

The Effect of Influencer Reviews and Halal Certification on Purchase Intent for Skincare Products Among Sharia Economics Students at University Malikussaleh

Pengaruh Review Influencer dan Label Halal Terhadap Minat Beli Produk Skincare Dikalangan Mahasiswa Ekonomi Syariah Universitas Malikussaleh

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ABSTRAK

Tujuan: Penelitian ini bertujuan untuk menganalisis pengaruh *review influencer* dan label halal terhadap minat beli produk *skincare* di kalangan mahasiswa Ekonomi Syariah Universitas Malikussaleh. **Metode:** Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui penyebaran kuesioner kepada 175 mahasiswa yang dipilih menggunakan *probability sampling* dengan teknik *simple random sampling*. Analisis data dilakukan menggunakan regresi linear berganda dengan bantuan perangkat lunak JASP. **Temuan:** Hasil penelitian menunjukkan bahwa *review influencer* ($t = 2,619$; $p = 0,010$) dan label halal ($t = 9,194$; $p = 0,000$) berpengaruh positif dan signifikan terhadap minat beli. Secara simultan, kedua variabel juga berpengaruh signifikan terhadap minat beli ($F = 63,492 > 3,05$). **Implikasi:** Temuan ini menunjukkan bahwa pemanfaatan *review influencer* dan pencantuman label halal dapat meningkatkan minat beli konsumen terhadap produk *skincare*. **Orisinalitas:** Penelitian ini memberikan kontribusi dengan mengkaji pengaruh *review influencer* dan label halal secara simultan terhadap minat beli produk *skincare* pada mahasiswa Ekonomi Syariah Universitas Malikussaleh.

Kata kunci: *Review influencer*; Label halal; Minat beli; *Skincare*.

ABSTRACT

Objective: This study aims to analyze the influence of *influencer reviews* and halal labels on the purchase intention of skincare products among Islamic Economics students at Universitas Malikussaleh. **Method:** A quantitative survey was conducted using questionnaires distributed to 175 students selected through *probability sampling* with the *simple random sampling* technique. Data were analyzed using multiple linear regression with JASP. **Findings:** The results show that *influencer reviews* ($t = 2.619$; $p = 0.010$) and halal labels ($t = 9.194$; $p = 0.000$) have a positive and significant effect on purchase intention. Simultaneously, both variables significantly influence purchase intention ($F = 63.492 > 3.05$). **Implications:** The findings suggest that businesses can increase consumers' purchase intention by utilizing *influencer reviews* and strengthening trust through halal labels. **Originality:** This study enriches the literature by examining the combined effects of *influencer reviews* and halal labels on skincare purchase intention among Islamic Economics students.

Keywords: *Influencer reviews*; Halal label; Purchase intention; *Skincare*.



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A. Introduction

The growth of the beauty industry in recent years has shifted the consumption patterns of skincare products. Currently, skincare has transformed into an essential part of the lifestyle of the appearance-conscious youth. The rising skin concerns among adolescents and adults have also urged consumers to be more selective in choosing the right treatment products. The rapid expansion of the cosmetic industry in Indonesia is driven by individual motivation to look attractive. This increasing demand drives companies to demonstrate competitiveness through innovative product diversification (Muharir et al., 2021). Intense competition requires businesses not only to maintain quality but also to create distinct differentiating values that match market expectations.

The national cosmetics sector has shown a positive post-pandemic trend, marked by a surge in micro and small enterprises from 726 in 2020 to 1,292 in 2024. The market value of Indonesian cosmetics is even projected to surpass USD 9.7 billion in 2025, with an annual growth rate of 4.33% until 2030 (Yanita, 2025). To survive, companies must continuously implement adaptive, innovative, and market research-based marketing strategies. The presence of social media has significantly altered market interactions and consumer decision-making behavior (Nursaqinah & Ismunandar, 2023). Amid intense brand competition, understanding purchase intention is key for business actors. Purchase intention serves as a psychological stage bridging product perception to actual purchasing action (Trianda, 2023).

