

## THE ROLE OF SOCIAL MEDIA INFLUENCERS AND ONLINE REVIEWS IN SHAPING PURCHASE INTENTION OF HALAL COSMETICS: A STUDY ON CUSUMERS IN INDONESIA

**Syariifah Saniyyah Al Gadri<sup>1</sup>**  
Universitas Trisakti, Jakarta, Indonesia  
[122012311059@std.trisakti.ac.id](mailto:122012311059@std.trisakti.ac.id)

**Taruli Elisabeth Hutabarat<sup>2</sup>**  
Universitas Trisakti, Jakarta, Indonesia  
[122012311044@std.trisakti.ac.id](mailto:122012311044@std.trisakti.ac.id)

**Kurniawati<sup>3</sup>**  
Universitas Trisakti, Jakarta, Indonesia



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### Abstract

Halal cosmetic products are increasingly popular among global consumers, especially in Indonesia, one of Asia's fastest-growing cosmetic markets. Social media marketing is the primary strategy for promoting halal cosmetic products through influencers as communication agents. This study aims to analyze the effect of Perceived Credibility, Trust, and Online Customer Reviews on Attitude Toward Social Media Influencers, as well as the impact of Attitude Toward Social Media Influencers on Purchase Intention, with Religiosity and e-WOM as moderating variables. This study used a non-probability sampling method with a purposive sampling technique. It involved 214 respondents, consisting of Muslim women aged 18-45 years who actively use social media and have purchased halal cosmetic products on the recommendation of influencers. Data analysis was conducted using the Structural Equation Modeling (SEM) method with the help of AMOS 24 software. The results showed that Perceived Credibility, Trust, and Online Customer Reviews significantly influence attitudes toward Social Media Influencers, affecting Purchase Intention. In addition, Religiosity strengthens the relationship, while e-WOM shows an essential but negative moderating effect.

**Keywords:** Customer Online Reviews, e-WOM, Religiosity, Trust, Perceived Credibility, Purchase Intention

## INTRODUCTION

The cosmetics industry continues to experience rapid development, especially in Indonesia, which is projected to become one of the largest cosmetics markets in the world in the coming years (Supriani et al., 2024). Based on the "State of the Global Islamic Economy Report 2022," the value of the global halal cosmetics market is estimated to reach USD 93 billion by 2025, with Indonesia having great potential as the centre of the global halal cosmetics industry (University, 2022). One of the main factors driving this development is the role of Social Media Influencers (SMI) in digital marketing, who can influence consumer perceptions and preferences through social media. Influencers strategically shape consumer buying decisions, especially within the beauty sector, which relies heavily on trends and personal recommendations. In the context of halal products, Perceived Credibility and Trust in recommended influencers are very important, as Muslim consumers tend to consider religiosity aspects in their shopping decisions (Supriani et al., 2024).

Research indicates that perceived credibility and trust are vital in forming favourable attitudes toward social media influencers (Macheka et al., 2024). Trust in the Perceived Credibility of influencers can increase the likelihood that consumers will follow the suggested product recommendations (Supriani et al., 2024). In addition, online customer reviews significantly influence consumer perceptions because consumers tend to trust reviews from other users more than information directly from companies. This phenomenon strengthens the position of e-WOM (electronic word-of-mouth) as a source of information that is very influential on consumer purchasing decisions (Macheka et al., 2024).

While social media influencers substantially impact digital marketing, some challenges arise regarding the effectiveness of this strategy. One of the main issues is consumer scepticism towards promotions made by influencers, especially regarding Perceived Credibility, content authenticity, and relevance of the promoted products (Anestia, 2024). Based on a report from DailySocial.id, Indonesia ranks fourth in the world in the percentage of sponsored influencer content, reaching 4.37% globally. The high amount of sponsored content may trigger doubts among consumers regarding the authenticity of recommendations provided by influencers (Anestia, 2024). This condition creates a big challenge for companies in maintaining consumer trust in products promoted through influencers (Supriani et al., 2024).

