are internalized by consumers, rather than as a separate theoretical framework. Marketing communication, including sponsorship and influencer material, is represented by the stimulus. Internal consumer elements like perceived influence and personal values are part of the organism, and the consumer's purchasing intention reflects the response (Purwianti, 2021).

The applicability of SOR in the context of marketing halal products is supported by a number of empirical investigations. It has

been demonstrated that interactional elements, like influencer communication and social media engagement, have a major impact on perceived trust and emotional closeness, both of which increase purchase intention (Garg & Bakshi, 2024; Wang et al., 2021). Consumer behavior is positively impacted by the parasocial interactions that are frequently created through interpersonal interaction, particularly with influencers (Su et al., 2023).

### **Interactional Influence on Purchase Intention**

Emotional interactions such as familiarity and closeness, as well as perceived usefulness, are positively correlated with increasing purchase intention (Wang et al., 2021). According to Ma et al. (2023), interactions between consumers and influencers or fellow consumers also play an important role in increasing consumers' perceived value. Ultimately, this results in greater purchase intentions for consumers. Good interaction quality, such as quick response and clear information, can trigger positive emotions in customers and encourage impulse purchase intentions (Li et al., 2022). In the context of YouTube, Su et al., (2023) showed that interactions with YouTubers, such as a sense of closeness and similarity, can increase purchase intentions towards recommended brands. Research by Song et al., (2023) also found that the urge to watch beauty content and having a feeling of closeness to the content creator can increase the desire to buy.

Previous studies have consistently shown that interactional factors, such as consumer engagement, peer communication, and online interactions, play a significant role in shaping purchase intention in digital commerce contexts. However, much of the existing literature emphasizes transactional outcomes and general marketing effectiveness, with limited attention to ethically driven consumption or boycott related settings.

Moreover, prior research often assumes a direct relationship between interactional stimuli and behavioral intention, without adequately explaining the internal psychological mechanism through which such interactions influence consumer decision making. Therefore, this study extends the existing literature by positioning perceived influence as a mediating mechanism that explains how interactional factors are internalized by consumers and subsequently translated into purchase intention toward halal skincare products amid a boycott movement.

H1: Interactional significantly positively affects purchase intention.

### **Audience Influence on Purchase Intention**

Purchase intention refers to a consumer's conscious plan or willingness to purchase a particular product and is commonly used as a predictor of actual buying behavior. In the context of halal skincare, purchase intention reflects consumers' evaluation of product attributes, religious compatibility, and personal values in determining their likelihood of purchase. Previous studies have emphasized that factors such as product knowledge, religiosity, and personal values play an essential role in shaping consumers' purchase intention toward halal products (Khan et al., 2021; Hussain, 2022).

Maulaniet al. (2022) showed that customers' decision to purchase halal products is significantly influenced by their understanding of the contents in skincare products. While the study Khan et al. (2021) found that customers who are highly religious are more likely to have the intention to buy halal skincare than customers who only see product quality. Bahri et al., (2023) demonstrated that consumers' intentions to buy halal skincare products are significantly influenced by their level of education and age. Research Sudaryanto et al. (2022) discovered that consumers who lead sustainable and

healthful lives are inclined to purchase halal face care products due to their impression of the products' hygienic and safe qualities. Hussain (2022) also emphasized that cultural background and personal values of consumers play an important role in shaping purchase intention towards halal skincare products.

Audience characteristics, including credibility, expertise, and perceived similarity, have been widely recognized as influential factors in persuasion and consumer decision making. While previous studies confirm their positive impact on purchase intention, most investigations focus on promotional or endorsement effectiveness in neutral market conditions. Limited attention has been given to how audience-related attributes operate in contexts characterized by moral sensitivity and socio political pressure, such as consumer boycotts. Furthermore, existing studies rarely explore how audience characteristics influence behavioral intention indirectly through consumers internal evaluations. Addressing this gap, the present study incorporates perceived influence as an organismic response that mediates the relationship between audience characteristics and purchase intention within the halal skincare context.

H2: Audience Characteristic significantly positively affects purchase intention.

### **Sponsored Marketing Influence on Purchase Intention**

Sponsored marketing refers to marketing activities in which brands provide financial or material support for events, individuals, or content in exchange for promotional exposure and consumer engagement. In the context of consumer behavior, sponsored marketing aims to enhance brand visibility, credibility, and emotional connection with consumers, which subsequently influences their purchase intention. Previous studies have emphasized that sponsorship activities, particularly through events and social media platforms, play a significant role in

shaping consumers' perceptions and their intention to purchase promoted products (Kim et al., 2021; Huettermann et al., 2023).

Nusannas et al. (2021) showed that event sponsorship can increase ethnocentrism and consumer purchase intentions through increasing customer awareness and engagement with the promoted brand. Farhana et al. (2020) found that halal cosmetic brands being the main sponsor of religious events increases customer trust and encourages their purchase intention. Hsiao et al. (2021) showed that sponsored marketing product demonstrations in community events are more effective in building consumer purchase intentions than conventional advertising. Research Huettermann et al. (2023) demonstrates how views about the sponsor's brand, which in turn affects purchase intentions, are positively impacted by the sponsor's perceived benevolence. Sponsored marketing according to Kim et al. (2021) especially through social media platforms such as Instagram, greatly influences customers' desire to buy goods.

Sponsored marketing has been extensively studied as an effective tool for enhancing brand visibility and stimulating consumer purchase intention, particularly in social media environments. Nevertheless, much of the literature concentrates on message exposure, promotional appeal, and short term commercial outcomes, often overlooking the role of ethical considerations and consumer resistance toward multinational brands. In boycott situations, consumers may not respond directly to sponsored messages unless such stimuli align with their moral and religious values. Thus, this study argues that the effectiveness of sponsored marketing is contingent upon perceived influence, which serves as a psychological filter through which sponsored messages are evaluated and transformed into purchase intention toward halal skincare products.

H3: Sponsored Marketing significantly positively influences purchase intention.

### **Consumer Attitude Influence on Purchase Intention**

Consumer attitude refers to an individual's overall evaluation, feelings, and predisposition toward a particular product or brand, which influences subsequent behavioral intentions. In the context of halal skincare, consumer attitude reflects consumers' beliefs regarding product safety, halal compliance, and perceived benefits, all of which shape their intention to purchase halal skincare products. Previous studies have emphasized that positive consumer attitudes toward halal products play a crucial role in strengthening purchase intention and long-term loyalty (Dumillah, 2021; Naseri & Abdullah, 2022).