Influencer reviews have become a dominant factor stimulating purchase intention for skincare products. Recommendations through sponsored content on social media have proven to act as a powerful external incentive for prospective customers (Bastrygina & Marc Lim, 2023). This content is highly sought after as it helps consumers reduce the cost and time of testing products that may not suit them (Khairunnisa et al., 2024). To effectively build trust, reviews must be delivered honestly and objectively, in accordance with the guidance of Surah Al-Ahzab verse 70 (AL-Qur'an NU Online, 2023). In addition to influencer reviews, the halal label is a crucial instrument determining the purchase intention of Indonesian consumers. Halal cosmetic products must be free from pork elements, khamar (intoxicants), carrion, or any ingredients harmful to the skin (Putri, S. D., et al, 2022). The obligation to include this halal label from the BPJPH is officially regulated under Article 25 of Law Number 33 concerning Halal Product Assurance (SOFA, 2023). In the Aceh region, this regulation is specifically reinforced through Aceh Qanun Number 8 of 2016 concerning the Halal Product Assurance System, which is supervised by LPPOM MPU Aceh (Qanun Aceh, 2016).

This halal aspect holds strategic value considering that Indonesia is the second-largest consumer of halal cosmetics in the world, with an 87.18% Muslim population (Adisty, 2022). Data from Dinar Standard recorded Indonesia's consumption at 4.19 billion US dollars, trailing just behind India, which leads the global market due to a high

preference for natural and organic products (Gonsalves, 2019). This intense competitive landscape is reflected in the Shopee e-commerce platform for the January–March 2025 period, which was dominated by Skintific (7.6%), MS Glow (6.9%), Glad2Glow (4.9%), Wardah (4.5%), and Gloglowing (2.3%) (Compas.co.id, 2025). The substantial sales volume of these brands confirms a sharp competitive polarization between certified halal and non-halal products in the digital market.

Prior empirical studies have confirmed that influencer marketing significantly affects consumer purchase intention (Lestari et al., 2024). Similarly, halal certification has been reported to positively influence consumers' willingness to purchase cosmetic products (Harahap, 2023). Despite these findings, existing research generally examines influencer reviews and halal labels independently or investigates distinct consumer populations. Attention toward how these two factors jointly influence skincare purchase intention among Islamic Economics students a consumer segment expected to possess a higher awareness of Islamic consumption values remains highly limited. Therefore, further research is urgently needed to address this research gap.

B. Method

This study employed a quantitative research design using a survey approach to examine the influence of influencer reviews and halal labels on consumers' purchase intention toward skincare products. A quantitative approach was considered appropriate because it enables the measurement of relationships between variables through statistical analysis and hypothesis testing (Sugiyono, 2019). The research was conducted at the Islamic Economics Study Program, Universitas Malikussaleh. The study population comprised 308 undergraduate students from the 2022, 2023, and 2024 cohorts. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in 175 respondents. Samples were selected using proportionate stratified random sampling, ensuring that each cohort was represented proportionally according to its population size (Sugiyono, 2019).

Primary data were collected through a structured questionnaire distributed to respondents. The questionnaire consisted of statements measuring three research variables, namely influencer reviews as the first independent variable (X_1), halal labels as the second independent variable (X_2), and purchase intention as the dependent variable (Y). All questionnaire items were assessed using a five-point Likert scale, ranging from 1 (*strongly disagree*) to 5 (*strongly agree*). Secondary data were obtained from books, scientific journals, previous studies, government publications, and other relevant literature supporting the research framework. Prior to hypothesis testing, the research instrument underwent validity and reliability testing to ensure the accuracy and consistency of the measurement. The collected data were subsequently analyzed using IBM SPSS Statistics software. The analytical procedures included descriptive statistics, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests, followed by

multiple linear regression analysis. Hypothesis testing was conducted using the t-test to examine the partial effect of each independent variable, the F-test to evaluate their simultaneous effect, and the coefficient of determination (R^2) to measure the proportion of variance in purchase intention explained by influencer reviews and halal labels.