Attitude toward the social media influencer is an aspect that can mediate the relationship between Perceived Credibility and Trust in influencers with Purchase Intention. Grounded in the Theory of Planned Behavior (TPB), a positive attitude toward an object or behaviour can increase the desire to take action or purchase the product (Macheka et al., 2024). In addition, religiosity and e-WOM also play an essential role as moderating variables that can strengthen or weaken the influence regarding attitudes toward social media influencers and their impact on consumer purchase intentions. Consumers with a high level of religiosity are more likely to focus on halal aspects of the products they buy, and attitudes toward social media influencers on the purchase intentions of halal products (Supriani et al., 2024).

This study aims to analyze the effect of Perceived Credibility, Trust, and Online Customer Reviews on attitudes toward Social Media Influencers (Supriani et al., 2024). This study investigates the influence on purchase intention of halal products, with religiosity and E-WOM as moderating factors (Macheka et al., 2024). This study is expected to contribute to the digital marketing literature, especially regarding the role of influencers in building purchase intention (Supriani et al., 2024). In addition, this research enriches the understanding of the function of Religiosity and E-WOM in marketing halal products (Macheka et al., 2024). Practically, this research is a reference for Halal cosmetics companies in designing effective influencer-based marketing strategies (Supriani et al., 2024). Such strategies can help companies select influencers with high Perceived Credibility to increase consumer trust (Macheka et al., 2024). A deep understanding of Religiosity and E-WOM also helps companies tailor their strategy to the Muslim market (Supriani et al., 2024).

Previous research shows that marketing through Social Media Influencers affects consumer Purchase Intention. However, research focusing on halal products is still very minimal, especially in the halal cosmetics industry in Indonesia. Previous studies only discussed the direct relationship between perceived credibility, trust, and online customer reviews on purchasing decisions. Moderating aspects such as religiosity and e-WOM, which can amplify or diminish the impact of Social Media Influencers, have yet to be widely explored. Religiosity is essential for Muslim consumers in choosing halal products, especially products that involve religious values. In addition, e-WOM can influence consumer perceptions through trusted Customer Online Reviews. Therefore, the novelty of

this research lies in analyzing the role of religiosity and e-WOM in moderating the influence of Social Media Influencers on the Purchase Intention of halal cosmetic products in Indonesia (Supriani et al., 2024).

## **REVIEW OF LITERATURE**

### **Theory of Planned Behavior (TPB)**

The theory of Planned Behavior (TPB) proposes that a person's intention to perform a behaviour is shaped by their attitudes, subjective norms, and perceived behavioural control. TPB helps understand how positive attitudes towards products, social views, and self-control influence buying decisions. The advantage of TPB is its ability to predict consumer behaviour and intention based on internal and external factors. However, TPB is also weak because it does not consider emotional factors in decision-making (Supriani et al., 2024). The TPB model is widely applied in marketing research to understand consumer purchasing decisions, especially in the halal industry, where attitudes and norms play an essential role (Gabriella, 2021). TPB also plays a role in the context of halal products, where aspects of religiosity can moderate the connection between individuals' attitudes and their intention to make a purchase (Supriani et al., 2024).

### **Perceived Credibility (PC)**

Perceived credibility is the level of consumer trust in the influencer as a reliable and appropriate source of information. The advantage of perceived credibility is its ability to form a positive relationship between consumers and influencers so that the influencer can be perceived as a reliable source of information. Strengthen Purchase Intention. However, Perceived Credibility can be reduced if the influencer is considered inconsistent or incompatible with the recommended product (An et al., 2024). The model of perceived credibility includes three components: trust, expertise, and attractiveness (Yuliana Rahmawati et al., 2024). In the halal cosmetics industry, perceived credibility is an independent variable that can help increase Muslim consumers' trust in products promoted by trusted influencers (Gabriella, 2021).

### **Trust**

Trust is defined as a consumer's belief that an influencer has good intentions and is trustworthy. Transparent in recommending products (An et al., 2024). Trust in influencers

can increase consumer acceptance of promoted products, especially in the context of halal products that require validation from trusted sources (Yuliana Rahmawati et al., 2024). The advantage of trust is its ability to increase consumer loyalty to the product. Still, trust can be easily lost if there is controversy or discrepancies in the message conveyed by the influencer (An et al., 2024). The trust model in influencer marketing includes aspects of integrity and goodwill (Supriani et al., 2024). Trust is an essential independent variable in shaping positive consumer attitudes toward halal products supported by trusted influencers (Gabriella, 2021).