Consumers view halal skincare in a more positive way as awareness of the importance of halal and safe ingredients increases, which significantly correlates with an increased desire to purchase such products (Farajun Rikza et al., 2023). Customers' positive traits towards halal skincare products stem from their belief that the products are safe and shariah-compliant, which in turn drives their purchase intention towards halal products (Dumillah, 2021). Consumers who have a positive attitude not only increase the desire to buy halal skincare products, but also encourage them to recommend these products to others (Naseri & Abdullah, 2022). Research Anggar Kusuma & Anandya (2023) found that customer feelings towards halal products influenced by previous positive experiences have a long-term effect on product purchase intentions and brand loyalty. Farid Najib et al. (2022) Asserts that forming a positive consumer attitude through education about the benefits of halal skincare products is an effective strategy in increasing purchase intention.

Consumer attitude has long been established as a strong predictor of purchase intention in consumer behavior research. Prior studies demonstrate that favorable attitudes toward halal products

significantly increase consumers likelihood of purchase. However, attitude alone may not fully explain behavioral intention in boycott-driven contexts, where social influence and ethical alignment play a critical role in shaping consumer decisions. Existing literature provides limited insight into how attitudes are reinforced or activated through social and digital interactions before resulting in behavioral intention. Accordingly, this study integrates perceived influence as a mediating construct that explains how consumer attitudes are strengthened and converted into purchase intention in the context of halal skincare consumption amid a boycott movement.

H4: Consumer Attitude significantly positively affects purchase intention

### **Perceived Influence on Purchase Intention**

Tazlia et al. (2023) revealed that positive beauty reviews provided by Muslim influencers increased customers' desire to purchase halal skincare products. In virtual environments, perceived influence from reference groups such as friends and family continues to play an important role, with informative and normative influences positively affecting purchase intentions (Ding et al., 2020). According to research McClure & Seock (2020) customer engagement with brands can be enhanced by perceived influence from educational and superior social media content, which in turn influences consumer attitudes and buy intentions favorably. Customers' trust and intention to buy are increased when they perceive that halal certification has an impact, particularly when it comes to non-Muslim products (Yener, 2022). The study Hamzah et al. (2020) confirms that the perceived influence of halal certification, as a symbol of trust and quality, significantly increases purchase intention among Muslim consumers, even more than conventional advertising, especially when the certification is aligned with consumers' religiosity.

H5: Perceived Influence significantly affects purchase intention

### **Interactional Influence on Purchase Intention Mediated by Perceived Influence**

Research Liu et al. (2021) effectively states how perceived value and customer-to-customer interaction mediate the influence of social commerce characteristics on purchase intention. In social commerce, consumers' purchasing intentions are positively impacted by closeness and familiarity. The association between purchase intention and emotional interaction is mediated by perceived usefulness (Wang et al., 2021). Perceived homophily and perceived risk reduction are strongly impacted by interpersonal proximity and social standing, suggesting that IC has a mediating rather than direct effect on purchase intention (Zhang et al., 2021). According to Lee & Lee (2022) the relationship between perceived risk and purchase intention might be mediated by the represented product experience. Research Olson & Ro (2020) found that a company's response to unfavorable internet reviews and the purchase intents of its customers are significantly mediated by trust. These results support the notion that perceived influence, as a mediator in interaction, positively influences purchase intention, particularly when it comes to buying halal skincare.

H6: Perceived Influence mediates the influence of Interactional on Purchase Intention

### **Audience Characteristic Influence on Purchase Intention Mediated by Perceived Influence**

According to Nguyen (2021) perceived impact enhances brand perception through elements including attractiveness and credibility, therefore mediating the relationship between buy intention and celebrity endorsement. The study Chae et al. (2020) shows that consumers' intention to buy a product is mediated by their perception of the value the product offers.

Consumers' belief in the credibility of a brand becomes a link between their perception of the brand's global reach and their perception of the quality of its products, thus driving consumer purchase intention (Vuong & Khanh Giao, 2020). Research J. Yin & Qiu (2021) indicates that the relationship between audience characteristics and purchase intention is altered by perceived influence acting as a mediator. The results of the study Garg & Bakshi (2024) additionally demonstrate how the relationship between interaction components and customer purchase intentions is partially mediated by perceived influence. These results support the hypothesis that, particularly when it comes to buying halal skincare, perceived influence, as a mediator in audience characteristics, positively influences purchase intention.

H7: Perceived Influence mediates the influence of Audience Characteristic on Purchase Intention

### **Sponsored Marketing Influence on Purchase Intention Mediated by Perceived Influence**

According to research, brand awareness acts as a mediator between the influencer's credibility and buy intention, with the status of the presented advertisement increasing the latter (Sesar et al., 2022). Furthermore, it has been demonstrated that the quantity of influencer followers enhances the attractiveness and credibility of the source, which in turn raises buy inclinations (Weismueller et al., 2020). Another study introduced SMS ad perception as a new construct that significantly mediates between ad value and attitude towards purchase intention (Sharma et al., 2021). Similar results showed that purchase intention is positively influenced by several independent components, such as information, credibility, and engagement (Sohn & Kim, 2020). Finally, an analysis of social commerce identified that economy, reliability, and sales promotion influence

purchase intention (Mustafi & Hosain, 2020). Based on these findings, the hypothesis that perceived influence as a mediator in sponsored marketing plays a positive role on purchase intention can be assumed, especially in the context of purchasing halal skincare.

H8: Perceived Influence mediates the influence of Sponsored Marketing on Purchase Intention

### **Consumer Attitude Influence on Purchase Intention Mediated by Perceived Influence**

Research shows that perceived value and consumer preferences for regional products fully mediate the relationship between consumer attitudes towards the region and purchase intentions for products from the region (Charton-Vachet et al., 2020). Team identification also has an effect on perceived appropriateness and attitudes towards sponsors, which directly and indirectly increase purchase intentions although appropriateness is not significant to purchase (Silva & Veríssimo, 2020). In addition, attitude towards influencers influences purchase intention, which is driven by consumers' perceived competence, similarity and closeness to influencers (Magano et al., 2022). NFT buying intention is influenced by perceived scarcity and simplicity of use, while perceived risk reduces it. Attitude, subjective norms, and behavioral control increase purchase intention (Chang et al., 2024). The intention to buy organic veggies is also increased by intention and perceived behavioral control, with attitude being the most influential component (Dorce et al., 2021). Based on these findings, the hypothesis that perceived influence mediates consumer attitude and purchase intention has a positive impact can be assumed, especially in the context of purchasing halal skincare.

