

**THE INFLUENCE OF PROMOTION, CELEBRITY SUPPORT, E-WOM
(ELECTRONIC WORD OF MOUTH) AND HALAL AWARENESS ON
PURCHASING DECISIONS FOR SKINCARE PRODUCT AT MARKETPLACE IN
EAST JAVA**



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Abstract

The influence of promotions, celebrity endorsements, E-WOM (Electronic Word of Mouth), and halal awareness plays an important role in influencing purchasing decisions for skincare products in the East Java marketplace. Promotions, celebrity endorsements, E-WOM (Electronic Word of Mouth), and halal awareness are factors that influence consumers' decisions to make purchases. This research aims to determine the influence of promotions, celebrity endorsements, E-WOM (Electronic Word of Mouth), and halal awareness on purchasing decisions for skincare products on marketplaces in East Java. This research method uses descriptive analysis with a quantitative approach. Primary data was obtained by sharing the questionnaire link using Google Form. The data analysis technique uses Partial Least Square 4.0. The results of this research show that promotions, celebrity endorsements, E-WOM (Electronic Word of Mouth), and halal awareness have a positive and significant effect on purchasing decisions.

Keywords: Promotion; Celebrity Endorsements, E-WOM (Electronic Word of Mouth), Halal Awareness, Purchasing Decision

INTRODUCTION

Advances in information and communication technology are experiencing developments, especially in the marketplace industry. Since the COVID-19 pandemic, people have increasingly preferred online shopping over offline shopping. They consider online shopping to be more practical and comfortable because it can be done anytime and anywhere. Of course, this has made many online marketplaces emerge in the Indonesian market (Siregar et al., 2022). Some people in East Java choose to use the marketplace as a way to shop, making it easier to access various products and services online. According to Databoks (2024), Shopee remains the most visited marketplace in Indonesia, followed by Tokopedia and Lazada (Esti Tri Pusparini, 2024).

Figure 1
Best Selling Marketplace Comparison Chart



Source: Databoks.katadata

The large number of people who shop online means that many product categories are sold quite a lot on the marketplace, especially skincare products. The sales volume of skincare products in the marketplace shows a high number compared to sales in other places (Gita Kirana & Basiya, 2024). Almost all skincare products now promise to make their faces healthier. Everyone, regardless of age, whether young or old, wants to appear more confident in living their daily life and keeping up with the times. Especially for women, who tend to have an instinct to beautify and take care of themselves (Prinoya et al., 2022). One way that can be done is by undergoing skin care, especially nowadays, many practical care options can be used by men and women to support their appearance and self-confidence, as long as it is done regularly (Annisa et al., 2024). The feeling of self-confidence that arises from a good appearance can also influence the way a person communicates, thereby contributing to

career success (Muhamad Januaripin, 2024). Therefore, as Indonesian citizens whose majority religion is Islam, we must be careful in choosing the facial treatments we use because, of course, they must be halal.

This is following the halal concept in Islam, which is not only limited to food products but also applies to cosmetic products, body care, medicine, and services, including banking, investment, and business (Asiyah & Hariri, 2021). Skincare is a series of activities that aim to support healthy skin, especially facial skin, by using certain products that contain non-harmful ingredients (Herianti, Rosmini, 2024). Muslims must use Halal products as part of their identity, even though consumer awareness of halal products and other factors that influence consumer purchasing decisions is currently still very low (Fauziah, 2024). They will tend to only look at where they got the product without looking at what ingredients were used in the product. Halal consumption not only includes food, but also includes beauty products such as skin care and cosmetics, which are considered non-food. Even though skin care and cosmetics are not considered food, this does not mean they can be ignored, because skin care and cosmetic products have become daily necessities (Rifa Amalia, 2022).

The diagram below shows that the Compass team found several local skincare brands that have met the best-selling halal standards in Indonesia based on total sales during the second quarter of 2022, as follows: Somethinc was founded in 2019, and this brand achieved sales of IDR 53.2 billion, making it the top. Somethinc offers products specifically designed for Indonesian women's skin problems with high-quality ingredients. The Scarlett brand is famous for its body care products and a series of whitening products, recording sales of IDR 40.9 billion. Her favorite products include body lotion and Scarlett Whitening Acne Serum. MS Glow Founded in 2013; this brand achieved sales of IDR 29.4 billion. MS Glow focuses on skin brightening products and also provides treatments for men. Avoskin, known for its green beauty concept, achieved sales of IDR 28 billion. The products use natural ingredients such as tea tree and aloe vera. Whitelab appeared in March 2020. Whitelab achieved sales of IDR 25.3 billion with the best-selling product, Brightening Face Serum. The Azarine brand has succeeded in selling products worth IDR 22.8 billion and is famous for its collaboration with actor Lee Min Ho. Wardah, with sales of IDR 18.3 billion, is known for its high-quality halal cosmetic and skincare products. Erha brand, which originates from a beauty clinic,

recorded sales of IDR 11.5 billion. Emina is famous among teenagers. Emina achieved sales of IDR 7.4 billion with affordable skincare products. Bio Beauty Lab occupies the 10th position with sales of IDR 5.7 billion. This brand is known for its facial oil, which is popular among influencers. Competition in the halal skincare industry is increasingly fierce, with many new brands succeeding in gaining popularity and high sales in a short time (Compas.co.id, 2022).