### **Online Customer Review (OCR)**

Online Customer Reviews are reviews or opinions provided by product users on digital platforms, which help consumers evaluate products before buying. The advantage of online customer reviews is their objectivity, where consumers are more likely to trust other users' experiences than information directly from the company (Macheka et al., 2024). However, the drawback of customer online reviews is the risk of adverse or fake reviews that can damage a product's reputation (An et al., 2024). The customer review model in the context of e-commerce can strengthen the e-WOM effect, which plays a significant role in consumer purchasing decisions (Gabriella, 2021). Customer Online Reviews are an essential independent variable in shaping positive consumer attitudes toward halal products supported by trusted influencers in the halal cosmetics industry (Yuliana Rahmawati et al., 2024).

### **Attitude Toward the Social Media Influencer (ATSMI)**

Attitude is a consumer evaluation that reflects a positive or negative attitude towards an influencer or promoted product. A positive attitude toward credible social media influencers can increase consumer Purchase Intention, especially in sensitive industries such as halal cosmetics (Supriani et al., 2024). The advantage of this positive attitude is its ability to strengthen loyalty to the product, while the disadvantage is that it is prone to change if there is a problem with the influencer (An et al., 2024). The attitude model in TPB includes evaluating the experience and information that consumers receive (Supriani et al., 2024). In the context of halal products, a positive attitude towards the social media influencers who promote halal products can influence consumers to buy these products (Gabriella, 2021).

### **Purchase Intention (PI)**

Purchase intention refers to the likelihood or willingness of consumers to purchase a product after receiving information that is considered reliable (An et al., 2024). Purchase

Intention is influenced by Trust, Perceived Credibility, and positive consumer attitudes toward influencers who provide recommendations. The advantage of Purchase Intention as a dependent variable is its ability to measure the effectiveness of marketing strategies. Still, Purchase Intention can be disrupted if there is uncertainty regarding the Perceived Credibility of influencers. The purchase intention model measures consumers' readiness to purchase based on the information they receive (Supriani et al., 2024). In the context of halal products, Purchase Intention increases if the influencer promoting the product is trusted by Muslim consumers (Gabriella, 2021).

### **Religiosity**

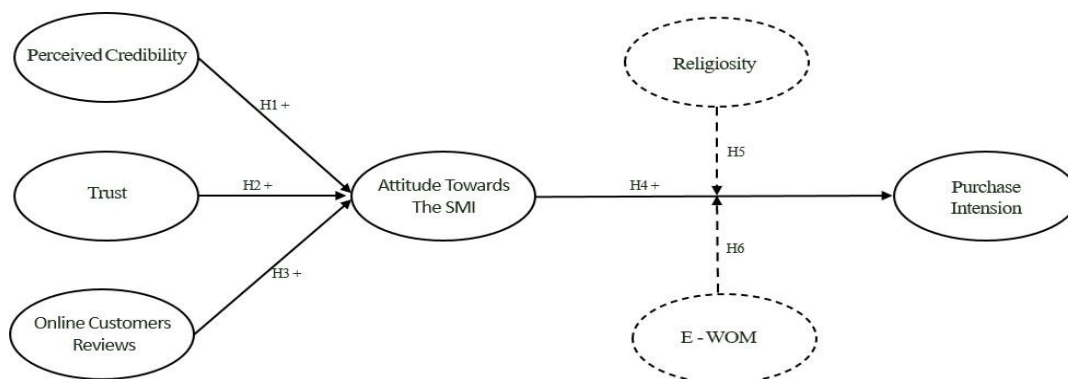
Religiosity is the level of individual adherence to religious values that influences preferences in purchasing decisions. Consumers with high religiosity pay more attention to the halal aspects of their products, especially in the cosmetics industry. The advantage of religiosity is its ability to strengthen consumers' positive attitudes towards halal products, while the disadvantage is that it is less relevant for consumers with low levels of religiosity (Supriani et al., 2024). Religiosity serving as a moderating variable in the model can strengthen the relationship between attitude and Purchase Intention on halal products. Religiosity is an essential variable in research involving halal products because it can influence Muslim consumers' attitudes and buying decisions (Gabriella, 2021).

