

Halal Awareness, Brand Image, and Viral Marketing: Three Key Factors Influencing Purchasing Decisions for Halal Skin Care and Cosmetics Products in Pontianak

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ABSTRACT

This research aims to determine the influence of halal awareness, brand image, and viral marketing on the purchasing decisions of halal skincare and cosmetic products (a study on Generation Z in the environment of Muhammadiyah University Pontianak). The research is conducted within the Muhammadiyah University Pontianak environment. The population of this study includes all students of Muhammadiyah University Pontianak born between the years 1995-2010. The sample for this research consists of 200 students from Muhammadiyah University Pontianak. The data collection technique used is a questionnaire employing a Likert scale. The data analysis technique in this research uses Structural Equation Modeling (SEM) PLS with the SmartPLS Version 3.2.9 program. The results of this research show that halal awareness and brand image do not have a significant influence on purchasing decisions, whereas viral marketing has a positive and significant impact on purchasing decisions for halal skincare and cosmetic products among Generation Z in the Muhammadiyah University Pontianak environment. This study contributes theoretically by exploring the influence of halal product awareness, brand image, and viral marketing variables on purchasing decisions among Generation Z in a university setting. The findings enhance insights into academic literature related to halal skincare and cosmetics, even though halal product awareness and brand image are not significant. Practically, these findings provide guidance for industry practitioners to enhance marketing strategies, especially in the context of viral marketing that has proven to have a positive impact on purchasing decisions. The novelty of the research lies in its focus on Generation Z and the use of the Structural Equation Modeling (SEM) PLS analysis method, contributing to theoretical, practical, and methodological understanding in the context of marketing halal skincare and cosmetic products among Generation Z in a university environment

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1. Introduction

The development of technology and information has significantly influenced consumer behavior, as they seek efficiency and convenience in consuming products to fulfill their needs and desires. Currently, social media has become a fundamental necessity for every individual, which undoubtedly impacts how companies communicate with their consumers. This urges companies to proactively understand market conditions in society to share information openly. According to Tiago and Verissimmo (Saura, 2021), digital marketing and data science have experienced rapid growth since the early 21st century, both in terms of usage and profitability. According to Ajina (Dwivedi, 2020), digital and social media marketing enables companies to achieve marketing goals at a relatively low cost. The rapid development of internet users and social media in Indonesia has prompted businesses to capitalize on this momentum to market products to the online market, which has a broader and unlimited reach (Mustikasari, 2019).

Marketing through the internet, often referred to as digital marketing, is a series of marketing activities that utilize digital technology, particularly the internet, as a marketing medium. The development of digital marketing in Indonesia has been very rapid, as seen from the increased use of applications as information tools, product marketing media, and platforms for transactions (Nadya, 2016). Digital marketing offers various strategies that can be used by businesses, including one of them which is viral marketing (Sandala, 2019). Viral marketing can be explained as a marketing tactic involving the spread of product information or opinions through word-of-mouth conversations using digital media (Sandi Sumar; Christianingrum, 2020). The viral marketing approach can be interpreted as a way to encourage individuals to spread information to their surroundings, so that the information spreads like a virus. At this dissemination stage, businesses can achieve significant profits (Hamdani, 2018). It is important to understand that in the context of digital marketing, viral marketing becomes one of the effective tools to increase brand visibility and awareness. By involving consumers in the information dissemination process, businesses can leverage the power of social media and online interactions to reach a wider audience.

The development of the cosmetic industry in Indonesia continues to experience positive progress alongside the increasing awareness of women towards appearance to support daily activities. This phenomenon has created intensive competition in the cosmetics market, with the emergence of various flagship products. With a female population reaching 136.38 million individuals in 2022 (bps.go.id), Indonesia has become a promising market for cosmetic companies. Data from the Ministry of Industry shows an increasing potential for the halal cosmetics industry in Indonesia, projected to grow by up to 8% annually until 2023, driven by the increasing demand from the community for beauty and body care trends (ikft.kemenperin.go.id, 2023). The dynamic nature of the cosmetics industry facilitates the emergence of new companies with innovative cosmetic brands. Public perception of a product contributes to the brand image it possesses. Simamora (2014) states that brand image formation aims to facilitate consumers in remembering the brand. By forming an appropriate brand image, it not only influences consumer assessments regarding meeting their needs but also has the potential to provide optimal satisfaction. Schiffman and Kanuk (2007) emphasize that consumers always choose brands based on the image they hold. In the cosmetic industry, brand image formation is crucial. Consumers often choose products based on the brand image and perceptions they have of a brand. Therefore, cosmetic companies must pay attention to their marketing strategies to build a positive brand image that aligns with the values desired by the target market.

This aligns with the increasing awareness among Muslims regarding product safety, with many individuals actively seeking information about halal products, including cosmetics. The practice of labeling products as halal on packaging is a fundamental aspect for Muslims to ensure the safety of a product. In Indonesia, there has been an increase in the volume of cosmetic brands adopting the halal concept. When consumers know that a product is labeled as halal, they tend to believe that the product meets safety standards. A positive brand image in the minds of consumers contributes positively to purchasing decisions (Gumelar, 2016). Therefore, the role of brand influence on purchasing decisions becomes crucial, as outlined by (Susanto, 2004), explaining that the strength of a brand can be a determining factor for consumers when making purchasing decisions.

