

The Influence of Product Quality, Halal Labels, and Social Media Marketing on Purchasing Decision of Somethinc Products Study on Generation Z Consumers

Nabila Khairunnisa*, Andyan Pradipta Utama

¹Universitas Mercu Buana, Indonesia
Email: nabilakhairunnisa044@gmail.com

ABSTRACT

This study aims to test and analyze the effect of product quality, halal labels and social media marketing on purchasing decisions of Somethinc products in Generation Z consumers. Sampling in this study used the Purposive Sampling Technique with a sample size of 180 respondents. This study is a quantitative study with a data collection method through a Google Form questionnaire, and analyzed using the Structural Equation Modeling (SEM) method using SmartPLS 3.0. The results showed that product quality had a positive and significant effect on purchasing decisions, halal labels had a positive but not significant effect on purchasing decisions, social media marketing had a positive and significant effect on purchasing decisions.

Article info

Article history:

Received : 15 July 2025

Received in revised form : 13 March 2026

Accepted : 30 March 2026

Available online 31 March 2026

Keywords: Product Quality, Halal Labels, Social Media Marketing, Purchasing Decisions, Cosmetics.

How to Cite: Khairunnisa.N, & Utama. A.P. (2026). The Influence of Product Quality, Halal Labels, and Social Media Marketing on Purchasing Decision of Somethinc Products Study on Generation Z Consumers. *Journal Ilmiah Manajemen dan Bisnis*, 12(1), 156-169.

INTRODUCTION

In the current era of globalization, all aspects of the industry have progressed from fashion, culinary to the beauty industry. The world of beauty is now in great demand by female consumers, especially generation Z. Beauty standards in today's era require a person to have a perfect appearance so that skin care has become a necessity, lifestyle and as a way to increase one's self-confidence (Fauzi et al., 2023). Beauty is often considered an important need that must be fulfilled by women, so the demand for skincare products is growing rapidly in society, this is due to the beauty trends that are widely discussed, causing increased consumer awareness of skin care products (Sari et al., 2023).

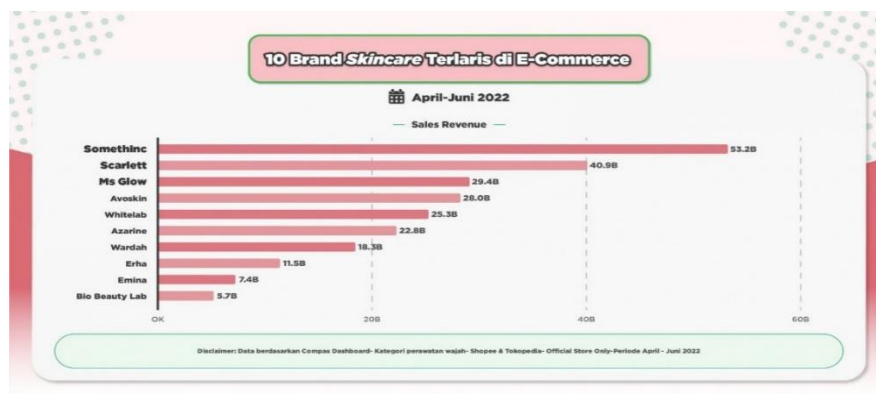
Based on data from Badan Pusat Statistik (BPS) released in August 2023, generation Z in Indonesia, born between 1997 and 2012, dominates with around 74.93 million people or around 27.94% of the population. Living in an era of technological advancement has greatly influenced Generation Z in the way they think and behave. This change is also seen in the beauty world, where technology plays a big role in shaping their skincare product preferences. Based on a survey conducted by ZAP Beauty Index 2022, 94.6% of women in Indonesia look for their beauty references on Instagram. Instagram social media is not only easy to use, but also because of its interesting features and makes it easy for

users to share photos and videos. With the Instagram application itself one can get inspiration from each other.

As the market in the cosmetics industry continues to grow and people become more aware of the importance of maintaining their appearance and taking care of their skin. BPOM states that the number of businesses in the beauty industry will increase by 21.9% by 2022, from 913 to 1,010 by July 2023. This increase is evidenced by the emergence of local brands such as Somethinc, Avoskin, Azarine, Scarlett Whitening, Skin Game and others.