### **Electronic Word of Mouth (e-WOM)**

Electronic Word of Mouth (e-WOM) is disseminating product information through digital media, which involves recommendations from other consumers (An et al., 2024). The advantage of e-WOM is that it can increase trust and help build a positive brand image among consumers. However, e-WOM is also vulnerable to negative information or hoaxes that can affect product reputation. The e-WOM model includes various digital platforms that allow consumers to share their experiences widely (Supriani et al., 2024). In the halal beauty industry, e-WOM has a significant role because many consumers seek reviews from other users before buying halal products (Gabriella, 2021). E-WOM is a moderating variable in research involving halal products because it can influence the attitudes and purchasing decisions of Muslim consumers (Macheka et al., 2024).

### **Figure 1.**

### Framework of Concept



Source: Authors' work

This analysis is based on the Theory of Planned Behavior (TPB), which aims to understand how attitudes toward Social Media Influencers affect Purchase Intention in the context of halal cosmetic products (Gabriella, 2021). This model explores the Perceived Credibility, Trust, and Online Customer Reviews variables that shape consumer attitudes towards influencers (Yuliana Rahmawati et al., 2024). This positive attitude then has a direct impact on consumer Purchase Intention for recommended halal products (Supriani et al., 2024). In addition, Religiosity and e-WOM are moderating variables that strengthen or weaken the relationship (Gabriella, 2021).

#### Perceived Credibility

Perceived credibility is consumers' belief in the expertise, honesty, and attractiveness of influencers in conveying halal product information. In the context of halal cosmetics, consumers need confidence that the recommended products are by Sharia principles (An et al., 2024). Research shows that the higher the perceived credibility, the more positive consumer attitudes toward social media influencers (Gabriella, 2021). Influencer credibility, which includes expertise, honesty, and attractiveness, also encourages the formation of positive attitudes (Koesuma & Kurniawati, 2022). Based on this, the proposed hypothesis is as follows:

**H1:** Perceived credibility positively influences the Attitude toward Social Media Influencers.

#### Trust

Trust is the consumer's perception that the influencer acts honestly and has good intentions in recommending products (Yuliana Rahmawati et al., 2024). This trust is essential in shaping positive consumer attitudes, especially in products requiring halal assurance, such

as cosmetics (Gabriella, 2021). In this case, trust strengthens consumer confidence that influencers provide reliable information (Supriani et al., 2024). Based on this, the proposed hypothesis is as follows:

**H2:** Trust positively influences on Attitude toward the Social Media Influencer.

### **Online Customer Reviews**

Online customer reviews (OCR) are consumer reviews submitted online as product evaluation material for potential consumers. Research suggests that positive consumer reviews improve perceptions of influencers and the products they promote (Fauzia Rahmi, 2022). The quality and quantity of online reviews also shape consumers' positive attitudes toward influencers (Koesuma & Kurniawati, 2022). Accurate and reliable online reviews strengthen the effectiveness of influencer recommendations (Emeralda & Kurniawati, 2022). Based on this, the proposed hypothesis is as follows:

**H3:** Online customer reviews positively influence Attitudes toward Social Media influencers.

### **Attitude toward Social Media Influencers and Purchase Intention**

Consumers' positive attitudes toward influencers can encourage Purchase Intention for their recommended products (Supriani et al., 2024). According to TPB, a positive attitude toward an object or behavior increases the likelihood of individuals performing that action (An et al., 2024). In this context, a positive attitude towards the social media influencer who promotes halal products is expected to increase consumers' Purchase Intention for these products (Gabriella, 2021). Based on this, the proposed hypothesis is as follows:

**H4:** Attitude Toward Social Media Influencers positively influences on Purchase Intention.

### **Religiosity as a Moderator Variable**

Religiosity or religiosity acts as a moderating variable that can strengthen the relationship between attitude towards the social media influencer and consumer Purchase Intention (Yuliana Rahmawati et al., 2024). Consumers who exhibit a strong degree of religiosity tend to consider more aspects of product halalness in their purchasing decisions (An et al., 2024). Therefore, religiosity is expected to strengthen the positive impact of attitudes toward social media influencers in increasing the Purchase Intention of halal products (Gabriella, 2021). Based on this, the proposed hypothesis is as follows:

**H5:** Religiosity is a moderating factor in the influence of Attitude toward Social Media

Influencers on Purchase Intention.