The use of cosmetic products carries risks that need to be considered because the chemical content in them does not always have the same effect on every consumer (Ferrinadewi, 2005). The indication that a cosmetic product is not halal may suggest that there are ingredients or manufacturing processes that do not comply with the principles of Islamic law. (Sandi, 2011) emphasizes the importance of information about halal status on products sold, especially in Indonesia. This has significant meaning in protecting Muslim consumers from products that may be considered haram. The presence of a halal label on product packaging will make it easier for consumers to identify a product. According to Kotler, P. and K. K. L. (2018), purchase decisions can be influenced by beliefs and attitudes. In Indonesia, the halal label is under the supervision of the Indonesian Ulema Council (MUI). The use of halal labels in Indonesia is easy to find and recognize, especially on cosmetic products. However, sometimes there is misuse of the halal label by affixing the word "halal" (in Arabic script) on products without clearly explaining the processing methods and raw materials. Consumers who are less familiar with the halal label on the packaging of a product may assume that the halal label on the product they purchased is legitimate and trustworthy. The increased demand for halal cosmetic products also reflects changes in trends and consumer awareness of products that align with certain beliefs and values. This indicates that adaptation to market trends and consumer needs is key to success in this industry. By understanding changes in consumer behavior and utilizing effective digital marketing strategies, companies in the cosmetic sector can continue to grow and compete in an increasingly competitive market.

2. Literature Review

Halal Awareness

According to Jannah (2021), awareness in the context of halal refers to an individual's understanding and perception of the halal concept. For consumers, halal awareness includes an understanding of buying and consuming products that meet halal standards. Awareness in the context of halal reflects an understanding of what is considered permissible or consumable according to the principles in Islam as found in the Quran and Hadith.

For Muslims, it is important to choose products that bear the halal label, and this reflects their awareness. However, at present, consumer knowledge and concern regarding halal products are still limited, including understanding related to halal components and other factors influencing purchase interest. Therefore, awareness of the halal concept has a significant impact on consumer purchasing decisions for halal products (Aziz, 2013).

Research conducted in Malaysia found that there are four factors influencing the awareness and perception of Muslim consumers regarding non-food halal products, namely halal information, availability, the presence of halal information in the media, and halal programs. Findings from this study indicate that halal information, the availability of halal products, and the presence of halal information in the media play crucial roles in shaping

consumer awareness of these products (Rahim, 2013). According to (Ambali, 2014), the dimensions of halal awareness are as follows:

- a. Religious Belief
- b. Role of Halal Certification (Logo/label)
- c. Exposure
- d. Health Reason

Brand Image

According to 12 the components of brand image as follows:

1. Attributes
 - a. Product-related attributes
Related to the quality of the produced goods, where the raw materials prepared must match the quality of the goods.
 - b. Non-product-related attributes
Involves information about price, packaging and product design, endorsements, and various other aspects related to the product.
2. Benefits
3. Brand attitude

Viral Marketing

Wang (2018) explains that viral marketing is the process of spreading influence through social networks. The term viral marketing is used to describe a marketing technique that encourages social media users to share marketing messages with others, achieving significant influence in terms of product sales or brand awareness. Viral marketing can generate interest and potential sales for a brand or product through messages that spread like a virus, quickly and from person to person (Liu, 2012). According to Kaplan (2011), the dimensions of viral marketing are messenger, message, and environment.

Purchasing Decision

Marketing management is closely related to how consumers behave, so it is important for marketers to have a good understanding of consumer behavior. Overall marketing strategies depend on the assumption that consumer decisions influence the selection of products they purchase (Ayuningtyas, 2016). The purchasing decision process involves stages of how consumers make choices, purchases, and use goods or services to meet their needs. Purchasing decisions also reflect how individuals allocate their resources, such as time, money, and effort, to acquire consumer goods they purchase (Ahakwa, 2021). In the decision-making process, consumers have goals or behaviors they want to achieve or fulfill. Purchasing decisions are the steps taken by consumers to buy or not buy a product, influenced by various factors that affect consumers in making purchases (Santoso, 2016). According to (P. A. G. Kotler, 2018), there are dimensions of purchasing decisions, namely need recognition, information search, alternative evaluation, purchase decision, post-purchase behavior.

Generation Z

According to Benítez-Márquez (2021), Generation Z is defined as a group of individuals born roughly in the mid-1990s to the early 2010s, with the typical age range between 1995 and 2010. Generation Z grew up in the digital era, distinguishing them from the previous generation by their stronger connection to electronic technology and the digital world. The identity of Generation Z is significantly associated with the role of technology in their lives (Singh, 2016).