Figure 2
Comparison Diagram of Best-Selling Skincare in E-Commerce



Source: Compass

Having the halal content of a product or facial care is one of the supports for someone to make a purchasing decision about a product. Purchasing decisions are a process by which a consumer can recognize the problem, then they will look for information related to a specific brand or product and evaluate it properly before buying the product (Pangemanan et al., 2022). One of the factors that influences purchasing decisions is promotion. Promotion aims to influence buyers' attitudes and behavior by informing them of product advantages and disadvantages. In this way, consumers can understand what the skincare products they want to buy offer and make the right decisions (Sri Wdyanti Hastuti & Anasrulloh, 2020). Previous research (Yulianto & Prabowo, 2024) showed that the Promotion variable has a positive effect on purchasing decisions within the scope of the TikTok customer population in Semarang City while previous research (Kadek Yunita Wendistha, 2024) showed that promotion had a negative effect on purchasing decisions within the scope of the employee population of PT. Indah Abadi Piaggio Vespa Gianyar. Skincare markets its products on

marketplaces such as Shopee and TikTok, which now have a live streaming product feature as well as content provided by influencers or commonly known as Celebrity Support.

Celebrity Endorsement mostly promotes its products through social media, they provide a beauty trick using the product in the hope of attracting consumer attention and considering purchasing skincare products (Elsa Rizki Yulindasari, 2022). To believe the claims made by a brand and influence customer behavior, the chosen celebrity must also have credibility. This credibility can be seen from relevant knowledge and weighty experience. Celebrity Endorsement can also be interpreted as a figure who is very well known by the public to offer or advertise a product (Kalangi et al., 2019). Each company has certain requirements for choosing the public figure, for example, to promote halal cosmetic products, the public figure must have a comparable image (Afifa & Ambarwati S, 2024). Consumers will see and judge who uses the product and start to think about whether the product will react the same if they also buy and use the same product. In this case, because halal skincare is a product that has religious elements, of course, celebrities are needed who have a good Muslim personality and impression (Muna et al., 2021). This study shows that Celebrity Endorsement has a positive and significant effect on purchasing decisions for Nature Republik in Surabaya. This indicates that the higher the level of suitability of celebrity endorsement, the higher the appeal that Nature Republic will have (Siswandi & Djawoto, 2019). Another study proved that celebrity endorsement did not have a significant effect on purchasing decisions for products on Shopee within the scope of the student population of Muhammadiyah University of Sidoarjo (Ramadhani & Nadya, 2020). Another factor that consumers will consider when purchasing a product is Electronic Word of Mouth (E-WOM).

E-WOM is information that occurs by word of mouth and spreads through customers who have used the service or product. Electronic Word of Mouth as personal communication related to the product (Siregar et al., 2022), between consumers and the surrounding community (Ena et al., 2020). Supported by technology that makes the marketplace increasingly developed, where consumers get product information from Electronic Word of Mouth, or commonly known as user reviews (Nurdin & Wildiansyah, 2021). It can be concluded that Electronic Word of Mouth is a form of communication between customers through positive and negative reviews after purchasing a product (Elsa Rizki Yulindasari,

2022). Previous research stated that E-WOM has a positive and significant influence on purchasing decisions for Vaseline hand & body lotion among consumers in Padang (S. Pratiwi & Rahmidani, 2023). Then another study stated that electronic word of mouth did not have a significant influence on purchasing decisions at Momomilk Restaurant. (Nur Millatina & Hamidah Mujahidah dan Sri Herianingrum, 2020). The factor that is less important than all the factors mentioned above is the Brand Image factor, or commonly known as customer perception of the goods they will buy.