### **E-WOM as a Moderator Variable**

Electronic Word of Mouth (e-WOM) is information that is digitally disseminated between consumers through various online platforms (Gabriella, 2021). Positive e-WOM can strengthen the relationship between attitude towards the social media influencer and consumer Purchase Intention because it provides additional social influence (Yuliana Rahmawati et al., 2024). This social validation obtained from positive e-WOM encourages consumers to follow the influencer's recommendations (Supriani et al., 2024). Based on this, the proposed hypothesis is as follows:

**H6:** e-WOM is a moderating factor in the influence of Attitude Toward Social Media Influencers on Purchase Intention.

### **RESEARCH METHOD**

This study uses a quantitative approach to analyze the relationship between Social Media Marketing variables, Perceived Credibility, Trust, Online Customer Reviews, Attitude Toward Social Media Influencers, Religiosity, and Purchase Intention in the realm of halal cosmetic products. The unit of analysis of this research is individuals, active social media users, who have purchased halal cosmetic products. This study adopts a cross-sectional design, where observations are conducted and are made of subjects in one specific period through the simultaneous distribution of questionnaires (Sekaran, 2016).

The sampling method used is non-probability sampling with a purposive sampling technique, which is a sampling technique based on specific criteria. Respondents in this study must meet several criteria: Individuals, active social media users aged 18-45 years and have purchased halal cosmetic products, TikTok, YouTube, or Twitter (Gabriella, 2021). This study involved a total of 214 respondents, who were chosen through a purposive sampling approach. Data was collected by distributing online questionnaires to analyze the relationship between variables such as Perceived Credibility, Trust, Online Customer Reviews, Attitude Toward Social Media Influencers, and Religiosity that influence e-WOM and Purchase Intention in the context of halal cosmetics (Supriani et al., 2024).

**Table 1**  
**Respondent Characteristics**

No.	Characteristics	Category	Total	Percentage
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<b>Demographics</b>				
1	Gender	Men	50	23.4%
		Women	164	76.6%
		Total	214	100%
2	Age	Ages 18-25	63	29.4%
		Ages 26 - 33	93	43.5%
		Ages 34 - 41	43	20.1%
		Above > 42 Years	15	7.0%
		Total	214	100%
3	Education	HIGH SCHOOL	17	7.9%
		Diploma	21	9.8%
		Bachelor	128	59.8%
		Postgraduate	47	22.0%
		More	1	0.5%
		Total	214	100%
4	Jobs	Student	20	9.3%
		PNS	31	14.5%
		Entrepreneurship	31	14.5%
		Private Employee	123	57.5%
		More	9	4.2%
		Total	214	100%
5	Revenue	< IDR 2,000,000	17	7.9%
		IDR 2,000,001 - IDR 7,000,000	96	44.9%
		IDR 7,000,001 - IDR 12,000,000	57	26.6%
		> IDR 12,000,000	44	20.6%
		Total	214	100%

Source: data that has been processed by the author (2024)

The questionnaire comprised 40 measurement indicators designed to be measured using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." All data collected were analyzed using the Structural Equation Modeling (SEM) method with the help of AMOS 24 software to process quantitative data according to the guidelines of (Hair et al., 2019).

## RESULTS AND DISCUSSION

This study uses descriptive statistics to provide a detailed description of the data obtained. This analysis was carried out by looking at the average value (mean) and standard deviation for each variable. The average value shows the tendency level of respondents' answers, while the standard deviation describes the variation or spread of these answers. The smaller the standard deviation value, the more homogeneous the respondent's answer, while a more significant standard deviation value indicates a wider variety of answers (Sekaran, 2016).