Consumer Culture Theory

Consumer Culture Theory (CCT) is a set of theoretical perspectives that discuss the relationship between consumer actions, consumer experiences, and cultural meanings (Arnould, 2005). Essentially, CCT focuses on cultural meanings and social dynamics that shape consumer experiences in various everyday life contexts (Holt, 2004). Culture is a collection of meanings that humans use to interpret experiences and guide actions (Geertz, 1973). In CCT, meaning refers to how someone chooses a product not only based on its function but also based on beliefs existing in the consumer's mind, such as beliefs about a brand. Consumer experiences in online shopping occur when they use online store websites. Consumer experiences in using online store websites include ease of finding products and information, quick ordering process, and attractive website design (Wolfinbarger, 2003).

Thomson (1994) explain the multitude of cultural influences affecting consumer behavior, including social arrangements, cultural aspirations, and gender roles. One cultural aspect considered in consumer culture theory is gender (Solomon, 2006). According to Das (2013), several studies have investigated various perspectives regarding differences between men and women in online shopping, such as considerations, experiences, information processes, and decision-making. Additionally, when consumers feel they receive good service, this indirectly encourages them to make repeat purchases at the online store.

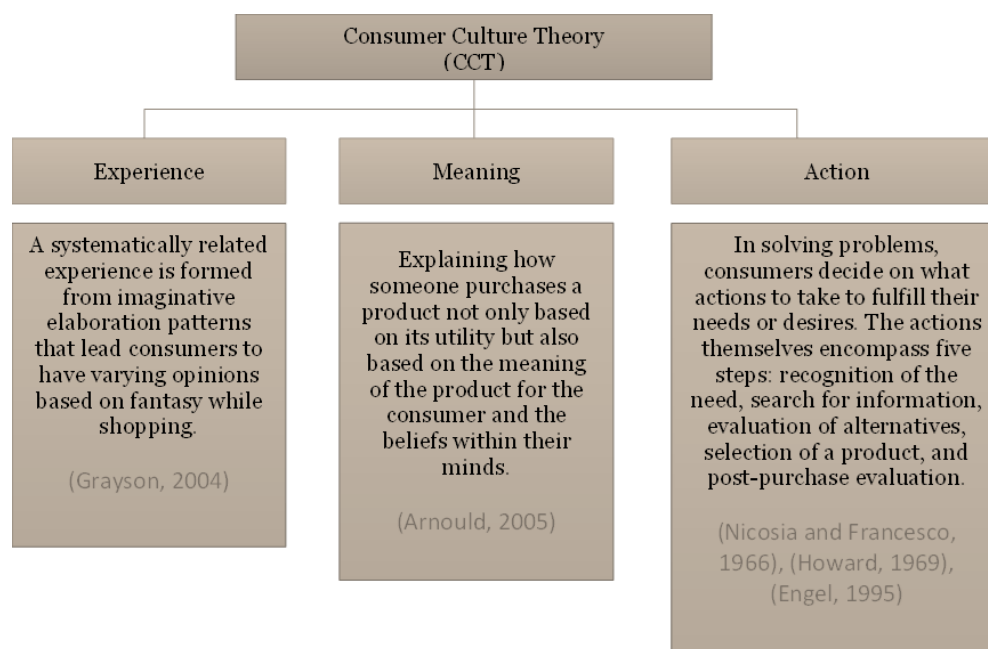


Figure 1. The main Elements of Consumer Culture Theory

Conceptual Framework

The Influence of Halal Awareness (X₁) on Purchasing Decisions (Y).

Awareness refers to an individual's understanding, perception, and feelings about specific issues and events (Amarul, 2019). Meanwhile, halal awareness indicates understanding, perception, and feelings related to halal values. For consumers, halal awareness is associated with understanding the consumption of halal goods such as food and beverages. For businesses, halal awareness refers to understanding the production or sale of halal products that have been produced in accordance with halal processes, including food and beverages. Therefore, halal awareness helps encourage consumers to purchase halal products

(Aziz, 2013). Halal tracing is considered a bridge for businesses to ensure halal integrity in the halal supply chain.

Thus, the combination of halal tracing and a high level of awareness leads to consumer satisfaction (Khan, 2018). Halal awareness is also an important consideration for tourists to ensure they purchase halal goods when traveling to foreign countries (Bashir, 2019).

H1: Halal awareness has an impact on purchasing decisions for halal skincare and cosmetic products.

The Influence of Brand Image (X2) on Purchasing Decisions (Y)

Brand Image is closely linked to perceptions of a product. According to Henslowe (Silsilia.O. Umboh, 2015), brand image can be interpreted as the impression formed over time through knowledge and understanding of facts about people, products, or situations. By creating a suitable brand image, it can influence consumer evaluations not only to meet their needs but also to provide optimal satisfaction.

The relationship between brand image and attitude reflects beliefs and preferences toward a brand. Brand image is the mental representation and feelings that arise when consumers see and hear about a brand. Consumers who have a positive perception of a brand are more inclined to make a purchase. According to Schiffman and Kanuk (2007), consumers always choose a brand based on the brand image. A positively perceived brand image also plays a crucial role in building a positive image for the overall company. Thus, the research hypothesis can be formulated based on this context:

H2: Brand Image influences the purchasing decisions of halal skincare and cosmetic products.