C. Results and Discussion

1. Result of a Descriptive Statistical Analysis

Table 1 Descriptive Statistical Test

Variable	N	Minimum	Maximum	Mean	Std. Deviation
X2	175	8	30	25.81	3.835
X1	175	15	50	37.40	6.135
Y	175	18	40	33.46	4.592

SOURCE: RESEARCH RESULTS, PROCESSED DATA (2026)

Based on the data above, this study involved 175 respondents. Variable X1 had a mean score of 37.40 (SD = 6.135), variable X2 had a mean score of 25.81 (SD = 3.835), and variable Y had a mean score of 33.46 (SD = 4.592). Overall, the three variables exhibited relatively high mean scores with a fairly homogeneous distribution, indicating that the data were suitable for further analysis.

Uji Validity

Tabel 2 Test Validity

Variabel	Poin	Nilai R hitung	Nilai R tabel	Ket
Review Influencer (X1)	1	0,703	0,1484	Valid
	2	0,756	0,1484	Valid
	3	0,713	0,1484	Valid
	4	0,690	0,1484	Valid
	5	0,743	0,1484	Valid
	6	0,807	0,1484	Valid
	7	0,709	0,1484	Valid
	8	0,699	0,1484	Valid
	9	0,742	0,1484	Valid
	10	0,750	0,1484	Valid
Label Halal (X2)	1	0,780	0,1484	Valid
	2	0,820	0,1484	Valid
	3	0,822	0,1484	Valid
	4	0,834	0,1484	Valid
	5	0,738	0,1484	Valid
	6	0,778	0,1484	Valid
Minat Beli (Y)	1	0,756	0,1484	Valid
	2	0,725	0,1484	Valid
	3	0,767	0,1484	Valid

Variabel	Poin	Nilai R hitung	Nilai R tabel	Ket
	4	0,767	0,1484	Valid
	5	0,715	0,1484	Valid
	6	0,611	0,1484	Valid
	7	0,714	0,1484	Valid
	8	0,730	0,1484	Valid

SOURCE: RESEARCH RESULTS, PROCESSED DATA (2026)

Based on the data processed using SPSS, all questionnaire items had calculated correlation coefficients (r-values) greater than the critical r-value. Therefore, it can be concluded that all questionnaire items were valid.

Test of Data Reliability

Tabel 3 Reability Test

Variabel	N of Item	Cronbach's Alpha	Keterangan
X1	10	0,903	Reliabel
X2	6	0,883	Reliabel
Y	8	0,868	Reliabel

SOURCE: RESEARCH RESULTS, PROCESSED DATA (2026)

Based on the results, the Cronbach's Alpha value for each variable exceeded the required reliability threshold. Therefore, all questionnaire items for each variable were considered reliable.

Classic assumption Test

Tabel 4 Data Normality Test

Statistic	Value
N	175
Test Statistic (D)	0.058
Asymp. Sig. (2-tailed)	0.200

SOURCE: RESEARCH RESULTS, PROCESSED DATA (2026)

The residuals are normally distributed, as the Asymp. Sig. (2-tailed) value of 0.200 is greater than the significance level of 0.05. This finding confirms that the data meet the normality assumption, indicating that the regression model is appropriate for further statistical analysis.