The validity test is carried out to ensure that each measurement instrument can measure the intended construct. The validity analysis uses the SPSS and AMOS programs, with the basis for decision-making based on the factor loading value. An item is valid if it has a factor loading value  $\geq 0.40$ , indicating that the instrument is suitable for measuring the intended variable. In addition, the reliability test is carried out to measure the consistency of the measuring instrument. Reliability is measured using Cronbach's Alpha value, where a value  $\geq 0.60$  indicates that the instrument is reliable (Hair et al., 2019)

**Table 2.**  
**Test Results of Validity, Reliability, and Descriptive Statistics**

Variable	Factor Loading	Conclusion	Mean	Cronbach Alpha	Standard Deviation
Perceived Credibility				0.910 (Reliable)	
Social media influencers who are followed by giving confidence	0.822	Valid	3.72		0.936
Social media influencers who follow have credibility	0.862	Valid	3.77		0.925
Influencer advertising is a good reference for buying halal products	0.870	Valid	3.73		0.939
Buying halal products that advertised by influencers is considered useful	0.843	Valid	3.83		0.959
Trust				0.894 (Reliable)	
Can depend on influencers for purchasing decisions.	0.847	Valid	3.72		0.971
Influencers followed are sincere	0.866	Valid	3.68		1.013

Influencers use The same product as advertised.	0.866	Valid	3.65		1.050
Online Customer Review				0.914 (Reliable)	
Customer reviews make it easier to make decisions Purchase.	0.801	Valid	3.98		0.825
Customer reviews increase the effectiveness of purchase decisions.	0.839	Valid	4.08		0.756
Recommendations from customer reviews are adopted in to purchase decision.	0.828	Valid	3.99		0.805
Information from online reviews adds to the knowledge of Products.	0.828	Valid	4.02		0.787
Online reviews motivate product purchase decisions, makeup.	0.819	Valid	4.00		0.781
Attitude Toward Social Media Influencer				0.870 (Reliable)	
Influencers serve as fashion models.	0.849	Valid	3.74		0.916
The content presented by the influencer is engaging.	0.722	Valid	3.93		0.828
Influencers are considered a reliable source of information.	0.849	Valid	3.80		0.855
Religiosity				0.918 (Reliable)	
Using halal products because of religious beliefs.	0.886	Valid	4.03		0.914
Choosing halal products because It is considered religiously good.	0.912	Valid	4.11		0.907
Following religious advice to buy halal products.	0.874	Valid	4.07		0.877
E-WOM				0.886 (Reliable)	
Rely on electronic recommendations for	0.821	Valid	3.72		0.971

information on makeup products.				
E-recommendations help to get the desired makeup product.	0.818	Valid	3.68	1.013
Prefer to use electronic recommendations.	0.802	Valid	3.72	0.971
Willing to try the product new makeup based on electronic recommendations.	0.801	Valid	3.68	1.013
Purchase Intention				0.951 (Reliable)
Intention to buy halal cosmetic products advertised by influencers	0.826	Valid	3.88	0.914
Choosing halal cosmetic products advertised by the influencers	0.852	Valid	3.89	0.982
Fulfill their cosmetic needs by buying halal cosmetic products advertised by influencers	0.886	Valid	3.82	0.919
Often have the intention to buy halal cosmetic products advertised by influencers	0.823	Valid	3.79	0.982
Recommending halal cosmetic products advertised by influencers	0.854	Valid	3.84	0.970

Source: data that has been processed by the author (2024)

Based on the validity test results, all instruments used in this study have a Factor Loading value above 0.40, which indicates that the instrument is valid for measuring the intended variable. This means that each instrument can represent the construct being measured precisely and by the research objectives. Moreover, the reliability test results reveal a Cronbach's Alpha value exceeding 0.60 for all constructs, indicating that all instruments demonstrate a high level of consistency and are considered reliable. Thus, the measuring instrument used is declared consistent in providing similar results if the measurement is repeated under the same conditions.

**Table 3**  
**Fit Model Test**

Measurement Type	Measurement	Model Fit Decision	Processed	Decision
<b>Absolute fit measures</b>	Chi-square	Low chi-square	1006.931	
	p-value Chi Square	$\geq 0.05$	0.000	Poor Fit
	GFI	$\geq 0.90$	0.766	Poor Fit
	RMSEA	0.03-0.08	0.088	Poor Fit
	RMR	$\leq 0,05$	0.251	Poor Fit
<b>Incremental fit measures</b>	TLI	$\geq 0,90$	0.874	Marginal Fit
	NFI	$\geq 0,90$	0.826	Marginal Fit
	CFI	$\geq 0,90$	0.883	Marginal Fit
<b>Parsimonius fit measure</b>	CMIN/DF	Between 1 to 5	2.664	Model Fit
	AIC	Approaching the Saturated value compared to the independent.	1120.931	Model Fit

Source: data that has been processed by the author (2024)

The Goodness of Fit test is conducted to assess whether the structural model in this study aligns with the analyzed data. The goodness of fit indicates how much the model can be explained mathematically (Hair et al., 2019). The hypothesis testing results indicate that the research model achieves a satisfactory Goodness of Fit Index cut-off criteria so that the structural model can be explained mathematically.