Somethinc has become one of the most talked-about products among Generation Z. Somethinc is a local beauty brand that has emerged since May 2019, under PT Royal Pesona Indonesia. Somethinc launches a wide variety of products that vary from packaging sizes, skincare variants with different benefits to different types of cosmetics. Somethinc releases various types of skincare products, especially serums. The serum content launched by Somethinc contains niacinamide, salicylic acid, salom DNA and others that can treat and maintain healthy skin from daily activities.

Figure 1. Data for the 10 Best-Selling Skincare Brands April-June 2022 Period



Source : (Kompas, 2022)

Based on the data in Figure 1.1 shows the sales data of local skincare that is in great demand by consumers in e-commerce in 2022. Judging from the data above, local skincare brands, where Somethinc leads the beauty market as a local skincare that gets total sales of IDR 53.2 billion. But in the next period Somethinc sales continued to decline. Based on market share data in August 2022 Somethinc occupied the second position with sales volume of 8.94% with revenue reaching Rp 3.8 billion. However, the figure continued to decline to 6.58% in 2023, and fell again to 5.94% in 2024 (Kompas, 2024).

Based on the above problems, it can be indicated that consumer demand for beauty products is increasingly diverse, making market competition in the beauty industry tighter. Product quality reflects customer perceptions of the superiority of a product. Product quality has an important role in influencing consumer purchasing decisions. With a purchase decision, a product will have its own charm and increase consumer interest in a product.

Based on previous research that has examined the variables that influence purchasing decisions, high product quality will increase purchasing decisions (Alawiah and Utama 2023). The presence of a halal label guarantees that the product is safe and can influence purchasing decisions for Muslim consumers (Arista and Fikriyah 2022). Consumers will seek information before making a purchase. Effective social media marketing encourages consumers to purchase products (Sari et al., 2023).

Based on the results of previous research and the results of a pre-survey that has been conducted to 30 Somethinc consumers, there are three variables that are most chosen by respondents, that is product quality variables, halal labels, and social media marketing. The description above is the basis for this research, namely how the influence of product quality, halal labeling, and social media marketing on purchasing decisions for Somethinc products for generation Z consumers.

Marketing Management

According to Satriadi et al., (2021), marketing management is the process of analyzing, planning, organizing, and managing programs that include the conceptualization, pricing, promotion and distribution of products, services and ideas designed to create and maintain profitable exchanges with target markets to achieve company goals. According to Kotler & Keller (2018) in Utama (2023), marketing management is the art and science of determining target markets and creating good communication with consumers so as to provide positive value to consumers.

Purchase Decision

Purchasing decisions according to Sari et al., (2023), purchasing decisions are consumer decisions that can be influenced by a number of factors such as economics, technology, culture, products, prices, location, promotion, physical evidence, people and processes, thus forming consumer attitudes towards processing all information and images. According to Daryani et al., (2020), The purchase decision is to buy the most preferred brand from the various alternatives available. Purchasing decisions are inseparable from how the nature of consumer behavior (consumer behavior) so that each consumer has different habits in making purchases.

The dimensions and indicators in purchasing decisions that are used as a reference in this study are the dimensions and indicators according to Kotler and Keller (2018) in Arista & Fikriyah (2022), that is: introduction of needs, information search, evaluation of alternatives, purchase decisions, post-purchase behavior.

Product Quality

According to Suparyanto & Rosad (2019) in Sumaryanto & Widajanti (2022) product quality is the ability of a product to provide performance results that match or even exceed what customers expect.

According to Tjiptono (2018) in Sumaryanto & Widajanti (2022) product quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations.

The dimensions and indicators in purchasing decisions that are used as a reference in this study are the dimensions and indicators according to Tjiptono (2018) in Khairunnisa et al., (2022), that is: Performance, Features, Reliability, Durability, Conformance to Specifications.

Product quality plays an important role in making consumer purchasing decisions. Previous research conducted by Nayumi & Sitinjak (2020), Alawiah & Utama (2023), Sukmawati et al., (2022), shows that product quality has a positive and significant effect on purchasing decisions. In other words, if the quality of a product is good, the level of purchasing decisions will be higher. Based on some of the descriptions above regarding the effect of product quality on purchasing decisions, the hypotheses proposed in this study are:

H1: Product quality has a positive and significant effect on purchasing decisions.

Halal Label

According to Rangkuti and Freddy (2018) in Rahayu & Handayani (2023), halal labeling is the inclusion of halal writings or statements on product packaging to indicate that the product in question has the status of a halal product. According to Shobri & Harahap, (2023) , the halal label is the application of a halal mark or written evidence on a product as a guarantee of the halalness of the product with a code from the minister issued based on halal inspection from halal inspection agency established by MUI with Arabic letters or other letters.