H9: Perceived Influence mediates the influence of Consumer Attitude on Purchase Intention.

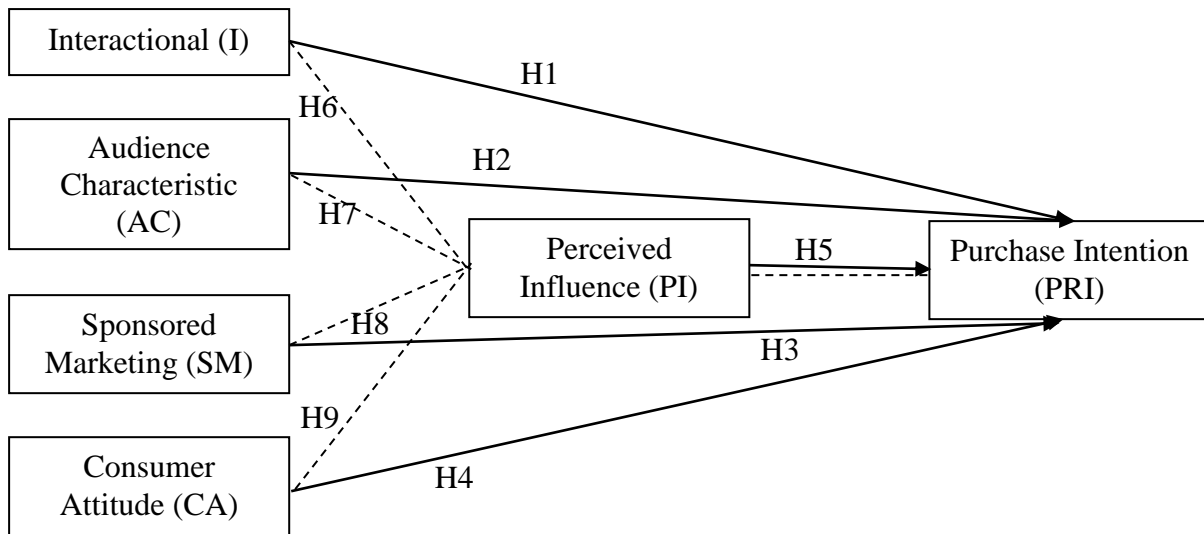
[Figure 1](#) illustrates the conceptual framework of this study based on the

Stimulus–Organism–Response (SOR) model. Interactional factors, audience characteristics, sponsored marketing, and consumer attitude are positioned as stimulus variables that directly influence purchase intention and indirectly influence it through perceived influence as the organism variable. Purchase intention represents the response variable, reflecting consumers' behavioral intention toward halal skincare products amid the boycott movement. The direct relationships between the stimulus variables and purchase intention are represented by H1 to H5, while the mediating effects of perceived influence are represented by H6 to H9. This framework highlights the central role of perceived influence in transmitting the effects of external stimuli on consumers' purchase intention toward halal skincare products.

### **RESEARCH METHODS**

This study adopts a quantitative approach is considered appropriate because the objective of this study is hypothesis testing and theory validation rather than exploration, particularly within the Stimulus–Organism–Response (SOR) framework, which has been widely operationalized using survey-based quantitative methods in consumer behavior research.

The primary data were collected directly from consumers through a structured questionnaire. Primary data are essential in this study because purchase intention, perceived influence, and consumer attitudes are latent psychological constructs that cannot be reliably obtained from secondary sources. The target population consists of consumers in Batam City who have experience using skincare products and are exposed to information regarding halal certification and boycott movements. Batam City was selected due to its diverse demographic composition, high digital media penetration, and strong consumption of beauty products, making it a relevant and representative context for this study.



**Figure 1. Conceptual Framework Mode**

This study employed a purposive sampling technique to ensure that respondents met specific and relevant criteria aligned with the research objectives. The inclusion criteria were as (1) respondents must have purchased and used skincare products within the last three months; (2) respondents must reside in Batam City (3) respondents must be aware of halal skincare concepts and halal certification and (4) respondents must have been exposed to influencer or sponsored content related to skincare products on social media platforms. These criteria were applied to ensure that participants had sufficient experience and exposure to the research context, particularly regarding halal skincare consumption and boycott related information. In this study, skincare or cosmetic users are defined as individuals who have actively purchased and used skincare products for personal use within the last three months prior to the survey period. Participation in the study further required respondents to reside in Batam City and to have been exposed to skincare-related influencer content or sponsored marketing on social media. These requirements ensured that respondents were relevant to the study context

and capable of providing informed responses regarding halal skincare products amid boycott movements.

The sample size was determined following the recommendation of Hair et al. (2019), which suggests a minimum sample of ten times the largest number of indicators used in a structural equation model. With 34 measurement indicators, a minimum of 340 responses was required. To enhance statistical power, improve estimation accuracy, and increase the robustness of PLS-SEM analysis, this study collected 466 valid responses, exceeding the minimum requirement. Sample size was established using the Hair et al. (2019) formula, which suggests 10 times the number of indicators, and a purposive sampling technique was used. To improve data dependability, a minimum of 340 responses were needed for the 34 questionnaire indicators, and 466 respondents in total were the goal. It was a systematic questionnaire with a five-point Likert scale from "strongly disagree" to "strongly agree." Validated prior research on a variety of topics, including audience characteristics, sponsored marketing, consumer attitudes, perceived impact, interactional components, and purchase

intention, served as the basis for the questionnaire items.

Data were collected using a self-administered online questionnaire distributed through social media platforms and online communities related to skincare consumers. The data collection period took place over a four-week period. Prior to completing the questionnaire, respondents were provided with an informed consent statement explaining the purpose of the study, ensuring anonymity and confidentiality, and confirming voluntary parti-

cipation. To minimize the risk of duplicate responses, technical controls were applied, including limiting submissions to one response per account and screening for identical response patterns during the data cleaning process. These procedures were implemented to enhance data quality and reduce potential common method bias. [Table 1](#) summarizes the measurement indicators used for each variable in this study. Finally, the data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM).