Halal awareness is the level of knowledge possessed by Muslim consumers to seek and consume halal products according to Islamic law (Saputra & Jaharuddin, 2022). Consumers, especially Muslims, are required to always be selective about what they eat and what they will use (Aprilliani & Hasanah, 2022). Halal products are widely known for their food safety and quality assurance. Therefore, halal awareness is considered one of the factors in determining its influence on consumer purchasing decisions (Vizano et al., 2021). Previous research shows that the variable of consumer halal awareness can have a significant positive influence on the decision to purchase a product (Salsabila, 2023). Then another study stated that the variable of halal awareness did not have a significant influence on the decision to purchase orichick in Semarang City (Esa et al., 2021). Based on the gap in the results of previous research related to Promotion, Celebrity Support, E-WOM and Halal Awareness of Purchasing Decisions, the researcher is interested in conducting research with the title The Effect of Promotion, Celebrity Support, E-WOM (Electronic Word of Mouth) and Halal Awareness on Purchasing Decisions for Skincare Products at Marketplace in East Java. In order to find out whether these variables have a significant effect on purchasing decisions for skincare products in the marketplace in East Java. Then the results of this study will disseminate readings about what factors influence purchasing decisions for skincare products in the marketplace in East Java, and researchers hope that this research can provide an overview of what factors influence purchasing decisions.

The formulation of the problem based on the introduction above is as follows: (1) Do promotions, celebrity endorsement, E-WOM (Electronic Word of Mouth) and halal awareness affect purchasing decisions for skincare products at landmark locations in East Java. The purpose of this study was to determine how the influence of promotion, celebrity

endorsement, E-WOM (Electronic Word of Mouth) and halal awareness on purchasing decisions for skincare products in the marketplace in East Java.

REVIEW OF LITERATURE

Promotion is an informal communication between sellers and consumers that seeks to change the attitude or interest of buyers who previously did not want to buy but now want to know and test the product (Andriani & Nasution, 2023). The indicators used to measure promotion are (Sri Ekowati, 2020): (1). Promotion frequency refers to the number of sales promotions carried out in a certain period through promotional media. (2) The quality of the promotion is a standard measure or the effectiveness of the sales campaign carried out. (3). The quantity of promotional value or quantity of sales provided to consumers. (4). Promotion time is a certain period of duration in a promotion to persuade customers to buy something. (5). The determination or suitability of promotional goals is a key sign to achieve the desired goal is the determination or consistency of promotional goals.

Promotion variables play an important role in influencing consumers in determining the purchasing decision process because promotions can increase consumer awareness of the products or services offered, and arouse consumer interest and desire to buy. Thus, promotions can influence consumers in determining the purchasing decision process, starting from need recognition, information search, alternative evaluation, to purchasing decisions. However, keep in mind that consumer purchasing decisions are also influenced by other variables, such as celebrity endorsements.

Celebrity Endorsement is a successful strategy to increase brand recognition and increase sales, consumer interest in celebrities is an opportunity for marketers to take advantage of it, especially for promotional purposes (Prof. Dr. Tatik Suryani, Psi. M.M, Mochamad Nurhadi, S.Kom., M.M, Abu Amar Fauzi, S.S., 2020). The indicators used to measure the success of celebrity endorsements include the following (Rahmadani & Eka Febriansah, 2024). (1). Creditability: Creditability is an important criterion in the selection of celebrity endorsements, consumers will trust a celebrity or a figure with a good reputation more, because it will usually be considered appropriate to promote the product. (2). Charm: Celebrity charm is the allure possessed to attract customers and increase curiosity about the

product being promoted. (3). Power : Power is the ability of a celebrity or public figure to influence consumer behavior. High-powered celebrities will have a greater influence on brand awareness, purchase intention, and product sales.

Celebrity endorsements can increase product trust and attractiveness because, usually, fans tend to follow the recommendations of celebrities they idolize when buying skincare, thus driving purchasing decisions.

Electronic Word of Mouth (E-WOM) refers to the dissemination of information through client product reviews, which are then shared with others via online media (Arohman et al., 2023).

The indicators used to measure E wom in research (Sari, 2019) include: (1). Review Intensity: Intensity is the total number of comments and reviews uploaded via social media. (2). Positive Statement: Positive statements are reviews or responses from users whose needs are satisfied with a product or service and suggest it to other customers through social media platforms. (3). Negative Statement: Negative statements are critical reactions or disparaging responses about a customer's displeasure with a good or service. (4). Content: Content on social media or the internet refers to different details (price, quality, flavor, etc) regarding a product or service.

The development of increasingly sophisticated technology can make it easier for someone to be able to make purchase transactions on an online platform, so that someone can decide to purchase a product on a platform that offers goods with a variety of price ranges that are even below normal prices in general and many discount coupons on halal cosmetic products that are of the same quality as other products. Before making a purchase, consumers will first look for information related to the product they are going to buy. Therefore, Electronic Word of Mouth can influence someone in making purchasing decisions (Elsa Rizki Yulindasari, 2022).