The dimensions and indicators in purchasing decisions that are used as a reference in this study are the dimensions and indicators according to Arista & Fikriyah (2022), namely: Picture, Writing, Combination of pictures and writing, Attached to the packaging.

The halal label aims to provide certainty and legal protection to consumers, so as to increase product competitiveness in the country and contribute to increased revenue. Based on research conducted by Arista and Fikriyah (2022), Sholiha et al., (2022), Rozjiqin et al., (2022), states that the halal label has a positive and significant effect on purchasing decisions. Based on some of the descriptions above regarding the influence of the halal label on purchasing decisions, the hypotheses proposed in this study are:

H2: Halal label has a positive and significant effect on purchasing decisions.

Social Media Marketing

According to Munawaroh, (2023) , Social media marketing is a process by which companies create, communicate, and deliver online marketing offers through social media platforms to build and maintain stakeholder relationships that increase stakeholder value by facilitating interaction, sharing information, offering personalized buying recommendations and word of mouth among stakeholders about trending products and services. According to Sari et al., (2023), Social media marketing is a form

of marketing that uses social media to market products or services by utilizing audiences who participate in social media.

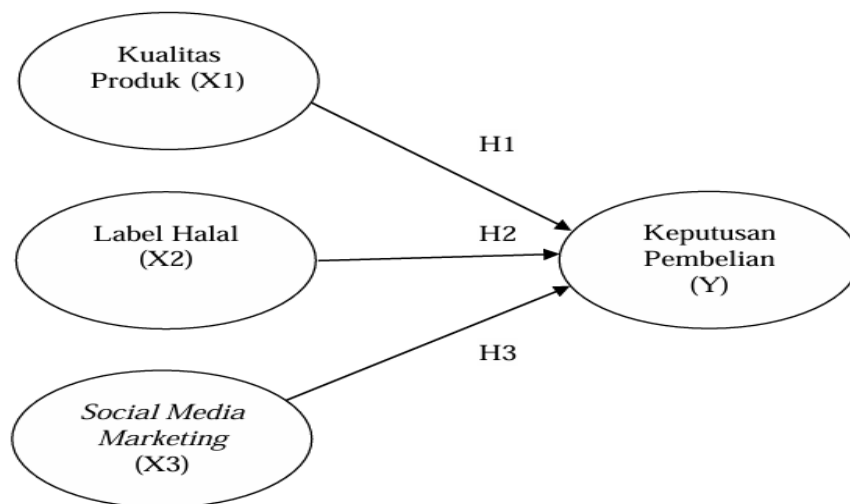
The dimensions and indicators in purchasing decisions that are used as a reference in this study are dimensions and indicators according to Khairunnisa et al., (2022), namely: Content Creation, Content Sharing, Connecting, Community Building.

Social media is an essential element in digital marketing. Social media allows users to exchange text, images, audio and video with each other or with a wider audience. In research conducted by Setiyadi et al., (2022), Khairunnisa et al., (2022), Munawaroh et al., (2023), shows that social media marketing has a positive and significant effect on purchasing decisions. This means that the high level of social media marketing carried out will have a big impact on consumer purchasing decisions. Based on some of the descriptions above regarding the effect of social media marketing on purchasing decisions, the hypotheses proposed in this study are:

H3: Social media marketing has a positive and significant effect on purchasing decisions.

Based on the description above, the conceptual framework proposed in this study is described as follows:

Figure 2. Conceptual Framework



METHOD

This study was conducted by identifying issues related to Generation Z consumers' purchasing decisions for Somethinc products. The study took place from March 2025 to May 2025 and was conducted on Generation Z consumers residing in the West Jakarta area. This study used a quantitative approach with a causal design. In the data collection process, the researcher distributed an online questionnaire via Google Forms, which was shared through various messaging platforms such as WhatsApp. To measure the variables, a Likert scale was used. The criteria for selecting respondents were those who had purchased and either had previously used or were currently using Somethinc

products. The sampling technique used was purposive sampling with a sample size of 180 respondents. The data obtained were then analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with the assistance of the SmartPLS version 3.0 application. The analysis was conducted in two main stages: evaluating the outer model to test the validity and reliability of the constructs, and evaluating the inner model to examine the strength and direction of the relationships between variables in the research model.