**Table 1. Variable Indicators**

Indicator	Question	Reference
Interactional	I look forward to seeing his/her posts	(Garg & Bakshi, 2024; Ki & Kim, 2019)
	Attitudes towards halal products and services are largely determined by their reputation	
	I am willing to purchase the exposed products on video	
	If the price is similar, I will buy the product exposed on the video	
Audience Characteristic	I look at (SMI’s name)’s Instagram posts and messages because I find them informative	(Garg & Bakshi, 2024)
	Halal skincare products reflect my personal values.	
	I feel emotionally connected to halal skincare products.	
	The content published by influencers reflects the values I hold regarding halal skincare products.	
	The content shared by influencers aligns with my interests in halal skincare products.	
	I am interested in adopting a lifestyle similar to that of influencers on social media, especially related to the use of halal skincare products.	
	I am inspired by influencers in terms of their lifestyle and appearance, particularly regarding the use of halal skincare products.	
I want to be more fashionable like social media influencers, especially in relation to halal skincare.		
I aspire to live a lifestyle similar to influencers who endorse halal skincare products.		
Sponsored Marketing	Halal skincare products that engage in sponsorship activities are perceived as better in supporting the economy.	(Koronios et al., 2021)
	I believe that skincare products supported by major sponsors have higher quality.	
	Halal skincare products that engage in sponsorship activities offer better quality and services.	
	Halal skincare products that engage in sponsorship activities better understand consumer needs.	
	I have a positive attitude toward halal skincare products that engage in sponsorship activities.	

**Table 1. Continue**

Indicator	Question	Reference
Consumer Attitude	I am highly aware of the importance of using halal skincare products.	Pratama et al., 2023; Rizkitysha & Hananto, 2022)
	I believe that using halal skincare products is an obligation.	
	Supporting halal skincare products is an obligation.	
	Attitudes toward halal skincare products are strongly influenced by the brand’s reputation.	
	Using halal skincare products is my personal choice.	
Perceived Influence	My perceptions often change when I receive information from the influencers that I follow	(Amaldi et al., 2021; Garg & Bakshi, 2024)
	I value the opinion of the influencers that I follow as if they were someone close whom I trust.	
	The influencers that I follow suggest helpful products or brands to me	
	My perception can change when I receive information from influencers that I follow	
	I respect the opinion of influencers that I follow as if they are someone close to me	
Purchase Intention	I would purchase a brand based on the advice I am given by the influencers that I follow.	(Garg & Bakshi, 2024)
	The opinion leader provides a great help for my purchase decision	
	Likely to buy certain products because of his/her posts	
	Possible that I will visit some online stores or actual stores because of his/her posts	
	Probable that I may purchase the products/brands that he/she has promoted if I happen to need one	

**RESULT AND DISCUSSION**

Before presenting the demographic profile of the respondents, it is important to describe the sample acquisition process and the characteristics of the collected data. This study obtained 466 valid responses from skincare consumers in Batam City through a self-administered online questionnaire distributed via social media platforms and online communities related to beauty and skincare. The survey was conducted over a four-week period and targeted respondents who met predefined criteria, including prior skincare usage, awareness of halal skincare, and exposure to influencer or sponsored skincare content. All returned questionnaires were screened to ensure completeness and consistency, and only fully completed responses were included in the final analysis. As a result, all collected responses were deemed valid, yielding a

usable response rate of 100 percent. [Table 2](#) presents the demographic characteristics of the respondents, including gender, age, religion, employment status, and the perceived impact of the boycott movement on halal skincare purchase intention. The distribution of respondents provides an overview of the sample composition and ensures that the data adequately represent the target consumer segment. Overall, the demographic profile indicates that the respondents are predominantly female, Muslim, economically active, and within the productive age range, which is consistent with the primary target market of halal skincare products in Indonesia. This demographic composition supports the relevance and suitability of the sample for examining purchase intention toward halal skincare products amid the boycott movement.

**Table 2. Demographics Responden**

Characteristics	Type	n	Percentage
Gender	Male	105	22.53%
	Female	361	77.47%
Age	18-24	40	8.58%
	25-34	57	12.23%
	35-44	369	79.18%
	Buddha	13	2.79%
Religion	Hindu	2	0.43%
	Katolik	2	0.43%
	Kristen	17	3.65%
	Muslim	432	92.70%
	Housewife	2	0.43%
Employment Status	Employee	231	49.57%
	Student	166	35.62%
	Entrepreneur	53	11.37%
	Not Employed	14	3.00%
Has the boycott movement affected your intention to buy halal skincare products?	Strongly Affect	269	57.73%
	Affect	141	30.26%
	Netral	37	7.94%
	Not Affect	13	2.79%
	Very Unaffected	6	1.29%

Source: Primary Data Processed (2025)

Important traits of the study's participants are revealed by the demographic analysis, which offers a fundamental comprehension of the customer sector under investigation. The target market for halal skincare products is dominated by women, as evidenced by the fact that the majority of responders were female. According to earlier studies, women are more likely to make skincare choices and are more receptive to advice from influencers and marketers in the beauty sector. The majority of responders were between the ages of 35 and 44, with those between the ages of 25 and 34 coming in second. This suggests that the audience is older and likely to be more brand loyal and have more spending power. The vast majority of respondents identified as Muslim, which supports the importance of Islamic values in influencing consumer choices and is consistent with the study's emphasis on halal items. Employment

status revealed a diversified but economically engaged population, with employees making up the majority, followed by students and business owners.

[Table 3](#) illustrates the structural model of the study based on the Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis. The model depicts the relationships among audience characteristics, interactional factors, sponsored marketing, consumer attitude, perceived influence, and purchase intention. The values displayed along the paths represent standardized path coefficients obtained from the bootstrapping procedure. The results indicate that perceived influence has the strongest direct effect on purchase intention, highlighting its critical mediating role within the Stimulus–Organism–Response (SOR) framework. Overall, the structural relationships support the proposed research model and align with the study objectives.