Halal awareness refers to a consumer's knowledge of finding and consuming halal products in line with Islamic law, particularly among Muslims. (Hervina, R. D., Kaban, R. F., & Pasaribu, 2021). Halal awareness also includes several aspects such as the manufacturing, storage, packaging, and shipping processes, which must fully meet the requirements according to Islamic law (Sayyaf, 2023). The indicators used to measure Halal

Awareness include (Shanaya Rifiana Dewi, 2023) : (1) Consumers are always aware of the basic ingredients of the product before using. (2) Consumers will not buy a product if there is no Halal statement logo. (3) Consumers tend to buy halal cosmetics from brands that are easy to remember and know. (4) Consumers prefer to buy halal cosmetics from well-known brands. Awareness means being aware of consuming things that are good or authorized according to Islamic standards and found in the Koran. Awareness of halal certification makes consumers, especially those who are Muslim, more likely to choose products that have guaranteed halalness, because they want to ensure that the products used are following their values and beliefs, so that halal awareness is considered to make purchasing decisions more efficient.

Purchasing decisions are influenced by various factors when making judgments about what to buy, including cultural, social, family, club, and organizational environments (Nur Fitria Febriyanti & Renny Dwijayanti, 2022). Purchasing decisions refer to the final purchasing behavior of consumers (Yenni Arfah, SE., 2022). Then, there are 4 indicators in the purchasing decision in this study, namely (Senggetang et al., 2019): (1) Stability in a product comes from its best quality, which increases customer trust and satisfaction. (2). The habit of buying products, namely the pattern of purchasing products or goods repeatedly. (3). Providing recommendations to others, namely recommending someone to start, use, and join the same thing. (4). Making repeat purchases, namely customers who buy services or products, then decide to buy them again, and soon.

RESEARCH METHOD

This research uses quantitative methodology. Research instruments are used to collect data with a quantitative approach, which is applied by analyzing a specific population or sample. The purpose of this quantitative or statistical data analysis is to test a predetermined hypothesis (Hartono & Praptiningsih, 2022). The data used in this study are primary data, which were obtained from questionnaires distributed through Google Forms (F. Hikmawati, 2020). Then, secondary data comes from previous research information sources (Jariyah et al., 2024). The population in this study is skincare buyers who make purchases at the Marketplace in East Java (Usman et al., 2024). The sampling technique applied in this study

is Non-Probability Sampling type, Purposive sampling. Purposive sampling is used to obtain samples by selecting samples from the population based on certain criteria set by the researcher (Maharani & Bernard, 2018). In this technique, researchers select samples subjectively because the target group has the necessary information and is relevant to the criteria set by the researcher (Asrulla et al., 2023).

The reason researchers use Purposive Sampling is that the population is not known with certainty, and the number of buyers who purchase skincare on the marketplace in East Java has not been obtained with specific data, so this study uses the Lemeshow sample calculation formula (Rifai et al., 2024). This formula is often used to measure samples with populations whose numbers are not known with certainty, or the surrounding population is not limited (Dea Pramesty Noor Indah Sari, Rizky Eka Febriansyah, 2024).

$$n = \frac{Z^2 \times P(1-P)}{d^2} = \frac{1,96^2 \times 0,5 (1-0,5)}{0,1^2} = 96,04 = 100$$

Notes:

n = Number of samples

Z = Z score at 95% confidence = 1.96

P = maximum estimate = 0.5

d = alpha (0.10) or sampling error = 10%

From the results of the above calculations, it can be concluded that the minimum sample size needed in this study is 96 respondents. Researchers increased this number to 100 respondents to anticipate questionnaires that could not be used and to facilitate data management. The questionnaire was broadcast using the Google Forms platform. uses a measurement scale, namely a Likert scale, where the respondent only gives one check mark out of 5 answers consisting of STS (Strongly Disagree), TS (Disagree), N (Neutral), S (Agree), SS (Strongly Agree). Researchers determined the sample criteria that would be used as respondents in the study as follows:

1. Domiciled in East Java
2. Have ever made a skincare purchase on the marketplace

Data analysis used Smart PLS 0.4 (Partial Least Square), which is a statistical software used to analyze the relationship between variables. SmartPLS testing consists of two main stages: Outer Model, Inner Model, and hypothesis. Testing the inner model or

structural model is done by looking at the relationship or influence between constructs, the significance value, and the R-Square (R²) of the research model. A t-statistic value of more than 1.96 indicates that the influence between variables is significant. Conversely, if the t-statistic value is less than 1.96, it indicates that the influence between variables is not significant (Farhan Saputra et al., 2023).

Outer Model is a model that connects latent variables with question indicators (Fitriyah, 2022). Testing the outer model provides value to the reliability and validity analysis (Ayatullah Michael Musyaffi, Hera Khoirunnisa, 2021). The outer model is tested for convergent validity using the Loading Factor (the relationship between the item or component score and the construct score). An indicator is said to be valid if it has an AVE (Average Variance Extraordinary) value greater than 0.5 or shows all external dimensions loading variables with a loading value greater than 0.5 so that the measurement passes the convergent validity criteria (Georgius Roysandi Yogatama Gandur, 2022).