RESULTS AND DISCUSSION

Result

The data used in this study were obtained from a survey of 180 respondents in West Jakarta. The subjects of this study were Generation Z (born between 1997 and 2012) who had purchased and were still using or had used Somethinc products.

Tabel 1. Responden Profile

	<i>Total</i>	<i>Persentase (%)</i>
Gender		
Male	51	28,3
Female	129	71,7
Occupation		
Student/College Students	96	53,3
ASN/TNI/POLRI/BUMN	64	35,6
/Lecturers/Teachers/Employee		
Entrepreneur	13	7,2
Housewife	7	3,9
Monthly Income		
<Rp 5.000.000	112	62,2
Rp 5.000.001 – Rp 10.000.000	61	33,9
Rp 10.000.001 – Rp 15.000.000	7	3,9
Rp 15.000.001 – Rp 20.000.000	0	0
>Rp 20.000.001	0	0

Source: PLS 3.0 Data Analysis Result, 2025

Based on the data analysis, it was found that out of 180 respondents, 129 were female (71.7%), and 96 were students/college students (53.3%). Additionally, the majority had a monthly income of less than Rp 5,000,000, with 112 respondents or 62.2%. This indicates that the majority of Generation Z consumers of Somethinc products are female, with occupations as students/college students and sufficient income to purchase skincare products.

Evaluation of Measurement Models (Outer Model)

Validity Test

Convergent Validity

Convergent Validity testing is used to calculate each indicator assessed based on the correlation between item scores and construct scores calculated using PLS (Partial Least Square). An indicator can be said to be valid if the convergent validity value is greater than 0.7. After processing the data using

SmartPLS 3.0, the results of the correlation between the indicators and their constructs can be seen in Table 2.

Tabel 2. Convergent Validity Result

Variable	Items	AVE	Loading Factor	Information
Purchase Decision (Y)	KPM1	0,562	0,737	Valid
	KPM3		0,756	
	KPM4		0,749	
	KPM7		0,729	
	KPM8		0,808	
	KPM9		0,715	
	KPM10		0,751	
Product Quality (X1)	KP1	0,552	0,769	Valid
	KP2		0,720	
	KP3		0,732	
	KP5		0,759	
	KP6		0,738	
	KP7		0,724	
	KP10		0,756	
Halal Label (X2)	LH1	0,562	0,732	Valid
	LH2		0,771	
	LH4		0,746	
	LH5		0,764	
	LH7		0,741	
	LH8		0,742	
Social Media Marketing (X3)	SM1	0,547	0,710	Valid
	SM3		0,784	
	SM4		0,764	
	SM6		0,716	
	SM7		0,721	
	SM8		0,738	

Source: PLS 3.0 Data Analysis Result, 2025

Based on the analysis results in Table 1, it can be seen that the loading factor value of each indicator >0.70 , so it is declared valid and can be used for further analysis. In addition, the Average Variance Extracted (AVE) test results show that the AVE value for each variable is >0.50 , which means that the data has good convergent validity. This value allows for further testing and means that one latent variable can explain the indicators within it.

Discriminant Validity

Tabel. 3 Discriminant Validity (Cross Loading)

Items	Purchase Decision	Product Quality	Halal Labels	Social Media Marketing
PD1	0,737	0,447	0,373	0,465
PD3	0,756	0,419	0,392	0,481
PD4	0,749	0,506	0,376	0,567
PD7	0,729	0,421	0,331	0,519
PD8	0,808	0,567	0,565	0,532
PD9	0,715	0,432	0,443	0,468
PD10	0,751	0,504	0,354	0,501
PQ1	0,467	0,769	0,385	0,434
PQ2	0,424	0,732	0,385	0,382
PQ3	0,539	0,759	0,430	0,503
PQ5	0,504	0,738	0,456	0,486
PQ6	0,403	0,724	0,430	0,358
PQ7	0,460	0,756	0,446	0,507
PQ10	0,493	0,720	0,521	0,544
HL1	0,372	0,534	0,732	0,450
HL2	0,437	0,379	0,771	0,408
HL4	0,420	0,409	0,746	0,459
HL5	0,385	0,407	0,764	0,472
HL7	0,432	0,496	0,741	0,499
HL8	0,389	0,432	0,742	0,442
SM1	0,474	0,535	0,545	0,710
SM3	0,524	0,411	0,436	0,784
SM4	0,518	0,454	0,407	0,764
SM6	0,487	0,464	0,447	0,716
SM7	0,500	0,456	0,413	0,721
SM8	0,488	0,456	0,454	0,738

Source: PLS 3.0 Data Analysis Result, 2025

The method used to assess discriminant validity is the Cross Loading result. An indicator is considered valid if it shows that the targeted construct has the highest factor loading value compared to the factor loadings of other constructs. For example, in Table 3 above, it can be seen that the correlation between the Purchase Decision construct (Y) and the indicators PD1, PD3, PD4, PD7, PD8, PD9, and PD10 is higher than that of other variable constructs. These findings support the constructs' discriminant validity.