The Influence of Viral Marketing (X3) on Purchasing Decisions (Y)

Based on the Uses and Gratifications theory by Herbert Blumer and Eliu Katz, effective use of social media in virally promoting a product can influence purchasing decisions. This process occurs when a successfully viraled product quickly spreads, arouses consumer curiosity, and makes them interested in making a purchasing decision.

Viral marketing, according to Wiranaga (2009), is a program designed to make consumers interested and encourage them to recommend the product to others. The research conducted by Asriani (2017) regarding the Influence of Viral Marketing on Purchasing Decisions at Ngorea Bistro, Bandung, concluded that there is a significant influence of viral marketing on consumer purchasing decisions.

H3: Viral Marketing influences the purchasing decisions of halal skincare and cosmetic products.

Based on the description above, it can be formulated into a research paradigm represented by the following conceptual framework:

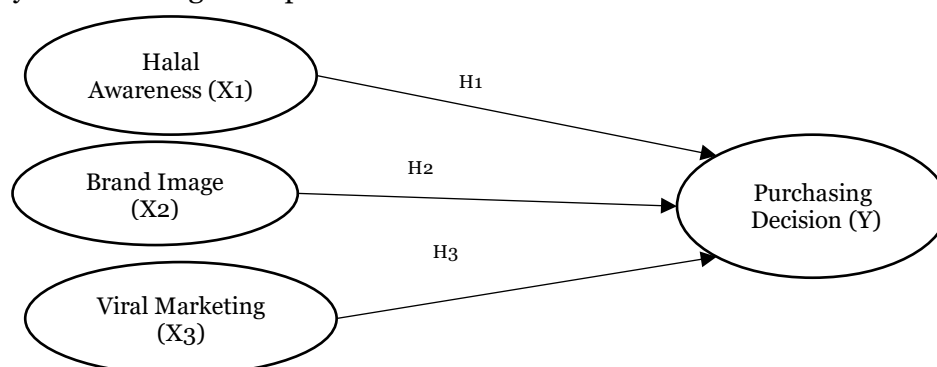


Figure 2. Conceptual Framework
Source: Compiled by the author (2023)

3. Research Method

This research employs a quantitative descriptive research approach with an associative nature, aiming to determine the presence or absence of significant influence among variables. The objects under investigation are halal awareness, brand image, and viral marketing, influencing consumers in purchasing decisions for halal skincare and cosmetic products among Generation Z. The research takes place in the vicinity of Muhammadiyah University Pontianak. The population comprises 937 female students at Muhammadiyah University Pontianak born between 1995 and 2010. Purposive sampling is the applied sampling method. According to Sekaran (2013), purposive sampling is a limited design focusing on specific individuals who can provide necessary information, as they are the ones possessing the required information or meeting the criteria set in the research. Sekaran (2013) also provides general guidelines on sample size, where it may exceed 30 but should be less than 500. Based on interviews and information gathered from various sources, the number of respondents for this research is set at 200. Data collection utilizes a questionnaire with a Likert scale. The data analysis technique employed in this research is Structural Equation Modeling (SEM) PLS using SmartPLS Version 3.2.9 program.

Testing the Measurement Model (Outer Model) and Structural Model (Inner Model)

The data analysis method in this research adopts the Partial Least Squares (PLS) approach. Partial Least Squares (PLS) is a multivariate statistical technique that compares dependent and independent variables in a multiple manner (Hartono, 2014). PLS consists of two components, namely the measurement model (outer model) and the structural model (inner model). In conducting the analysis in this research, several hypothesis tests were performed using PLS, including:

1. Evaluation of the measurement model (outer model)

This is done to test the construct validity and instrument reliability. In this study, the measurement model or outer model uses reflective indicators, thus evaluated through the convergent and discriminant validity of indicators forming latent constructs. Additionally, assessment is also conducted on composite reliability and Cronbach's alpha for the indicator blocks.

- a. Validity Testing

The validity testing process is used to assess the extent to which research instruments can measure the intended concept of a construct, demonstrating that the research results have validity (Hartono, 2014). Validity consists of:

- 1) Convergent validity: evaluates how high the correlation is between the measures of a construct.
 - 2) Discriminant validity: evaluates how low the correlation is between the measures of different constructs.

- b. Reliability Testing

Reliability testing is used to evaluate the internal consistency of a measurement tool, reflecting the accuracy, consistency, and precision of a measurement tool. There are two methods in reliability testing, namely Cronbach's alpha and Composite reliability.

- 1) Cronbach's alpha is used to assess the lower limit of the reliability of a construct.
 - 2) Composite reliability is used to measure the actual reliability of a construct. Composite reliability is considered more reliable in estimating internal consistency when testing the reliability of a construct (Hartono, 2014).