Several indicators of model fit were selected based on various model fit testing criteria; as illustrated in Table 3, the test results indicate that out of the ten parameters evaluated, two parameters and two criteria indicate a good model fit, namely CMIN/DF and AIC. Meanwhile, the other five criteria, such as TLI, NFI, and CFI, show a fair or marginal level of model fit. On the other hand, criteria such as GFI, RMSEA, and RMR indicate low model fit. The p-value on the Chi-Square also indicates a suboptimal model fit. Nevertheless, hypothesis testing can still be carried out because some of the main criteria for model fit have been met.

This study uses the Structural Equation Modeling (SEM) method to test hypotheses, with questionnaire data analysed using AMOS 24. The analysis includes direct and indirect effects between the variables Perceived Credibility, Trust, Online Customer Reviews,

Attitude Toward Social Media Influencers, and Purchase Intent based on the guidelines outlined by (Hair et al., 2019).

Referring to the summary of the research results, it can be concluded that the variables Perceived Credibility, Trust, and Online Customer Reviews each positively and significantly influence attitudes toward Social Media Influencers. In addition, attitude toward social media influencers is proven to positively and significantly affect Purchase Intention. Meanwhile, Religiosity as a moderating variable significantly impacts the relationship between attitude toward social media influencers and Purchase Intention. In contrast, E-WOM as a moderation shows a negative but significant effect on the same relationship.

**Table 4.**  
**Hypothesis Test Results**

	<b>Hypothesis</b>	<b>Estimate</b>	<b>p-value</b>	<b>Conclusion</b>
H1	The Effect of Perceived Credibility on Attitude Toward Social Media Influencers	0.192	0.000	Supported
H2	Effect of Trust on Attitude Toward Social Media Influencers	0.495	0.000	Supported
H3	The Effect of Online Customer Reviews on Attitude Toward Social Media Influencers	0.135	0.009	Supported
H4	The Effect of Attitude Toward Social Media Influencers on Purchase Intention	0.895	0.000	Supported
H5	Moderation of Religiosity on the relationship of Attitude Toward Social Media Influencers to Purchase Intention	0.208	0.000	Supported
H6	Moderation of E-WOM on the relationship of Attitude Toward Social Media Influencers to Purchase Intention	-0.160	0.000	Not Supported

Source: data that has been processed by the author (2024)

The findings from the first hypothesis test show that **Perceived Credibility** has a significant positive effect on consumer attitudes towards **Social Media Influencers** with an estimated value of 0.192 and  $p \leq 0.05$ . Influencer credibility is considered important in building consumer trust in the information conveyed. (Koesuma & Kurniawati, 2022) highlights that influencer credibility increases customer trust in the promoted product, especially in halal cosmetic brands. In addition, they explained that parasocial interactions supported by influencer credibility can strengthen customer purchase intentions and increase

positive reviews online. (Fauzia Rahmi, 2022) also supports the idea that influencer credibility creates a significant positive perception of the content they deliver.

The findings from the second hypothesis test show that **Trust** significantly positively affects consumer attitudes towards **Social Media Influencers** with an estimated value of 0.495 and  $p \leq 0.05$ . The trust that customers give to influencers is a major element in building emotional relationships and confidence in the information conveyed. Research by (Sintia et al., 2023) states that trust is a key factor that drives purchase intention in the context of social commerce. (Koesuma & Kurniawati, 2022) confirms that trust can mediate the relationship between influencer credibility and consumer purchase intention. Similar findings were also explained by (Huda and Kurniawati, 2024), who revealed that trust plays a central role in increasing consumer loyalty to the brand.