Tabel. 4 Discriminant Validity (Fornell-Lacker Criterion)

Variable	Purchase Decision	Product Quality	Halal Label	Social Media Marketing
Purchase Decision	0,750			
Product Quality	0,638	0,743		
Halal Label	0,544	0,589	0,749	
Social Media Marketing	0,675	0,624	0,607	0,739

Source: PLS 3.0 Data Analysis Result, 2025

Fornell-Lacker Criterion, a construct must be greater than its correlation value with other constructs. Based on the results of Table 4, it can be seen that each variable has a higher value when compared to the correlation between other variables in the model. Thus, the data in the table has met the requirements

and criteria indicating that the constructs in the model have discriminant validity through the *Fornell-Lacker Criterion approach*.

Reliability Test

Composite Reliability dan Cronbach's Alpha

Tabel 5. Composite Reliability dan Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Information
Purchase Decision	0,900	0,870	Reliable
Product Quality	0,896	0,865	Reliable
Halal Label	0,885	0,844	Reliable
Social Media Marketing	0,878	0,834	Reliable

Source: PLS 3.0 Data Analysis Result, 2025

Based on Table 5 above, the results of the Composite Reliability and Cronbach's Alpha tests show that all latent variables are considered reliable because the Composite Reliability and Cronbach's Alpha tests produced values ≥ 0.7 . This indicates that the questionnaire used in the study can be considered consistent or has good reliability.

Structural Model Evaluation (Inner Model)

R-Square Value (R^2)

In model assessment using PLS, the first step is to evaluate the R-Square for each independent latent variable. Changes in the R-Square value are used to assess the influence of independent latent variables on dependent latent variables.

Table 6. Results of R-Square Value Testing

Variable	R-Square	R-Square Adjusted
Purchase Decision	0,538	0,531

Source: PLS 3.0 Data Analysis Result, 2025

Based on Table 6, it can be seen that the R-Square value for Purchase Decision is 0.538. This means that the influence of Product Quality, Halal Label, and Social Media Marketing is 53.8% on Purchase Decision. The remaining 46.2% is influenced by other variables outside the scope of this study.

Predictive Relevance Test Results (Q^2)

Table 7. Results of Predictive Relevance Test Results (Q^2)

Variable	$Q^2 (=1-SSE/SSO)$
Purchase Decision	0,287

Source: PLS 3.0 Data Analysis Result, 2025

The Goodness of Fit test of the structural model on other inner models uses the predictive relevance value (Q^2). The Q-Square value must be greater than 0 (zero) so that the independent latent variables

are suitable as explanatory variables that have predictive relevance (Q^2). Based on Table 7, the above calculation results show that the predictive relevance value of the Purchase Decision variable is 0.287. Therefore, it can be concluded that the Purchase Decision variable can predict the model well.