**Table 3. Structural Path Coefficients (PLS-SEM Results)**

Relationship	Path Coefficient ( $\beta$ )	T-Statistic	P-Value	Result
Audience Characteristic → Perceived Influence	0.168	3.878	0.000	Supported
Consumer Attitude → Perceived Influence	0.236	4.460	0.000	Supported
Interactional → Perceived Influence	0.245	3.998	0.000	Supported
Sponsored Marketing → Perceived Influence	0.309	8.198	0.000	Supported
Perceived Influence → Purchase Intention	0.565	13.449	0.000	Supported

Table 4 presents the results of the common method bias (CMB) assessment, convergent validity, internal consistency reliability, and coefficient of determination tests. The Variance Inflation Factor (VIF) values for all indicators are below the recommended threshold, indicating the absence of critical multicollinearity and common method bias. Convergent validity is confirmed as all Average Variance Extracted (AVE) values exceed the mini-

imum criterion of 0.50. Furthermore, the Composite Reliability and Cronbach’s Alpha values for all constructs are above the recommended threshold of 0.70, demonstrating satisfactory internal consistency and reliability. The adjusted R-square values indicate that the proposed model explains a substantial proportion of variance in the endogenous constructs, confirming the model’s predictive capability.

**Table 4. CMB Test Results (VIF), Validity, Reliability, and Coefficient of Determination Test Results**

Variable	Code	VIF	AVE	Composite Reliability	Cronbach Alpha	R Square Adjusted
Audience Characteristic	AC1	2.611	0.588	0.916	0.912	
	AC2	2.565				
	AC3	2.138				
	AC4	2.520				
	AC5	1.894				
	AC6	1.953				
	AC7	2.025				
	AC8	2.587				
	AC9	2.660				
Consumer Attitude	CA1	1.484	0.7	0.895	0.89	
	CA2	2.553				
	CA3	2.373				
	CA4	3.371				
	CA5	2.950				

**Table 4.** Continue

Variable	Code	VIF	AVE	Composite Reliability	Cronbach Alpha	R Square Adjusted
Interactional	I1	2.758				
	I2	3.01				
	I3	2.391	0.637	0.86	0.856	
	I4	1.778				
	I5	1.692				
Perceived Influence	PRI1	1.65				
	PRI2	1.819				
	PRI3	2.26	0.621	0.849	0.846	0.645
	PRI4	2.003				
	PRI5	1.393				
Purchase Intention	PI1	1.924				
	PI2	2.176				
	PI3	1.864	0.57	0.831	0.813	0.322
	PI4	1.88				
	PI5	1.567				
Sponsored Marketing	SM1	1.66				
	SM2	1.657				
	SM3	1.702	0.577	0.821	0.816	
	SM4	1.942				
	SM5	1.796				

Source: Primary Data Processed (2025)

To assess potential common method bias and multicollinearity, the Variance Inflation Factor (VIF) was examined. Following Hair et al. (2019), VIF values below 5 indicate the absence of critical multicollinearity issues. The results show that all indicators have VIF values below the threshold, confirming that multicollinearity and common method bias are not a significant concern in this study. The findings demonstrate that every indicator is below the generally recognized multicollinearity threshold, suggesting that common method bias is not a major issue in this study. This implies that the indicators measure different dimensions independently and that the correlations between the constructs are not exaggerated by effects of the measuring technique. Low multicollinearity between items is essential for model validity since it improves the precision of statistical conclusions derived

from the data. This result is in line with earlier methodological suggestions, such those made by Kock (2015), who highlighted that harmful bias is absent when VIF values are below the crucial limit. As a result, the constructs in this study can be regarded as being free from significant multicollinearity problems, improving the model's overall interpretability and dependability. All of the constructs utilized in this study are valid and reliable, according to the findings of the validity and reliability tests. The indicators reliably measure the intended latent components, as evidenced by the adequate amount of convergent validity displayed by each variable. The measuring model's robustness is further reinforced by the constructs' internal consistency, which is represented in the composite reliability and Cronbach's alpha values. This indicates that the questionnaire's items are both

appropriate for capturing the underlying theoretical notions and statistically reliable. The model's predictive potential was further demonstrated by the coefficient of determination test, which showed that it explains a sizable amount of the variance in perceived impact. However, some of the variance cannot be explained, indicating the presence of additional influencing elements that are not taken into account by the existing research paradigm. In a similar vein, the model accounts for a sizable portion of the variance in purchase intention, confirming the applicability of the dimensions that were included while also providing flexibility for future research to examine other factors. These results are consistent with earlier studies that highlight how complex consumer behavior is, especially when social dynamics, personal views, and digital influence come together to impact decisions about what to buy.

Table 5 presents the results of the Heterotrait–Monotrait (HTMT) ratio used to assess discriminant validity among the constructs. The HTMT values for all construct pairs are below the recommended threshold of 0.90, indicating that discrim-

inant validity is adequately established. These results confirm that each construct in the measurement model is empirically distinct and measures a unique concept, thereby supporting the robustness of the measurement model used in this study.

Results of discriminant validity testing between constructs using the Heterotrait–Monotrait Ratio (HTMT) method. HTMT is a technique used to assess the extent to which each construct in a research model is truly different from each other. In this table, all HTMT values are below the threshold of 0.90 as suggested by Henseler et al. (2015), indicating that discriminant validity has been achieved. For example, the HTMT value between the Interaction and Consumer Attitude constructs is 0.899, close to the maximum limit but still in the acceptable category. The lowest value is between Sponsored Marketing and Audience Characteristic at 0.472, indicating a fairly clear difference in constructs. Thus, these results indicate that each construct in the model is unique and there is no significant overlap, so that the structural model can be interpreted accurately without worrying about discriminant validity issues.

**Table 5. Result of the HTMT**

Variable	Audience Characteristic	Consumer Attitude	Interaction	Perceived Influence	Purchase Intention	Sponsored Marketing
Audience Characteristic						
Consumer Attitude	0.732					
Interaction	0.849	0.899				
Perceived Influence	0.715	0.794	0.858			
Purchase Intention	0.587	0.427	0.622	0.656		
Sponsored Marketing	0.472	0.554	0.668	0.755	0.625	

Source: Primary Data Processed (2025).