Multicollinearity Analysis

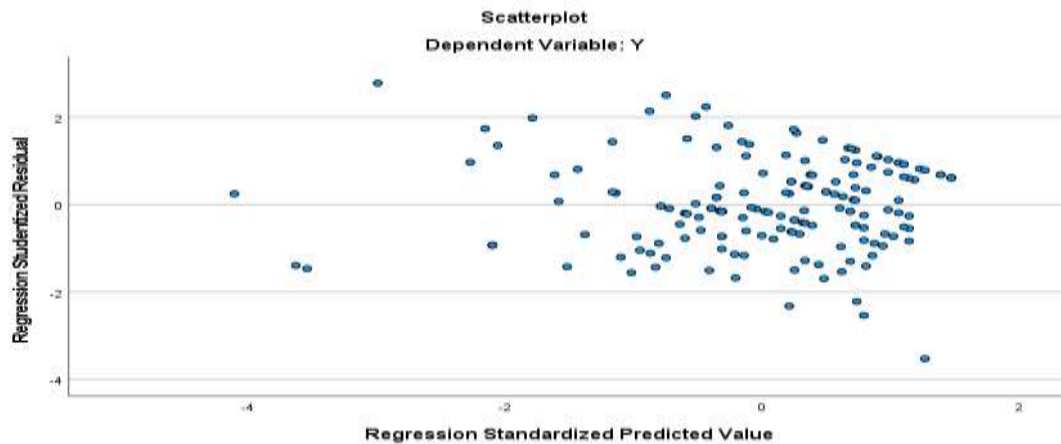
Table 5 Collinearity Statistics

Variable	Tolerance	VIF
X1	0.861	1.161
X2	0.861	1.161

Note. Dependent Variable: Y

Based on the results, all variables had a tolerance value greater than 0.10 and a VIF value less than 10. Therefore, the regression model did not exhibit multicollinearity.

Heteroscedasticity Test



Based on the results of the heteroscedasticity test using a scatterplot, the residuals were randomly distributed and did not form any specific pattern. Therefore, the regression model showed no evidence of heteroscedasticity and satisfied the classical assumption.

T Test

Tabel 6 T Test

Model	B	Std. Error	Beta	t	Sig.
(Constant)	11.182	2.078	—	5.380	.000
X1	0.122	0.047	0.163	2.619	.010
X2	0.686	0.075	0.573	9.194	.000

SOURCE: RESEARCH RESULTS, PROCESSED DATA (2026)

Based on the results of the multiple linear regression analysis, the regression equation was obtained as follows:

$$Y = 11.182 + 0.122X_1 + 0.686X_2 + e$$

The constant value of 11.182 indicates the level of purchase intention when the independent variables are assumed to be zero. The regression coefficients for influencer reviews (X_1) and halal labels (X_2) were 0.122 ($p = 0.010$) and 0.686 ($p < 0.001$), respectively, indicating that both variables had a positive and significant effect on purchase intention. Among the two variables, the halal label had the stronger influence. The partial t-test results support this finding. The calculated t-value for influencer reviews (X_1) was greater than the critical t-value ($2.619 > 1.653$), with a significance value of 0.010 (< 0.05), indicating that influencer reviews had a positive and significant partial effect on purchase intention. Likewise, the calculated t-value for the halal label (X_2) was greater than the critical t-value ($9.194 > 1.653$), with a significance value of 0.000 ($<$

0.05), indicating that the halal label also had a positive and significant partial effect on purchase intention.

F-Test

Table 7 F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1558.513	2	779.257	63.492	.000
Residual	2110.995	172	12.273	-	-
Total	3669.509	174	-	-	-

SOURCE: RESEARCH RESULTS, PROCESSED DATA (2026)

Based on the results, the calculated F -value was 63.492, which was greater than the critical F -value ($63.492 > 3.05$). This indicates that influencer reviews (X_1) and halal labels (X_2) simultaneously had a positive and significant effect on purchase intention (Y).

Coefficient of Determination (R^2 Test)

Tabel 8 Correlation and Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652	.425	.418	3.503

SOURCE: RESEARCH RESULTS, PROCESSED DATA (2026)

Based on the results, the coefficient of determination (R^2) was 0.425, indicating that 42.5% of the variation in purchase intention (Y) could be explained by influencer reviews (X_1) and halal labels (X_2), while the remaining 57.5% was influenced by other factors not examined in this study.