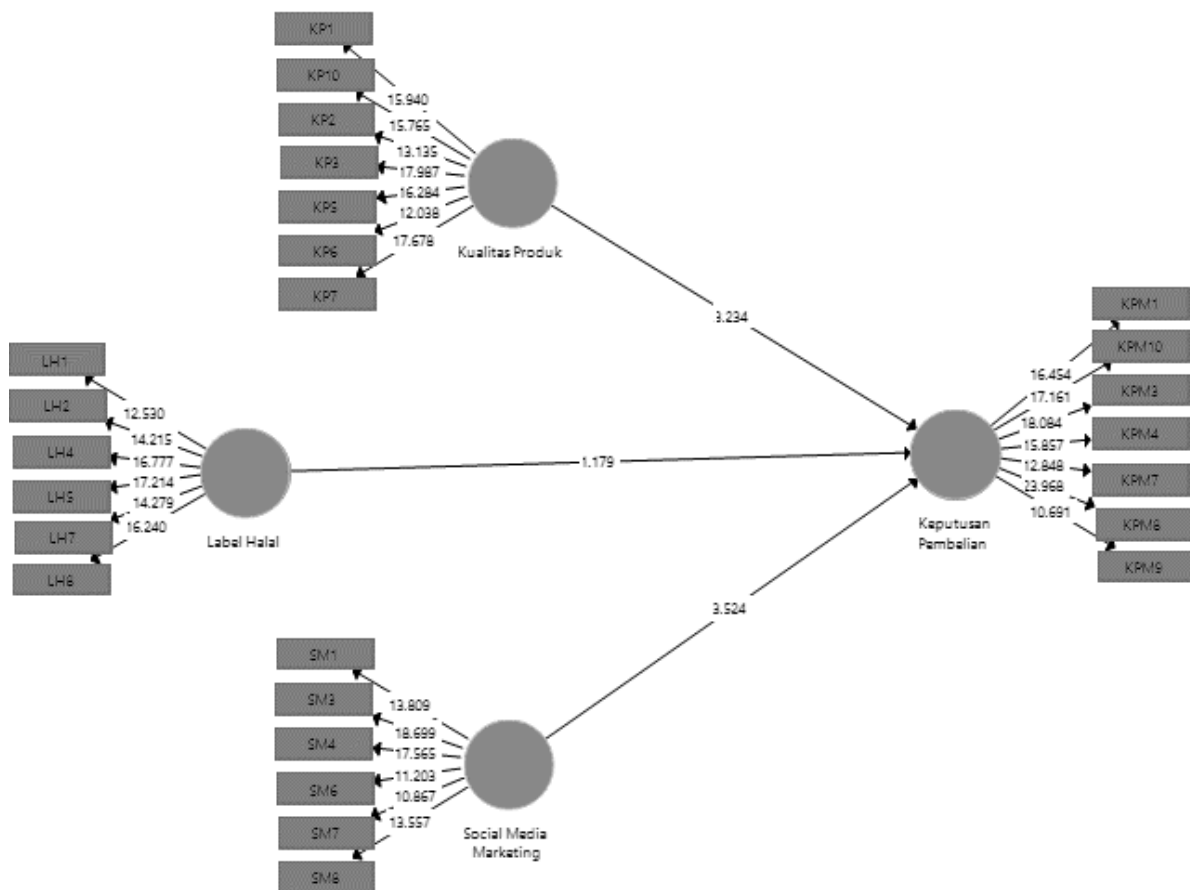
Hypothesis Testing Results

Tabel 8. Hypothesis Testing Results

Hypothesis	Variable	Original Sample	T-Statistics	P Value	Information	Conclusion
H1	Product Quality -> Purchase Decision	0,318	3,234	0,001	Positive and Significant	Accepted
H2	Halal Label -> Purchase Decision	0,107	1,179	0,240	Not Significant	Rejected
H3	Social Media Marketing -> Purchase Decision	0,411	3,525	0,001	Positive and Significant	Accepted

Source: PLS 3.0 Data Analysis Result, 2025

Figure 2. Bootstrapping Test Results



Source: PLS 3.0 Data Analysis Result, 2025

Discussion

The Influence of Product Quality on Purchasing Decisions

Based on the results of the first hypothesis test (H_1) that has been conducted, it can be seen that the product quality variable has a positive and significant effect on purchasing decisions. This is evidenced by the original sample, which has a value of 0.318, indicating a positive correlation, and a T-Statistic value of 3.234 (> 1.96), along with a P-Value of $0.001 < 0.05$, indicating that it is significant in influencing purchasing decisions. Therefore, it can be concluded that the first hypothesis (H_1) is accepted. This result proves that product quality has a positive and significant influence on purchasing decisions.

This indicates that the higher the quality of a product, the more likely consumers are to purchase it. Consumers will purchase Somethinc products if Somethinc has good durability, functions as expected, and meets quality standards. These product quality factors can influence a person's attitude toward evaluating the product they have purchased. This study is in line with previous research conducted by Nayumi and Sitinjak (2020), which states that product quality has a positive and significant effect on purchasing decisions.

The Influence of Halal Labels on Purchasing Decisions

Based on the results of the second hypothesis test (H_2), it can be seen that the halal label variable does not have a significant effect on purchasing decisions. This is evidenced by the original sample having a value of 0.107, which is positive, and a T-Statistic value of 1.179 (< 1.96), along with a P-Value of $0.240 > 0.05$, indicating that it is not significant for purchasing decisions. Therefore, it can be concluded that the second hypothesis (H_2) is rejected. These results prove that the halal label does not have a significant effect on purchasing decisions.