The findings from the third hypothesis test show that **Online Customer Reviews (OCR)** significantly positively affect consumer attitudes towards **Social Media Influencers** with an estimated value of 0.135 and  $p \leq 0.05$ . Research by (Lesmana et al., 2023) states that quality OCR can increase consumer confidence in the promoted product. In addition, research by (Fauzia Rahmi, 2022) found that relevant online reviews contribute to increasing customer trust in the credibility of influencers. (Koesuma & Kurniawati, 2022) also, consistent positive reviews can strengthen customer purchase intentions through increased brand trust.

The findings from the fourth hypothesis test show that attitudes towards Social Media Influencers significantly positively affect Purchase Intention with an estimated value of 0.895 and  $p \leq 0.05$ . (Fauzia Rahmi, 2022) emphasizes that consumers' positive attitudes towards influencers encourage an increase in the purchase intention of the promoted product. In addition, (Sintia et al., 2023) explained that a positive attitude is a major factor in encouraging consumer involvement in online transactions. (Febratriantoro & Masnita, 2023) also, parasocial interactions built by influencers strengthen consumers' emotional connection with the promoted product.

The findings from the fifth hypothesis test show that Religiosity moderates the relationship between attitudes towards Social Media Influencers and Purchase Intention with an estimated value of 0.208 and  $p \leq 0.05$ . (Huda & Kurniawati, 2024) research reveals that customers with high levels of religiosity are more selective about promotional content that

matches their values. (Koesuma & Kurniawati, 2022) supports that consumer religiosity has an important role in strengthening trust in promoted halal products. (Fauzia Rahmi, 2022) research also states that religiosity increases the suitability of content with consumer preferences.

The findings from the sixth hypothesis test show that Electronic Word-of-Mouth (E-WOM) does not strengthen the relationship between attitudes towards Social Media Influencers and Purchase Intention, with an estimated value of -0.160 and  $p \leq 0.05$ . (Emeralda & Kurniawati, 2022) shows that the effectiveness of e-WOM is strongly influenced by the quality of relevant content and the level of trust consumers give to information sources. In contrast, non-credible e-WOM can reduce its influence on brand loyalty. In addition, research by (Lesmana et al., 2023) highlights the importance of reviewing authenticity in increasing positive perceptions of the promoted product. (Febratriantoro & Masnita, 2023) also found that inauthentic e-WOM can weaken consumers' emotional connection with the influencer and the promoted brand. Research by (Fauzia Rahmi, 2022) supports that e-WOM that lacks validity tends to have a negative impact on customer perceptions of the content delivered.

## CONCLUSION

This study aims to analyse the influence of factors such as Perceived Credibility, Trust, Online Customer Reviews, and Attitude Toward Social Media Influencers, as well as the moderating role of Religiosity and e-WOM on Purchase Intention within the scope of halal cosmetic products. The results show that credibility and trust in influencers are important in shaping positive consumer attitudes. Influencer credibility, which includes expertise, honesty, and attractiveness, encourages consumers to view influencers as reliable sources of information. In addition, online customer reviews significantly influence the validation of the information conveyed by influencers, thereby strengthening consumers' positive perceptions.

Consumer attitudes towards influencers were shown to directly influence purchase intention, confirming that positive attitudes can increase consumer acceptance of promoted products. Religiosity also strengthens this relationship, where consumers with high levels of religiosity are more likely to have stronger purchase intentions toward halal cosmetic products. However, the moderating effect of e-WOM shows complex results. Although

significant, e-WOM can have a negative impact if electronically disseminated reviews or recommendations do not align with consumer perceptions.

These findings have important implications for companies and marketers in the halal cosmetics industry. Companies need to ensure the credibility of the selected influencers, as credibility is a major factor in building consumer trust and positive attitudes. In addition, managing positive online reviews through digital platforms should be considered, as information from other customers becomes a strong reference in purchasing decisions. Marketing strategies also need to consider the religiosity of the market segment by delivering promotional messages that align with Sharia principles and religious values.

The conceptual contribution of this research is that it contributes to the development of an understanding of social media marketing in the context of halal products, especially regarding the influence of influencers and customer reviews. This research also provides insight into the importance of religiosity and e-WOM moderation in understanding consumer behaviour. Further research is expected to expand the object of study to other halal products or add relevant mediating variables to provide a more comprehensive perspective.

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