Discussion

1. The Effect of Influencer Reviews on Purchase Intention

The empirical results indicate that influencer reviews have a positive and significant effect on purchase intention toward skincare products among students of the Islamic Economics Study Program at Universitas Malikussaleh. The t -test results show that the influencer review variable (X_1) has a t -value of 2.619, which exceeds the critical value of 1.653, with a significance level of 0.010, which is below the 0.05 threshold. In addition, the multiple linear regression analysis produced a regression coefficient of 0.122, indicating that every one-unit increase in influencer reviews is associated with a 0.122-unit increase in purchase intention. Therefore, the first hypothesis (H_1) is accepted.

These findings suggest that influencer reviews have become an important source of information for consumers when evaluating skincare products before making purchasing decisions. Product reviews delivered through social media provide consumers with information regarding product quality, benefits, and user experiences, thereby reducing uncertainty and strengthening consumers' confidence in the products being considered. As a result, more credible and informative influencer reviews tend to increase consumers' willingness to purchase skincare products.

he findings are consistent with the Islamic consumer behavior theory proposed by M. Umer Chapra (2000), which states that consumption in Islam is not merely intended to satisfy material needs but should also consider moral values, spiritual aspects, and public welfare (*maslahah*) (Putra, et al, 2026). Within this perspective, Muslim consumers are encouraged to seek reliable information before purchasing a product to ensure that it provides benefits and aligns with Islamic principles. Consequently, influencer reviews function as an important reference that assists consumers in making more informed purchasing decisions.

The results of this study are also supported by previous empirical research (BETA, 2025). found that TikTok influencer marketing has a positive and significant influence on consumers' purchase intention toward Somethinc skincare products. Similarly, (Indah Lestari et al., 2024) reported that beauty influencers significantly increase Generation Z's purchase intention for cosmetic products, with an explanatory contribution of 87.6%, while the remaining 12.4% is influenced by other factors outside the research model. Overall, the findings confirm that influencer reviews significantly contribute to increasing consumers' purchase intention. This indicates that the higher the credibility, quality, and persuasiveness of influencer reviews, the greater the likelihood that consumers will develop an intention to purchase skincare products. Therefore, influencer reviews have become one of the key determinants of purchasing intention among Islamic Economics students at Universitas Malikussaleh

2. he Effect of Halal Labels on Purchase Intention

The findings of this study demonstrate that the halal label has a positive and statistically significant effect on consumers' purchase intention toward skincare products among students of the Islamic Economics Study Program at Universitas Malikussaleh. Based on the partial hypothesis test (t-test), the halal label variable (X_2) obtained a t-value of 9.194, which is higher than the critical value of 1.653, with a significance level of 0.000, indicating a statistically significant relationship. Furthermore, the multiple linear regression analysis produced a regression coefficient of 0.686, suggesting that every one-unit increase in the halal label variable leads to a 0.686-unit increase in purchase intention. Therefore, the second hypothesis (H_2) is accepted.

These results indicate that the halal label is one of the most influential factors shaping consumers' intention to purchase skincare products. As Muslim consumers, respondents perceive halal certification as an assurance that a product complies with Islamic principles regarding both its ingredients and production process. The presence of a halal label enhances consumers' confidence, reduces uncertainty, and strengthens their willingness to purchase skincare products. This finding is further supported by the descriptive analysis, which shows that the statement "*I prefer skincare products with a halal label rather than those without one*" achieved the highest mean score (4.423). This result

reflects that most respondents prioritize halal-certified skincare products when making purchasing decisions.