RESULTS AND DISCUSSION

After distributing questionnaires to 100 respondents and analyzing data using the Smart PLS 4.0 application. The results of the research analysis test, among others:

Respondent Identity

Respondents used in this study are consumers who have purchased skincare on the marketplace in East Java, with a total of 100 respondents. Based on the number of respondents, 76% are female and 24% are male respondents. Furthermore, when viewed from the age of the respondents, there are 5% of respondents aged > 20 years, 92% of respondents with an age range of 20-30 years, 2% of respondents with an age range of 31-40 years, and 1% of respondents with an age range of 41-50 years. When viewed from the number of respondents who make skincare purchases on the marketplace in East Java, there are 97% who choose to use skincare that has a halal logo, and the remaining 3% who do not use skincare that has a halal logo. Then, when viewed from the respondent's perspective, as many as 78% of student respondents, 17% of respondents work, and others as much as 5%.

Table 1
Respondent Identity

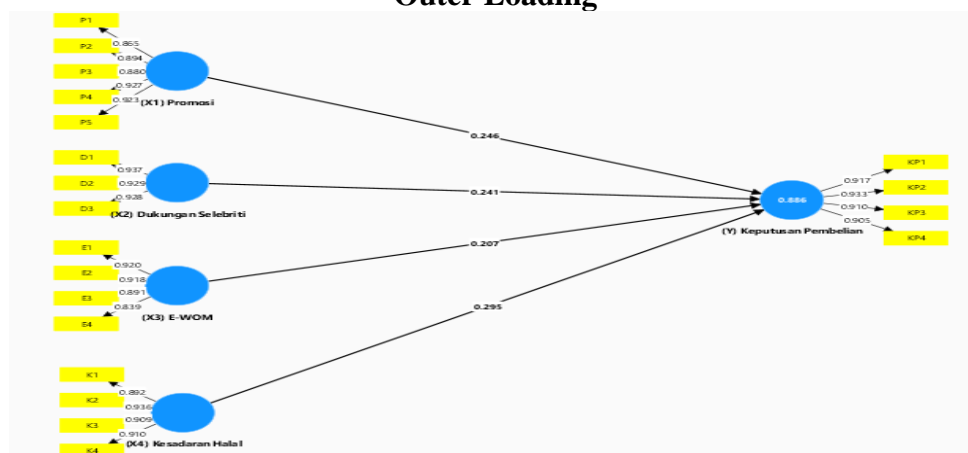
Characteristics	Respondents	Frequency	Percentage
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Gender	Male	24	24%
	Female	76	76%
Age	<20 years	5	5%
	21-30 years	92	92%
	31-40 years	2	2%
	41-50 years	1	1%
	>50 years old		
Status	Student	78	78%
	Working	17	17%
	Other	5	5%
	Student		

Model Analysis Measurement (Outer Model)

The outer model test is carried out through various testing stages such as Convergent Validity, Discriminant Validity, and Composite Reliability. The results of PLS analysis can also be used as a tool to test a hypothesis used in a study.

Figure 3
Outer Loading



Convergent Validity

Convergent validity aims to determine the validity of the relationship between indicators and latent variables. The higher the convergent value, the higher ability of indicator to clarify the latent variable (Kamilah & Abadiyah, 2023). An indicator can be declared to meet the requirements of convergent validity in a good category if the outer loading value is > 0.7 [62]. However, the outer loading value of 0.5- 0.6 is considered to meet

the requirements of convergent validity. Outer Loading of each indicator in this research variable is as follows:

Tabel 2
Convergent Validity Test Results (Outer Model)

	Promotion (X1)	Celebrity Endorsement (X2)	E- WOM (X3)	Halal Awareness (X4)	Purchase Decision (Y)
D.1		0.937			
D.2		0.929			
D.3		0.928			
E.1			0.920		
E.2			0.918		
E.3			0.891		
E.4			0.839		
K.1				0.892	
K.2				0.939	
K.3				0.909	
K.4				0.910	
KP.1					0.917
KP.2					0.933
KP.3					0.910
KP.4					0.905
P.1	0.865				
P.2	0.894				
P.3	0.880				
P.4	0.927				
P.5	0.923				

Source: Smart PLS 4.0 data analysis (2024)

Based on the table above, the indicators of all Halal Awareness (X4) and Purchasing Decision (Y) variables have an outer loading value greater than 0.7. Therefore the indicator is declared valid. Average Variance Extracted (AVE) The model construct can be said to be reliable if the AVE value it has is higher than 0.50. If the AVE value of each variable is less than 0.5, it cannot be said to be reliable (Arohman et al., 2023). The AVE values for all variables are shown here:

Table 3
Average Variance Extracted (AVE) Validity Test Results

	Average Variance Extracted (AVE)	Description
Promotion (X1)	0.807	Reliable
Celebrity Endorsement (X2)	0.867	Reliable

E- WOM (X3)	0.797	Reliable
Halal Awareness(X4)	0.831	Reliable
Purchase Decision(Y)	0.839	Reliable

Source: Smart PLS 4.0 data analysis (2024)

The table above shows that the AVE value of all variables is greater than 0.50. Therefore, all variables can be considered reliable.

Discriminant Validity

This test is carried out on cross-loading. An indicator can be said to be valid and meet the discriminant validity requirements if the value it has is higher than the value of another variable.

Table 4
Discriminant Validity Test Results - Cross-Loading

	Promotion (X1)	Celebrity Endorsement (X2)	E- WOM (X3)	Halal Awareness (X4)	Purchase Decision (Y)
D.1	0.852	0.937	0.840	0.813	0.848
D.2	0.773	0.929	0.806	0.810	0.818
D.3	0.763	0.928	0.794	0.783	0.809
E.1	0.827	0.811	0.920	0.796	0.843
E.2	0.842	0.811	0.918	0.809	0.839
E.3	0.726	0.768	0.891	0.783	0.775
E.4	0.705	0.726	0.839	0.738	0.714
K.1	0.828	0.819	0.808	0.892	0.813
K.2	0.843	0.800	0.785	0.939	0.813
K.3	0.801	0.772	0.832	0.909	0.847
K.4	0.793	0.751	0.768	0.910	0.824
KP.1	0.823	0.819	0.787	0.806	0.917
KP.2	0.839	0.805	0.815	0.847	0.933
KP.3	0.819	0.797	0.815	0.831	0.910
KP.4	0.804	0.828	0.845	0.830	0.905
P.1	0.865	0.774	0.792	0.786	0.796
P.2	0.894	0.737	0.748	0.771	0.784
P.3	0.880	0.732	0.759	0.756	0.781
P.4	0.927	0.809	0.800	0.863	0.829
P.5	0.923	0.788	0.811	0.839	0.834

Source; Smart PLS 4.0 data (2024)

Based on the table above, it can be seen that the cross-loading value of each indicator for a variable is greater when compared to other variables. Therefore, it can be concluded that all indicators used in this study are good criteria for discriminant validity.

Composite Reliability and Cronbach's alpha

The reliability value of the indicators of a variable used in a study. To meet the reliability requirements, the Cronbach alpha and composite reliability values must be greater than 0.7 to be considered reliable. So, the Cronbach's Alpha and composite reliability values must be greater than 0.7 to be said to be reliable.

Table 5
Composite Reliability

Variable	Cronbach's alpha	Composite Reliability (rho_c)	Description
Promotion(X1)	0.940	0.941	Reliable
Celebrity Endorsement (X2)	0.923	0.924	Reliable
E- WOM (X3)	0.915	0.920	Reliable
Halal Awareness (X4)	0.932	0.933	Reliable
Purchase Decision (Y)	0.936	0.936	Reliable

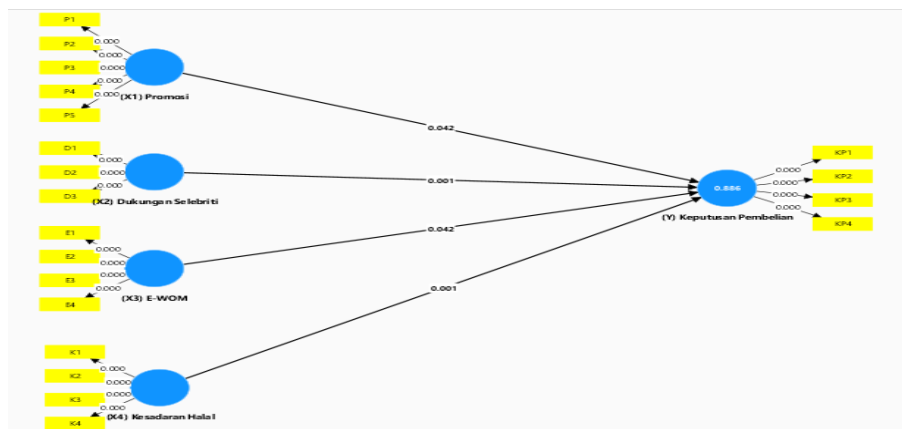
Source: Smart PLS 4.0 data analysis (2024)

Based on the table above, it can be seen that the value of Composite Reliability and Cronbach's alpha is higher than 0.7, so it can be said that all variables in this study are reliable because they meet the requirements of Composite Reliability and Cronbach's which must be greater than 0.7.