This indicates that consumers will still decide to purchase Somethinc products even if they do not have a halal label. The absence of a halal label on Somethinc products does not directly influence consumers to refrain from purchasing or using Somethinc products. Consumers prioritize product quality and social media marketing that captures their attention. This study aligns with previous research conducted by Rahayu and Handayani (2023), which stated that the halal label has a positive but insignificant effect on purchasing decisions.

The Influence of Social Media Marketing on Purchasing Decisions

Based on the results of the third hypothesis test (H_3) that has been conducted, it can be seen that the social media marketing variable has a positive and significant effect on purchasing decisions. This is evidenced by the original sample having a value of 0.411, which is positive, and a T-Statistic value of 3.524 (> 1.96), along with P-Values having a value of $0.001 < 0.05$, indicating significance in

purchasing decisions. Therefore, it can be concluded that the third hypothesis (H₃) is accepted. These results prove that product quality has a positive and significant influence on purchasing decisions. This indicates that social media has a very important influence on purchasing decisions. The high level of social media marketing activities conducted by Somethinc has a significant influence on consumer purchasing decisions. Somethinc's social media marketing strategy can be seen from the level of consumer understanding of promotions and the visual appeal and messages conveyed in the content. This encourages consumers to make purchases after seeing and paying attention to the promotions offered. This is also because the majority of Somethinc consumers are young women aged 17 to 28 who are generally familiar with and active on social media. This study is in line with previous research conducted by Setiyadi et al. (2022), which states that social media marketing has a positive and significant effect.

CONCLUSION

Based on the results of the tests and discussions that have been conducted, it shows that product quality has a positive and significant influence on the decision to purchase Somethinc products. This can be concluded that the better the quality of the product offered, the higher the consumer's desire to make a purchase. Furthermore, the halal label has a positive but not significant influence on the decision to purchase Somethinc products. This can be concluded that although the halal label has added value, it does not necessarily become the main factor influencing consumers in deciding to purchase Somethinc products. Not all consumers consider the halal label when purchasing beauty products. Additionally, social media marketing has a positive and significant influence on the decision to purchase Somethinc products. This suggests that Somethinc social media marketing strategy successfully attracts consumer attention and influences purchasing decisions. Engaging, informative, and interactive content on social media platforms enhances consumer interest and trust in the product.

REFERENCES

- Alawiah, W., & Utama, A. P. (2023). Pengaruh Kualitas Produk, Harga, Dan Citra Merek Pada Keputusan Pembelian Mobil. *Kajian Branding Indonesia*, 5(1), 17. <https://doi.org/10.21632/Kbi.5.1.17-34>
- Arista C. K., & Fikriyah K. (2022). Pengaruh Label Halal, Harga Dan Song Joong Ki Sebagai Brand Ambassador Terhadap Keputusan Pembelian Produk Scarlett Whitening Di Kabupaten Sidoarjo. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 9(4), 453–466. <https://doi.org/10.20473/Vol9iss20224pp453-466>