**Table 6. Results of the t-test**

X -> Y	T Statistics ( O/STDEV )	P Values	Conclusion
Interactive -> Purchase Intention	4.968	0.000	H1 Significant Positive
Audience Characteristic -> Purchase Intention	3.243	0.001	H2 Significant Positive
Sponsored Marketing -> Purchase Intention	3.245	0.001	H3 Significant Positive
Consumer Attitude -> Purchase Intention	4.020	0.000	H4 Significant Positive
Perceived Influence -> Purchase Intention	13.449	0.000	H5 Significant Positive
Interactive -> Perceived Influence -> Purchase Intention	3.802	0.000	H6 Significant Positive
Audience Characteristic -> Perceived Influence -> Purchase Intention	3.638	0.000	H7 Significant Positive
Sponsored Marketing -> Perceived Influence -> Purchase Intention	6.355	0.000	H8 Significant Positive
Consumer Attitude -> Perceived Influence -> Purchase Intention	4.453	0.000	H9 Significant Positive

Source: Primary Data Processed (2025).

The results in [Table 6](#) indicate that all hypothesized relationships are positive and statistically significant. In addition to statistical significance, the magnitude of the relationships demonstrates that perceived influence has the strongest effect on purchase intention compared to other predictors, highlighting its central role in the proposed model. The results indicate that consumer sentiments, sponsored marketing, audience characteristics, and interactive content all significantly influence purchase intention. This is in keeping with previous research that emphasizes how crucial engaging and tailored digital content is in influencing customer behavior, particularly when it comes to influencer marketing and online brand visibility. Additionally, customers who feel influenced by online promotional activities are more likely to turn that influence into decisions to buy, since perceived influence was demonstrated to be a strong predictor of purchase intention. Furthermore, a number of pathways, including those involving interactive content, audience characteristics, and consumer attitudes, validated the mediating effect of perceived impact.

The explanation regarding why consumer sentiments, sponsored mar-

keting, audience characteristics, and interactive content all significantly influence purchase intention can be understood by examining how each factor aligns with existing consumer behavior theories and prior research. Here's a detailed breakdown:

Consumer sentiment refers to the overall emotional tone or attitude that consumers have toward a product, brand, or marketing message. When consumers feel positively about a product, they are more likely to form favorable attitudes and act upon them. Positive sentiments often correlate with higher purchase intention because they reinforce trust and emotional connection to the brand. According to Garg & Bakshi, (2024) & Kim et al. (2021), emotional engagement with brands significantly impacts purchase behavior, especially in the context of digital content. Positive sentiments create a psychological connection that prompts the consumer to act on their feelings, making it more likely for them to make a purchase. The Elaboration Likelihood Model (ELM) suggests that when individuals feel emotionally connected to a message (as happens with positive sentiments), they are more likely to be persuaded by it and convert this into an action (purchase).

Sponsored marketing, such as influencer promotions or brand endorsements, leverages trusted figures to influence consumer decision-making. Sponsored content can significantly enhance a brand's visibility and credibility, directly influencing consumers' buying behavior. As Farhana et al. (2020) & Hsiao et al. (2021) highlight, sponsorships aligned with consumer interests and values help improve brand trust and increase engagement. Consumers view endorsements from trusted influencers as more credible than traditional ads, which results in increased purchase intention. The Source Credibility Theory explains that people are more likely to be influenced by sources they find trustworthy and credible. Influencers who have strong perceived expertise and attractiveness can significantly sway the consumer's decision to buy, as the consumer places more trust in the message.

Audience characteristics such as demographics, values, and lifestyle—are important because they determine how receptive individuals are to specific types of marketing messages. Consumers who see products or brands as aligned with their personal values are more likely to engage with the brand and make purchases. Handriana et al. (2020) & Yu et al. (2023) assert that consumers' buying behavior is largely driven by personal values and cultural affiliations. For example, consumers who prioritize ethical consumption (e.g., those who value halal certification) are more likely to purchase products that align with these values. Consumer Culture Theory (CCT) posits that consumers actively shape their identity through their consumption choices. If a brand's values align with the consumer's, they are more likely to engage and purchase.

Interactional, which includes engagement through social media, comments, likes, or live streams, creates a sense of community and personal connection. It fosters a two-way communication process between brands and consumers, making

consumers feel heard and valued. Ma et al. (2023) & Wang et al. (2021) found that interactive content (such as live chats or influencer engagement) enhances emotional attachment and brand loyalty, which, in turn, increases purchase intentions. Consumers are more likely to trust brands with which they have ongoing interactions and that make them feel involved in the process. The Social Exchange Theory explains that consumers are more likely to engage in a transactional relationship (i.e., purchase) when they feel they are receiving something of value, such as attention or engagement from the brand.

Perceived influence refers to how much consumers feel that their decisions are influenced by marketing activities, such as digital ads or influencer content. When consumers feel influenced by marketing, they are more likely to act on that influence and make a purchase. According to Akbar & Dellyana, (2023) & Tazlia et al. (2023), perceived influence serves as a mediator in the relationship between external marketing stimuli (e.g., sponsored marketing, influencer endorsements) and actual consumer behavior. When consumers feel they have been influenced by an advertisement or social media post, their purchase intention tends to increase.

The research indicates that several pathways, including interactional content, audience characteristics, and consumer attitudes, work together to validate the mediating effect of perceived influence on purchase intention. This shows that consumers are not only directly influenced by marketing stimuli but also by how they feel connected to the brand or product. The mediation model reveals that it is not just the direct influence of a marketing campaign that drives purchase intention; it is the emotional and psychological connection fostered by perceived influence that ultimately leads to a purchase. Social proof, brand trust, and consumer engagement are all mechanisms that are mediated by perceived influence. Mediation Analysis and Path Analysis

confirm that perceived influence acts as a central variable in converting external stimuli (e.g., interactions, marketing campaigns) into consumer behavior, particularly purchase intention.

[Table 7](#) presents the results of the Goodness of Fit (GoF) assessment for the proposed research model. The GoF values for both the saturated and estimated models indicate that the overall model fit is within an acceptable range, suggesting that the proposed structural model adequately represents the observed data. These findings support the robustness of the model and confirm its suitability for subsequent hypothesis testing and interpretation.

A stronger fit between the hypothesized model and the observed data is indicated by lower SRMR values, which are frequently employed as an absolute measure of model fit. The SRMR values in this instance are below the suggested cutoff, indicating that the structural model provides a good fit to the actual data. This demonstrates the theoretical justification and statistical soundness of the entire model structure, including the proposed relationships between the variables. This outcome validates the robustness of the conclusions drawn from the path analysis and reaffirms the validity of the conceptual framework. This result is in line with other research that found SRMR to be a useful diagnostic tool for evaluating models in PLS-SEM techniques.