Table 1. Rule of Thumb for Measurement Model Evaluation

Validitas and Reliability	Parameter	Rule of Thumb
Validitas	Loading Factor	More than 0,7
Konvergen	Average Variance Extracted (AVE)	More than 0,5
	Communality	More than 0,5
Validitas Diskriminan	Cross Loading	More than 0,7 for each variable
	Square root of AVE and latent variable correlations	AVE Root > Latent variable correlation
Reliability	Cronbach's Alpha	More than 0,7
	Composite Reliability	More than 0,7

Source: Primary Data Processed, (2023)

2. Evaluation of the Structural Model (Inner Model)

The evaluation of the Inner Model in PLS is conducted using several methods, such as R² (R-Square) for dependent constructs, path coefficient values, or t-values to test the significance between constructs in the structural model.

- a. R² (R-Square) is used to measure how well dependent latent constructs can be explained by independent variables. Changes in R-Square values are used to evaluate the substantive impact of the dependent latent variable.
 - b. The Stone-Geisser Q Square test is used to assess the predictive relevance of the structural model.
 - c. T-tests and the significance of the structural path coefficient parameters are conducted to evaluate the significance of the influence between constructs in the structural model.
- The path coefficient or inner model scores are expressed through T-statistic values. If the confidence level is 95% with a significance level of alpha (α) = 5% = 0.05, and the T-statistic value is ≥ 1.96, then the alternative hypothesis can be accepted (Hartono, 2014)

4. Results and Discussion

Characteristics of Respondents

The characteristics of respondents in this study can be seen in the following table 2:

Table 2. Characteristics of Respondents

No	Description	Number of respondents	Percentage (%)
1	Age Groups		
	12 – 15 years	-	-
	16 – 19 years	57	28,5
	20 – 23 years	84	42
	24 – 27 years	59	29,5
	Total	200	100
2	Monthly Spending Average for Skincare or Cosmetics		
	< Rp 200.000,-	23	11,5
	Rp. 200.000 s/d Rp 399.999,-	46	23
	Rp. 400.000,- s/d Rp 599.999,-	62	31
	Rp. 600.000,- s/d Rp 799.999,-	34	17
	Rp. 800.000,- s/d Rp 999.999,-	27	13,5
	>Rp. 1.000.000,-	8	4
	Total	200	100

Source: Primary Data Processed, (2023)

Table 2 shows that the majority of respondents are aged 20-23 years, with an average monthly expenditure on skincare or cosmetics ranging from Rp. 400,000 to Rp. 599,999.

Evaluation of Measurement Model Results (Outer Model)

The assessment of the measurement model is conducted based on three criteria to evaluate the outer model, which includes testing convergent validity, discriminant validity, and reliability.

Convergent Validity Test

The initial step in testing the data to evaluate the accuracy level using reflective indicators involves analyzing the correlation between indicator scores and their constructs. Indicators are considered reliable if they have correlation values or loading factors above 0.7. Convergent validity testing in PLS with reflective indicators is assessed based on loading factors. Indicators with loading factors below 0.7 are considered inadequate and should be removed from the model, followed by a re-estimation of loading factor values. The calculation results show that out of the 43 indicators used in the study, 24 indicators have loading factors above 0.7, indicating reliability, while 19 indicators have loading factors below 0.7 and need to be eliminated from the study. The eliminated indicators include: HA3, HA5, HA7, HA9 for the halal awareness variable, BI1, BI2, BI6 for the brand image variable, VM1, VM2, VM6, VM8, VM10, VM14 for the viral marketing variable, and PD7, PD8, PD9, PD10, PD11, PD12 for the purchase decision variable.

1. Convergent Validity Reassessment. After the re-estimation by removing indicators HA3, HA5, HA7, HA9, BI1, BI2, BI6, VM1, VM2, VM6, VM8, VM10, VM14, PD7, PD 8, PD9, PD10, PD11, PD12, there are no longer indicators with loading factors <0.7. The re-estimated path diagram results are presented in the algorithm model processed with SmartPLS version 2.0.M3 software, as shown in figure 2 below:

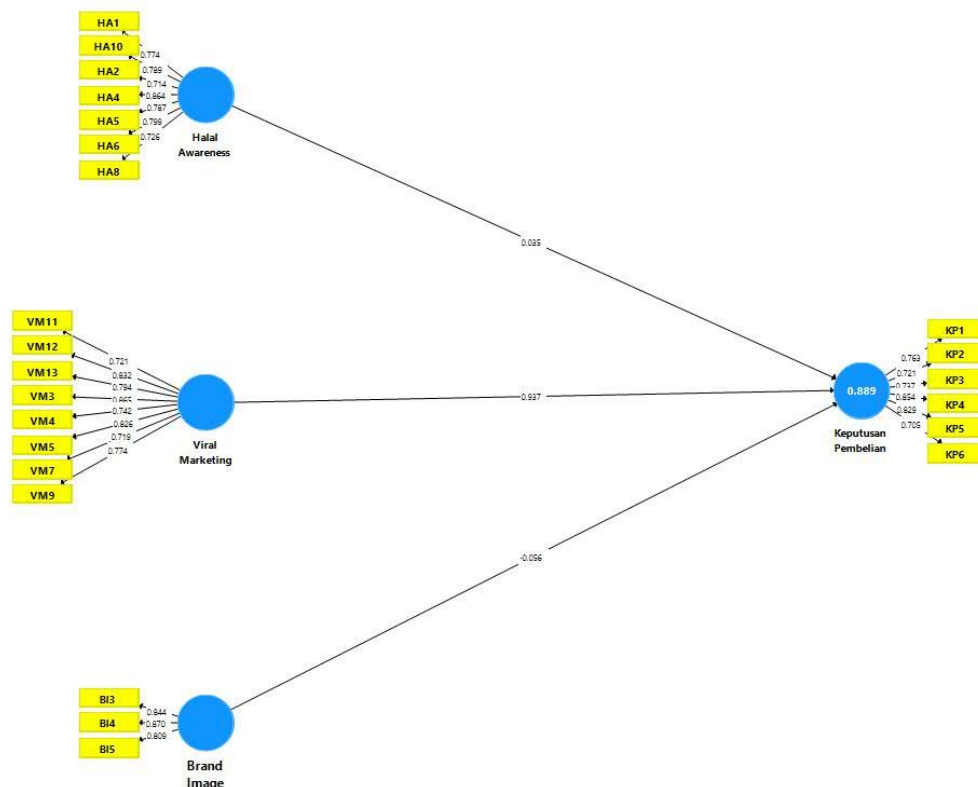


Figure 3. Results of PLS Testing Stage of Measurement Model (Outer Model) After Re-estimation

Source: SmartPLS Version 3.2.9

The results of the loading factors in Table 3, used to test convergent validity, indicate that each indicator has a loading factor value exceeding 0.70. This signifies that all indicators can still be used for further testing and are considered valid.

Table 3. Loading Factor Values After Re-estimation

Construct	Indicator Code	Loading Factor	Description
Brand Image (BI)	BI3	0,844	Valid
	BI4	0,870	Valid
	BI5	0,809	Valid
Halal Awareness (HA)	HA1	0,774	Valid
	HA10	0,789	Valid
	HA2	0,714	Valid
	HA4	0,864	Valid
	HA5	0,787	Valid
	HA6	0,799	Valid
	HA8	0,726	Valid
	Viral Marketing (VM)	VM11	0,721
VM12		0,832	Valid
VM13		0,794	Valid
VM3		0,865	Valid
VM4		0,742	Valid
VM5		0,826	Valid
VM7		0,719	Valid
VM9		0,774	Valid
Purchase Decision (PD)		PD 1	0,763
	PD 2	0,721	Valid
	PD 3	0,737	Valid
	PD 4	0,854	Valid
	PD 5	0,829	Valid
	PD 6	0,705	Valid

Source: SmartPLS Algorithm Output, (2023)

The parameters for the convergent validity test, seen from the AVE values, should exceed 0.5, while the loading factor values should be above 0.7. From Table 4, it can be concluded that the AVE values for each construct are above 0.5. This result indicates that construct validity is fulfilled.

Table 4. Algorithm Overview

	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
BI	0.708	0.879	0.794
HA	0.609	0.916	0.893
PD	0.593	0.897	0.862
VM	0.618	0.928	0.911

Source: SmartPLS Algorithm Output, (2023)

- The discriminant validity test is evaluated through cross-loadings between measurements and their constructs. The assessment is based on cross-loading values exceeding 0.7 within one construct. The results of the cross-loading values in this study show that the correlation between the indicator and its construct is higher compared to other constructs, indicating that discriminant validity has been fulfilled. The details can be found and compared in Table 5, Cross Loading.

Table 5. Cross Loading

	Brand Image	Halal Awareness	Purchase Decision	Viral Marketing
BI3	0,844	0,724	-0,238	-0,246
BI4	0,870	0,651	-0,285	-0,265
BI5	0,809	0,618	-0,268	-0,260
HA1	0,636	0,774	-0,272	-0,278
HA10	0,681	0,789	-0,262	-0,289
HA2	0,521	0,714	-0,292	-0,308
HA4	0,705	0,864	-0,194	-0,201
HA5	0,554	0,787	-0,275	-0,263
HA6	0,639	0,799	-0,222	-0,230
HA8	0,564	0,726	-0,179	-0,192
PD 1	-0,290	-0,327	0,763	0,774
PD 2	-0,189	-0,121	0,721	0,590
PD 3	-0,089	-0,116	0,737	0,721
PD 4	-0,305	-0,300	0,854	0,832
PD 5	-0,272	-0,302	0,829	0,794
PD 6	-0,305	-0,289	0,705	0,593
VM11	-0,089	-0,116	0,737	0,721
VM12	-0,305	-0,300	0,854	0,832
VM13	-0,272	-0,302	0,829	0,794
VM3	-0,259	-0,308	0,752	0,865
VM4	-0,235	-0,242	0,607	0,742
VM5	-0,246	-0,246	0,712	0,826
VM7	-0,211	-0,230	0,604	0,719
VM9	-0,290	-0,327	0,763	0,774

Source: SmartPLS Algorithm Output, (2023)

3. The reliability test in PLS is conducted to evaluate the internal consistency of the measuring instrument. Reliability indicates the accuracy, consistency, and precision of a measuring instrument. In PLS, the reliability test uses two methods, namely ensuring that the Cronbach's alpha value is greater than 0.7 and the Composite reliability value is greater than 0.7. From Table 4, overview of the algorithm, it can be seen that all variables have Cronbach's alpha values > 0.7 and Composite reliability values > 0.7. Thus, it can be concluded that the data and measurement results are considered reliable.