- Compas. (2022). "Data Penjualan Pembersih Wajah: Hati-Hati, 5 Brand Ini Bisa Menyalip Posisi Top Brand!" *compas.co.id*. <https://compas.co.id/article/data-penjualan-pembersih-wajah/> (April 27, 2024).
- Compas. (2023). "Business Forecasting: Tren E-Commerce 2023 Untuk Maksimalkan Proses Decision-Making Brand Beauty and Care Anda, Ada Skintific Juara 1!" *Compas.co.id*. <https://compas.co.id/article/business-forecasting-adalah/> (May 7, 2024).
- Compas. (2022). "Jadi Favorit, Ini 10 Top Brand Serum Terlaris 2022 Di Shopee Dan Tokopedia!" *compas.co.id*. <https://compas.co.id/article/10-top-brand-serum-terlaris-2022-data-penjualan/> (April 27, 2024).
- Daryani, Esih Jayanti, S. (2020). Pengaruh Digital Marketing, Brand Image, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Ms Glow. *Jurnal Manajemen Dan Bisnis Sriwijaya*, 9–21.
- Fauzi R. U. A., Esmike, M., Ardiningrum R. A. (2023). Program Studi Manajemen & Ekonomi Dan Bisnis. *Pengaruh Brand Ambassador, Kualitas Produ Dan Harga Terhadap Keputusan Pembelian Produk Somethinc*. 14(1).
- GoodStats. (2023). "Sensus BPS: Saat Ini Indonesia Didominasi Oleh Gen Z." *data.goodstats.id*. <https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv> (May 17, 2024).
- Khairunnisa, S., Budiyaniti, H., Ilham, M., & Haeruddin, W. (2022). Pengaruh Sosial Media Marketing Instagram, Brand Image, dan Kualitas Produk Terhadap Keputusan Pembelian Pada Ms Glow (Studi Kasus Pada Konsumen Distributor Ms Glow Panakukkang Di Kota Makassar). 2(4).
- Munawaroh, I. Dan R. N. (2023). Pengaruh Social Media Marketing Dan Brand Ambassador Terhadap Keputusan Pembelian Melalui Brand Image Pada Produk Skincare Whitelab. *Journal Of Applied In Business Management And Accounting*, 2(01). <https://Intropublicia.Org/Index.Php/Jabma>
- Nayumi, S., & Sitinjak, T. J. R. (2020). Pengaruh Country Of Origin Image, Brand Image, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Innisfree Di Mall Kelapa Gading Jakarta Utara. *Jurnal Manajemen*, 9(2), 136–146. <https://doi.org/10.46806/Jm.V9i2.665>
- POM, BADAN. (2022). "Key Personnel Paham Cpkb Merupakan Kunci Sukses Industri Kosmetik Dalam Negeri." *waskos.pom*. <https://waskos.pom.go.id/view/more/news/27620> (April 22, 2024).
- Rahayu T., R. H. (2023). Pengaruh Label Halal, Promosi Di Media Sosial, Dan Word Of Mouth (Wom) Terhadap Keputusan Pembelian Ms Glow Di Cilacap. *Jurnal Manajemen*, 17, 1.
- Rozjiqin, M. F., & Ridlwan, A. A. (2022). Pengaruh Label Halal, Harga, Dan Citra Merek Terhadap

- Keputusan Pembelian Konsumen Pada Starbucks. *Jeba (Journal Of Economics And Business Aseanomics)*, 7(1), 1. <https://doi.org/10.33476/Jeba.V7i1.2419>
- Sari, P. R., Hendayana, Y., & Wijayanti, M. (2023). Pengaruh Social Media Marketing, Brand Ambassador Dan Bundling Product Terhadap Keputusan Pembelian Pada Produk Ms Glow Di Bekasi Utara. *Jurnal Economina*, 2(9), 2579–2595. <https://doi.org/10.55681/Economina.V2i9.835>
- Satriadi, Wanawir, Eka Hendrayani, Leonita Siwiyanti, N. (2021). *Manajemen Pemasaran* (M. Suardi (Ed.)). Samudra Biru.
- Setiyadi, I. Nur. (2022). Pengaruh Kualitas Produk, Social Media Marketing, E-Wom, Dan Promosi Terhadap Keputusan Pembelian Konsumen Produk Skincare Alzena Di Kabupaten Pati. *Jurnal Manajemen*, 8(2), 122–136. <http://www.maker.ac.id/index.php/maker>
- Shobri, H., & Harahap, M. I. (2023). *Pengaruh Labelisasi Halal , Kualitas Produk Dan Brand Awareness Terhadap Pembelian Produk Makanan Impor Kemasan. September*, 589–604. <https://doi.org/10.30868/Ad.V7i02.5207>
- Sholiha, W., Basalamah, M. R., & Athia, I. (2022). Pengaruh Label Halal, Brand Image, Kualitas Produk, Dan Jasa Endorse Terhadap Keputusan Pembelian Kosmetik Sariayu (Studi Pada Ibu-Ibu Di Desa Lesanpuro). *Manajemen*, 32–48. www.fe.unisma.ac.id
- Sukmawati, D. A. R., Mathori, M., & Marzuki, A. (2022). Pengaruh Promosi, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Somethinc. *Jurnal Riset Akuntansi Dan Bisnis Indonesia*, 2(2), 199–206. <https://doi.org/10.32477/Jrabi.V2i2.487>
- Sumaryanto, Erni Widajanti, N. I. S. (2022). Pengaruh Harga, Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Produk Kosmetik Wardah. *Jurnal Manajemen, Bisnis Dan Pendidikan*, 9, 93–110. <https://e-journal.stie-aub.ac.id/index.php/excellent>
- Utama, A. P. (2023). *Manajemen Pemasaran Konsep Dasar Dan Ruang Lingkup*. Cv. Adanu Abimata.