## Discussion

### **Interaction positively influences purchase intention**

The significant positive relationship between interaction and purchase intention ( $t = 4.968$ ,  $p < 0.001$ ) shows that social interaction, especially through social media, significantly influences consumer purchase decisions. This is in line with the research of Garg & Bakshi, (2024), which shows that digital interaction through social media can increase brand loyalty and purchase intention (Lady et al., 2025).

Ma et al. (2023) add that social interaction on e-commerce platforms increases consumer engagement and strengthens emotional connections with the brand, which in turn drives purchase intention. Wang et al. (2021) also supports this finding, showing that interaction through parasocial communication (e.g., interaction with influencers) strengthens purchase intention because consumers feel more emotionally connected. (Kim et al. (2021) & Su et al. (2023) found that interactions that create emotional closeness with a brand have a significant impact on purchase intention. Therefore, social interaction serves as a stimulus that enhances purchase intention through feelings of closeness and greater trust in the brand.

### **Audience characteristics positively influence purchase intention**

Audience characteristics, such as lifestyle, religiosity, and social values, have a significant positive influence on purchase intention ( $t = 3.243$ ,  $p < 0.001$ ). Handriana et al. (2020) shows that lifestyle and religiosity affect the purchase decision of halal products, as consumers tend to choose products that align with their values, especially religious values. Yu et al. (2023) states that consumers with high religiosity are more likely to choose halal products, which directly relates to their purchase intention. Khan et al. (2021) also found that awareness of a product's halal status is a key factor in the purchase intention of halal products, especially among Muslim consumers. Farid Najib et al. (2022) supports this by showing that audience characteristics, such as halal awareness and ethical values, influence their preferences for products that meet halal standards (Purwianti, 2022). Additionally, Naseri & Abdullah, (2022) shows that more religious consumers tend to pay more attention to halal aspects when purchasing beauty products, which strengthens the influence of audience characteristics on purchase intention.

**Table 7. SRMR Test**

Model	SRMR (Original Sample)	SRMR (Sample Mean)	95%	99%
Saturated model	0.082	0.039	0.043	0.045
Estimated model	0.088	0.042	0.048	0.051

Source: Primary Data Processed (2025)

### **Sponsored marketing positively influences perceived influence**

Sponsored marketing has a significant positive impact on purchase intention ( $t = 3.245$ ,  $p < 0.001$ ). Hsiao et al. (2021) shows that sponsorship aligned with consumer values can enhance brand perception, which in turn increases purchase intention. Farhana et al. (2020) confirms that sponsorship activities aligned with consumer or community activities can increase consumer engagement and strengthen purchase intention. Kim et al. (2021) also shows that sponsorship involving trusted figures, such as influencers, can enhance brand credibility and strengthen purchase intention. Similar findings were observed in Chusnaini & Rasyid, (2023), who noted that sponsorship in events that align with audience interests increases the purchase intention of promoted products. Boronczyk & Breuer, (2021) also stated that appropriate sponsorship can transfer a positive image from the sponsored event to the brand, enhancing credibility and increasing purchase intention.

### **Consumer attitude positively influences perceived influence**

Consumer attitude toward halal products has a significant positive influence on purchase intention ( $t = 4.020$ ,  $p < 0.001$ ). Farajun Rikza et al. (2023) shows that positive attitudes toward the safety and halal compliance of products significantly affect consumer purchase decisions. Naseri & Abdullah, (2022) also found that consumer attitudes toward halal products, especially regarding brand trust, are crucial in shaping their purchase intention. Maulani et al. (2022) adds that positive

consumer attitudes toward halal products, both in terms of health benefits and ethical consumption, play a significant role in enhancing purchase intention. Farid Najib et al. (2022) also observed that consumers with a positive attitude toward certified halal products increase trust and strengthen their purchase intention. Zaki et al. (2021) found that a positive perception of the quality of halal products and their alignment with religious values increases consumer purchase intention, reinforcing this finding.

### **Perceived influence positively influences purchase intention**

Perceived influence through digital promotions and interaction with influencers has a very strong impact on purchase intention ( $t = 13.449$ ,  $p < 0.001$ ). Akbar & Dellyana, (2023) shows that perceived influence through social media promotions can increase consumer engagement with the brand and strengthen their purchase intention. Tazlia et al. (2023) also observed that perceived influence from influencers can strengthen the positive perception of products, which ultimately influences purchase decisions. Sesar et al. (2022) found that perceived influence from reviews and recommendations by influencers also increases brand credibility and accelerates consumer decision-making. Su et al. (2023) states that the parasocial influence built through interaction with influencers plays a crucial role in influencing consumer attitudes and purchase intention. Findings from Wang et al. (2021) also support this, stating that consumers who feel connected with influencers are more likely to purchase the products being promoted.

### **Interaction positively influences purchase intention through perceived influence**

This hypothesis tests whether interaction influences purchase intention through perceived influence. The significant positive result ( $t = 3.802$ ,  $p < 0.001$ ) indicates that social interaction, whether direct or through social media, strengthens the perceived influence on consumers, which in turn boosts their purchase intention. Ma et al. (2023) found that social interaction increases perceived influence on digital platforms, accelerating consumer purchase decisions. Garg & Bakshi, (2024) also showed that interaction with a brand on social media enhances perceived influence, which strengthens purchase intention. Research by Kim et al. (2021) observed that interaction with influencers builds emotional connections that increase social influence, thus strengthening purchase intention. Wang et al. (2021) also showed that digital interaction that creates emotional engagement enhances perceived influence, which increases purchase intention. Additionally, Su et al. (2023) found that parasocial interaction with influencers increases perceived influence, which strengthens purchase intention.

### **Audience characteristics positively influence purchase intention through perceived influence**

This hypothesis tests whether audience characteristics (such as lifestyle, religiosity, and demographics) influence purchase intention through perceived influence. The significant result ( $t = 3.638$ ,  $p < 0.001$ ) shows that audience characteristics, such as religious values or lifestyle, increase perceived influence, which then affects their purchase intention. Yu et al. (2023) showed that consumers with strong religious values are more influenced by halal product marketing, enhancing perceived influence and purchase intention. Farid Najib et al. (2022) confirmed that audience characteristics, such as halal awareness,

strengthen perceived influence on purchase decisions. Khan et al. (2021) also found that audience characteristics with high awareness of halal compliance lead to greater perceived influence on their purchase intention. Handriana et al. (2020) showed that religious lifestyle greatly influences perceived influence, which increases purchase intention. Research by Naseri & Abdullah, (2022) found that audience characteristics that are more ethically concerned, such as halal product quality, are more likely to be influenced by marketing campaigns highlighting these aspects.