The evaluation of the structural model (Inner Model)

The evaluation of the structural model within the PLS framework is conducted to assess the relationships between constructs using the R-square values of the research model concerning the dependent constructs. Additionally, the path coefficient values or t-values are used to test the significance between constructs from the structural path coefficient parameters. The utilization of R-square values aims to measure the extent to which variations in the independent variables (exogenous) affect the dependent variables (endogenous).

The criteria for R-square values of 0.75, 0.50, and 0.25 indicate that the model can be considered strong, moderate, and weak, respectively (Sarstedt, 2017). Chin also provides criteria for R-square values of 0.67, 0.33, and 0.19, signifying the model's strength as strong, moderate, and weak (Latan, 2017).

Adjusted R-square, on the other hand, is the R-square value that has been corrected based on the standard error. The evaluation of Adjusted R-square provides a stronger overview than R-square in assessing the ability of an exogenous construct to explain endogenous constructs. The results of R-Square will be explained in detail in Table 6.

Table 6. The value of R-Square

	R Square	R Square Adjusted
Purchase Decision	0.889	0.887

Source: SmartPLS Algorithm Output, (2023)

The R-Square value indicates that the simultaneous or joint influence of halal awareness, brand image, and viral marketing constructs on purchase decisions reaches a value of 0.889, with an adjusted R-Square value of 0.887. Therefore, it can be interpreted that overall, all exogenous constructs, namely halal awareness, brand image, and viral marketing, have an impact on purchase decisions of 0.887 or 88.7%, while the remaining 11.3% is influenced by other factors not included in this study. Furthermore, since the adjusted R-Square is above 75%, it can be concluded that the influence of all exogenous constructs, namely halal awareness, brand image, and viral marketing, is strong.

Hypothesis Testing

The hypothesis testing process is conducted through the application of bootstrapping techniques. The data used in bootstrapping has gone through the measurement stage. The bootstrapping process aims to assess the direction of relationships and the significance of each latent variable. The assessment of hypotheses is done by comparing the t-statistic or t-value. The calculated t-value from the bootstrapping test should be greater than the one-tailed critical t-value, which is 1.65, for a significance level of 5% or a p-value less than 0.05 (Hair, 2022).

Table 7. Path Coefficient Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Description
BI-> PD	-0,056	-0,055	0,035	1,604	0,109	Not Sig
HA-> PD	0,035	0,033	0,031	1,105	0,270	Not Sig
VM-> PD	0,937	0,937	0,011	89,073	0,000	Sig

Source: SmartPLS Bootstrapping Output, (2023)

Table 7 presents the results of hypothesis testing using the Bootstrapping technique. Out of the 3 hypotheses proposed, there is one direction of the relationship showing a negative nature, namely the relationship between BI → PD. This is reflected in the negative value of the Original Sample, which is -0.056. (Hair, 2022) explains that the Original Sample reflects the direction of the relationship between variables in the entire research sample. For its significance level, this study applies a one-tailed hypothesis, so the significance is assessed based on the t-statistic value exceeding 1.65 for a significance level of 0.05.

Based on these criteria, there is a rejection of the hypothesis regarding the relationship between latent variables BI → KP and HA → KP. This decision is based on the t-statistic values that are less than 1.65, whereas the latent variable VM → KP has a t-statistic value greater than 1.65, meaning the hypothesis is accepted. Overall, out of the 3 hypotheses proposed, 1 hypothesis is accepted, while the other 2 are rejected.

Discussion of Research Results

The Influence of Halal Awareness on Purchase Decision

The research findings indicate that there is no significant influence between Halal Awareness (X1) and Purchase Decision (Y) in the purchase of halal skincare and cosmetic products among Generation Z in the environment of Muhammadiyah University Pontianak. The direction of the influence can be identified from the Original Sample value in

Bootstrapping, which is 0.035. In terms of significance, this influence is not significant because the t-statistic value of Halal Awareness (X1) on Purchase Decision (Y) is 1.105, lower than the critical t-table value of 1.65. The research's p-value also exceeds the set standard (<0.05), specifically at 0.270. Therefore, this result can be interpreted as the rejection of the first hypothesis (H1).

The findings suggest that consumer decisions regarding the purchase of halal skincare and cosmetic products are not substantially influenced by halal awareness. Instead, consumers seem to prioritize factors such as product quality, pricing, promotional activities involving celebrity endorsers, and various other elements over placing significant emphasis on the halal aspect.