Analysis Model Measurement (Inner model)

Inner model is a method used to see how the significance level of the research model is interrelated with one other factors. The following is the structural model used in this study:

Figure 4
Inner Model Smart PLS



In performing calculations using the SmartPLS application, it can be seen the R-square of each independent variable. if the R-Square is higher than 0.67, there is a strong influence between the independent variable and the dependent variable. the R-Square value of 0.33-0.66 indicates that the influence of the relationship between the independent and dependent variables is in the middle category, and the R-Square value of 0.19-0.32 indicates that the influence is in the weak category. weak. The following are the R-square results using SmartPLS:

Table 6
R-Square

Variable	R-Square
Purchase Decision (Y)	0.886

Source: Smart PLS 4.0 data analysis (2024)

Based on the table above, the R-Square value shows that the Purchasing Decision (Y) has an R-Square value of 0.886, which shows the percentage of the variable size of 88%. So from these results it can be seen that there is a strong influence on purchasing decisions.

Hypothesis Testing

Hypothesis testing is used to determine the possibility if the hypothesis in a study is correct. Hypothesis testing in a study is done by testing the coefficient value. If the coefficient value is positive, it can be said that the hypothesis has a positive relationship. The level of significance of a relationship can be assessed from the t statistic value and p values. If the t statistic value is higher than 1.96 and the p values are lower than 0.050, it can be said that the independent variable has a significant effect on the dependent variable.

Table 7
Path Coefficient

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P values
(X1) Promotion -> (Y)Purchase Decision	0.246	0.247	0.121	2.031	0.042
(X2) Celebrity Endorsment-> (Y) Purchase Decision	0.241	0.247	0.074	3.264	0.001
(X3) E-WOM ->(Y) Purchase Decision	0.207	0.202	0.102	2.031	0.042

(X4) Halal Awareness						
-> (Y) Purchase Decision	0.295	0.294	0.093	3.180	0.001	

Based on the table above, namely the Path Coefficient, it can be seen that:

Promotion variable (X1) shows positive and significant results on purchasing decisions, it can be seen from the original sample, which is worth 0.246, the t-statistic value (> 1.96), which is 0.231, and p values (< 0.05), which is 0.042.

The Celebrity Support variable (X2) shows positive and significant results on purchasing decisions, as can be seen from the original sample, which is worth 0.241, the t-statistic value (> 1.96) is 3.246, and the p values (< 0.05) are 0.001.

The E-WOM variable shows positive and significant results on purchasing decisions. It can be seen from the original sample that is worth 0.207, the t-statistic value (> 1.96) is 2.031, and the p values (> 0.05) are 0.042.

And the Halal Awareness variable shows positive and significant results on purchasing decisions can be seen from the original sample, which is worth 0.295, the t-statistic value (> 1.96) is 3.180, and p values (> 0.05) are 0.001.

Discussion

H1: Promotion has a Significant Positive Effect on Purchasing Decisions

Based on the results of data analysis, it proves that promotion has a significant effect on purchasing decisions. This shows that promotions can persuade consumers to make purchases, especially when promotions are carried out using the right strategy, because basically, consumers prefer simple promotions. Moreover, if the promotional content is short but full of information, it attracts the attention of consumers, especially when the product is needed. In addition, the frequency of promotions carried out regularly has also proven to have a positive impact. Consistent promotions help keep the product in the consumer's mind. Thus, when the need for the product arises, consumers are more likely to choose products that they have often seen in previous promotions. Effective promotions depend not only on their frequency but also on the quality of the information. Modern consumers are more critical and tend to seek honest and transparent information. Therefore, promotions that add value and address consumers' needs directly are more likely to succeed in persuading them to make a purchase.

This explains that promotion is one of the elements that greatly influences the company's strategy so that the sales level is maximized. If there is no attractive and effective promotion in a company, it is likely that the sales level will not be maximized (Hetty Nurdiana Wati¹, 2023).

The results of this study are in line with previous research, which states that promotion has a positive and significant effect on purchasing decisions (Yulianto & Prabowo, 2024). Promotion has a significant effect on purchasing decisions (Ernawati, 2021). Promotion has a significant effect on purchasing decisions (Aliyah et al., 2023).

H2: Celebrity Support Has a Significant Positive Effect on Purchasing Decisions

Based on the results of data analysis, it proves that celebrity support has a significant influence on purchasing decisions. This shows that the role of celebrities is very important in the promotional strategy of a product. Data from the questionnaire shows that consumers tend to be interested in a product because of the involvement of celebrities in supporting the product. Consumers feel more encouraged to buy products endorsed by celebrities. In addition, consumers also pay attention to the reputation of the celebrity before making a purchase decision, so celebrity endorsement is a strong determining factor in influencing consumer preferences for a product.