### **Sponsored marketing positively influences purchase intention through perceived influence**

This hypothesis tests whether sponsored marketing influences purchase intention through perceived influence. The significant result ( $t = 6.355$ ,  $p < 0.001$ ) shows that sponsored marketing, such as promotions conducted through influencers or brand sponsorships, strengthens perceived influence, which in turn enhances purchase intention. Chusnaini & Rasyid, (2023) showed that sponsored marketing relevant to the audience can increase perceived influence, which strengthens purchase intention. Farhana et al. (2020) also confirmed that sponsored marketing done in a way that aligns with the audience's values increases perceived influence, which accelerates purchase decisions. Kim et al. (2021) added that sponsored marketing through influencers can enhance brand trust and positive perception, which strengthens perceived influence and purchase intention. Research by Hsiao et al. (2021) showed that sponsored marketing enhances social influence, which strengthens purchase intention through perceived influence. Sesar et al. (2022) also found that event sponsorship aligned with audience values enhances perceived influence, which strengthens purchase intention.

### **Consumer attitude positively influences purchase intention through perceived influence**

This hypothesis tests whether consumer attitude toward halal products influences purchase intention through perceived influence. The significant result ( $t = 4.453$ ,  $p < 0.001$ ) shows that consumer attitude toward halal products strengthens perceived influence, which then increases their purchase intention. Farajun Rikza et al. (2023) showed that consumer attitude toward product safety and halal compliance significantly influences perceived influence on that product. Naseri & Abdullah, (2022) added that a positive attitude toward halal products strengthens consumer trust in the brand and accelerates their purchase decision. Maulani et al., (2022) stated that consumer attitudes that view halal products as the better ethical and health choice strengthen perceived influence, ultimately increasing purchase intention. Research by Farid Najib et al. (2022) found that positive consumer attitude toward trustworthy halal products increases perceived influence, which accelerates purchase intention. Zaki et al. (2021) also showed that positive attitudes toward halal product compliance strengthen perceived influence, which in turn drives purchase intention.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

Based on the quantitative results, perceived influence emerges as the most dominant determinant of purchase intention toward halal skincare products. This is evidenced by the highest t-statistic value ( $t = 13.449$ ), which is substantially greater than those of interactional factors, audience characteristics, sponsored marketing, and consumer attitude. These findings indicate that consumers internal responses, shaped by external stimuli such as influencer marketing and social interactions, play a crucial role in forming purchase intention. In the context of a

boycott movement, perceived influence becomes a key mechanism that strengthens consumers' preference for local halal-certified skincare brands, reflecting the impact of moral, religious, and social values on purchasing decisions in the current socio-political climate.

This study successfully addresses all proposed research objectives. First, the findings confirm that interactional factors, audience characteristics, sponsored marketing, and consumer attitude significantly and positively influence purchase intention toward halal skincare products. Second, the results demonstrate that perceived influence has a significant positive effect on purchase intention. Third, perceived influence is empirically proven to mediate the relationships between interactional factors, audience characteristics, sponsored marketing, consumer attitude, and purchase intention. These results provide clear empirical evidence that the research objectives have been fully achieved.

### **Theoretical Implications**

The findings of this study are in line with the Stimulus-Organism-Response (SOR) theory, which explains that consumer behavior is shaped not only by internal cognition and emotions (organism), but also by external marketing stimuli such as sponsored content and social interactions (stimulus). This study contributes theoretically by expanding the understanding of how perceived influence mediates the relationship between marketing efforts and behavioral responses. It reinforces previous empirical evidence suggesting that religious values, social interactions, and trust in influencers are powerful drivers of consumer decision-making, especially in digital commerce settings involving halal-certified products.

### **Managerial Implications**

From a managerial perspective, the findings of this study provide several operational implications for halal skincare

companies, particularly local brands operating in Batam City. First, companies should prioritize influencer-based digital campaigns by collaborating with Muslim beauty influencers who actively emphasize halal certification, ethical sourcing, and local brand support. These collaborations should be implemented through scheduled weekly content, including product reviews, tutorials, and live interaction sessions, to strengthen consumers' perceived influence. Second, firms should develop sponsored marketing programs aligned with religious and community-based events, such as Islamic gatherings or halal lifestyle campaigns, to reinforce brand credibility and value congruence. These sponsorship activities should be integrated with social media exposure to maximize audience reach and engagement. Third, companies are encouraged to enhance interactive communication strategies by actively responding to consumer comments, conducting live streaming sessions, and providing transparent product information regarding halal certification and ingredients. Such operational actions are expected to strengthen perceived influence, which has been empirically proven as the strongest driver of purchase intention. Overall, by translating these strategies into structured digital marketing programs, halal skincare brands can effectively increase consumer trust, perceived influence, and purchase intention amid boycott-driven market conditions.

### Limitations

This study is not without limitations. First, it was geographically limited to Batam City, which may not reflect the behavior of consumers in other regions. Second, despite efforts to design a valid questionnaire, some respondents may have misunderstood certain items, leading to potential bias in data quality. Third, social desirability bias might have influenced responses, particularly regarding sensitive topics such as boycott movements and religious motivations. Additionally, the

cross-sectional design prevents conclusions about causality, and future research should consider longitudinal methods.

### Suggestions

For future research, several suggestions are proposed. First, consider adding or modifying variables, such as religiosity level, social activism, or trust in local brands, to deepen the analysis of factors influencing halal skincare purchases. Second, replicate the study in other cities or provinces with larger and more diverse populations to enhance generalizability. Third, incorporate qualitative methods, such as interviews or focus groups, to explore deeper motivations behind consumer choices. Lastly, researchers should consider the long-term impact of boycott movements and brand recovery strategies in shaping consumer loyalty. The references used in this study are predominantly derived from primary sources in the form of peer-reviewed journal articles. More than 80% of the cited literature consists of journal publications and research articles published within the last ten years, ensuring the relevance, credibility, and academic rigor of the theoretical and empirical foundations of this research. Several seminal books are included solely to support fundamental theoretical concepts.

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