These results align with prior research conducted by (Rahayu, 2023), indicating that the halal label does not play a significant role in influencing purchase decisions. This suggests that, in the studied context, consumers may not consider the halal certification as a primary factor when making decisions about skincare and cosmetic product purchases.

It is essential to recognize the broader factors influencing consumer behavior and preferences, as identified in this study. Further research may delve into understanding the specific aspects that drive consumer choices in the skincare and cosmetic industry, providing valuable insights for both marketers and policymakers.

The Influence of Brand Image on Purchase Decision

The research findings indicate that there is no significant influence between Brand Image (X2) and Purchase Decision (Y) in the context of purchasing halal skincare and cosmetic products among Generation Z at Muhammadiyah University Pontianak. The direction of the influence can be identified from the Original Sample value in Bootstrapping, which is -0.056. In terms of significance, this influence is not significant because the t-statistic value of Brand Image (X2) on Purchase Decision (Y) is 1.604, lower than the critical t-table value of 1.65. Additionally, the research's p-value exceeds the set standard (<0.05), specifically at 0.109. Therefore, this result can be interpreted as the rejection of the second hypothesis (H2).

This indicates that purchase decisions are not always influenced by brand image since brand image can vary among individual respondents. Furthermore, consumers don't solely decide based on brand image; they also consider trust and the suitability of skincare products with their needs and preferences.

The findings from this research reinforce results from earlier studies conducted by (Istiyanto, 2017) and (Parengkuan, 2014). Both studies also concluded that Brand Image does not have an impact on Purchase Decisions.

The implications of these findings suggest that, in the context of halal skincare and cosmetic products among Generation Z at Muhammadiyah University Pontianak, factors beyond brand image carry more weight in influencing consumer choices. Understanding these nuanced dynamics is crucial for businesses and marketers aiming to customize their strategies according to the preferences and considerations of their target audience. Further exploration of the specific factors guiding purchase decisions in this market may yield valuable insights for marketing efforts.

The Influence of Viral Marketing on Purchase Decision

The research findings indicate a positive and significant influence between Viral Marketing (X3) and Purchase Decision (Y) in the context of purchasing halal skincare and cosmetic products among Generation Z at Muhammadiyah University Pontianak. The direction of the influence can be identified from the Original Sample value in Bootstrapping,

which is 0.937. Significantly, this influence is substantial, as the t-statistic value of Viral Marketing (X3) on Purchase Decision (Y) is 89.073, exceeding the critical t-table value of 1.65. Additionally, the research's p-value meets the set standard (<0.05), specifically at 0.000. Therefore, this result can be interpreted as the acceptance of the third hypothesis (H3).

Research Discussion:

The study highlights the significant influence of viral marketing on the purchase decisions of halal skincare and cosmetic products. As consumer engagement in viral marketing activities increases, there is a noticeable rise in the inclination of consumers to make purchasing decisions in the realm of halal skincare and cosmetic products.

This aligns with the findings of (Lahonusa, 2021) research, reinforcing the idea that viral marketing has a meaningful impact on consumer purchase decisions. The observed trend suggests that effective viral marketing strategies can contribute to an increased likelihood of consumers deciding to purchase halal skincare and cosmetic products.

These findings underscore the importance of leveraging viral marketing strategies in the marketing mix for halal skincare and cosmetic products, especially among the Generation Z demographic. The study contributes valuable insights for marketers aiming to enhance their strategies and effectively tap into consumer preferences in this specific market segment. Understanding the role of viral marketing in influencing purchase decisions can be pivotal for businesses seeking to establish a stronger market presence and appeal to their target audience.

5. Conclusion and Recommendation

Conclusion

Based on the explanation above, it can be concluded that: Halal Awareness does not have a significant influence on purchasing decisions. Consumers tend to prioritize factors such as price and product quality over aspects of halal certification. Brand Image does not have a significant influence on purchasing decisions. Consumer purchasing decisions are influenced not only by brand image but also by trust and the suitability of skincare products with their needs and preferences. Viral Marketing has a significant impact on purchasing decisions. The implementation of unique viral marketing strategies can contribute to an increase in purchasing decisions among consumers.

This conclusion provides valuable insights for marketers to optimize marketing strategies, especially in the skincare and halal cosmetics segment, where specific factors such as viral marketing can be key in influencing consumer purchasing decisions.

Recommendation

This research was only conducted on Generation Z in the environment of Muhammadiyah University Pontianak. For future research addressing the same topic, it can be expanded to a broader scope, so that the research findings are not limited by age and environment. Adding other variables can also be carried out in subsequent research, such as variables like price perception, product quality, or word of mouth. Furthermore, the research model structure can be expanded by including mediator variables (both as moderation or intervening variables).

Expanding the scope of the research to a more diverse audience and incorporating additional variables can enhance the depth and applicability of the findings. It allows researchers to capture various perspectives and factors that may influence purchasing decisions in the skincare and cosmetic industry. This approach can lead to stronger and more broadly applicable insights. It is essential to tailor the research design to the specific objectives and context, ensuring a comprehensive exploration of the chosen topic.

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