Therefore, celebrity endorsement is a strategy that is very influential on purchasing decisions because a well-known public figure will influence the audience. A celebrity who has persuasive communication power can shape the product image, which will influence the purchasing decision of a consumer (Damayanti, 2023).

The results of this study are in line with the results of previous studies, which state that Celebrity endorsement or celebrity support has a positive and significant influence on purchasing decisions (Siswandi & Djawoto, 2019). Celebrity support has a positive and significant effect on purchasing decisions (Pangemanan et al., 2022). Celebrity support has a positive and significant influence on consumer purchasing decisions (Bintarti et al., 2022).

H3: E-WOM (Electronic Word of Mouth) Has a Significant Positive Effect on Purchasing Decisions

Based on the results of data analysis, it proves that Electronic Word of Mouth (e-WOM) has a significant effect on purchasing decisions. This shows that e-WOM has a very

important role in shaping consumer decisions, especially since consumers tend to look at reviews from other customers before they decide to buy a product. Consumers are more encouraged to buy products in the marketplace because of positive reviews from other customers. In addition, negative comments related to skincare products in the marketplace do not significantly influence consumers' purchasing decisions. Consumers are also intrigued by buying products in the marketplace because of the presence of interesting content that clearly explains the benefits and advantages of these products. Therefore, E-WOM (Electronic Word of Mouth) is a very important factor for consumers to obtain information related to product quality and service quality. The higher the Electronic Word of Mouth made to consumers, the greater the influence on consumer purchasing decisions (Agustina et al., 2023).

The findings of this study are consistent with earlier research, which shows that E-WOM (Electronic Word of Mouth) has a positive and significant influence on purchasing decisions (S. Pratiwi & Rahmidani, 2023). E-WOM has a positive and significant effect on purchasing decisions (Liyono, 2022). E-WOM has a positive and significant effect on purchasing decisions (Herviani et al., 2020).

H4 : Halal Awareness Has a Significant Positive Effect on Purchasing Decisions

Based on the results of data analysis, it proves that Halal Awareness has a significant influence on purchasing decisions. This shows that consumers are very careful in considering the halal aspects of a product. Awareness of the halal label is very important for consumers, as evidenced by the results of the questionnaire, which show that consumers are reluctant to buy skincare products if there is no halal logo or statement. Purchasing decisions are also impacted by suggestions made by others who confirm that the product has halal certification. In addition, consumers are more likely to choose brands that they know have been proven halal and are more confident in buying products in the marketplace when they know information about the basic ingredients used in the product. Therefore, Halal Awareness owned by the public, especially those who are Muslim, in favor of halal food, drink, and other items, can increase the influence of consumer purchasing decisions (D. P. Pratiwi & Falahi, 2023).

The conclusions of this study are consistent with the findings of earlier research, which states that Halal Awareness has a significant positive effect on purchasing decisions (Saputra & Jaharuddin, 2022). Halal awareness has a positive and significant influence on purchasing decisions (D. P. Pratiwi & Falahi, 2023). Halal awareness has a positive and significant effect on purchasing decisions (Nuha & Anwar, 2023).

CONCLUSION

Promotion has a positive and significant influence on purchasing decisions. A simple, informative, and consistent promotional strategy is able to attract consumer attention, keep the product in their memory, and increase purchase opportunities. Consumers value promotions that are relevant, transparent, and provide added value.

Celebrity endorsement has been shown to significantly impact decisions about what to buy. The reputation of celebrities who support products is a crucial element in attracting consumer interest. The involvement of celebrities can boost customer confidence in the product and encourage purchasing decisions.

Electronic Word of Mouth (E-WOM) is an essential factor in influencing consumer purchasing decisions. Positive reviews from customers on digital platforms, such as marketplaces, have a significant impact, while negative comments do not influence decisions as much. Engaging and clear content that explains the advantages of the product also contributes greatly to shaping consumer perceptions.

Halal awareness has a very significant impact on purchasing decisions, especially in skincare products. Consumers tend to only choose products that have halal certification, are supported by halal logos, have safe ingredients, and recommendations from others. This demonstrates the significance of halal aspects in building consumer trust. This conclusion shows that the right promotion, celebrity involvement, positive e-WOM, and halal awareness are crucial elements that can significantly influence consumer purchasing decisions.

Skincare companies must be more vigorous in promoting and paying attention to the halalness of their products because the results of the study prove that promotion and halal awareness have a significant effect on purchasing decisions. Suggestions for further research to examine the influence of other variables not included in the study.

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