The findings are consistent with the Islamic consumer behavior theory proposed by M. Umer Chapra (2000), who argues that consumption in Islam extends beyond fulfilling material needs and should also reflect spiritual, ethical, and social values (Pratama, et al, 2026). Accordingly, Muslim consumers are encouraged to ensure that the products they consume are not only beneficial but also compliant with Islamic law. In this context, halal certification serves as an important source of assurance, enabling consumers to make purchasing decisions that align with both their practical needs and religious obligations.

The results of this study are also supported by previous empirical research (Harahap, 2023) reported that halal labels significantly and positively influence consumers' purchase intention toward Wardah skincare products. Similarly (Putri, 2024) found that halal labeling has a positive and significant effect on consumers' purchasing decisions for Wardah cosmetic products. These studies reinforce the argument that halal certification has become an essential determinant of consumer behavior, particularly within the Muslim market.

Overall, the findings confirm that the halal label plays a crucial role in enhancing consumers' purchase intention. The clearer and more credible the halal certification displayed on a skincare product, the stronger consumers' confidence and willingness to purchase it. Therefore, halal labeling not only functions as proof of compliance with Islamic principles but also serves as a strategic factor that strengthens consumer trust and encourages purchasing intentions among students of the Islamic Economics Study Program at Universitas Malikussaleh.

3. The Simultaneous Effect of Influencer Reviews and Halal Labels on Purchase Intention

The results of the simultaneous hypothesis test (F-test) indicate that influencer reviews and halal labels jointly have a positive and significant effect on purchase intention toward skincare products. The analysis shows that the calculated F-value (63.492) is greater than the F-table value (3.05), confirming that the two independent variables simultaneously influence consumers' purchase intention. Therefore, the third hypothesis (H_3) is accepted. These findings suggest that students consider both marketing-related and religious factors when making purchasing decisions. Influencer reviews provide valuable information regarding product quality, benefits, and user experiences, enabling consumers to evaluate skincare products before purchasing them. Positive and credible reviews reduce uncertainty and increase consumers' confidence, thereby strengthening their intention to buy the product. At the same time, the halal label serves as an important indicator that the product complies with Islamic principles, providing consumers with a sense of security and trust regarding the product's ingredients and production process.

The combined influence of these two variables demonstrates that purchase intention is shaped not only by persuasive marketing communication but also by consumers' religious values. For students of the Islamic Economics Study Program, purchasing decisions involve balancing product-related information obtained through influencer reviews with the assurance provided by halal certification. Consequently, products that receive positive reviews from trusted influencers while also displaying halal certification are more likely to generate stronger purchase intentions. These findings support the Islamic consumer behavior theory proposed by M. Umer Chapra (2000), which explains that consumption in Islam is not solely directed toward satisfying material needs but also reflects moral, spiritual, and social responsibilities (Pratama, et al, 2026). According to this perspective, Muslim consumers are encouraged to gather sufficient information before purchasing a product while ensuring that the product complies with Islamic principles. In this study, influencer reviews function as an information source that assists consumers in evaluating product quality and usefulness, whereas halal labels provide religious assurance regarding the product's permissibility. The integration of these two factors strengthens consumers' confidence and ultimately increases their purchase intention.

The results are also consistent with previous empirical studies (Hudayana, 2023). Found that halal certification and influencer product reviews positively and significantly affect consumers' purchasing decisions for Somethinc cosmetic products among students of UIN Walisongo. These findings reinforce the argument that the combination of effective digital marketing strategies and halal certification plays an important role in influencing Muslim consumers' purchasing behavior. Overall, this study confirms that influencer reviews and halal labels complement each other in shaping consumers' purchase intention. While influencer reviews enhance consumers' knowledge and confidence regarding product performance, halal certification strengthens trust by ensuring compliance with Islamic values. Therefore, integrating persuasive influencer marketing with credible halal certification can be considered an effective strategy for increasing consumers' purchase intention toward skincare products, particularly among Muslim university students.

D. Conclusion

This study concludes that influencer reviews and halal labels have positive and significant effects on the purchase intention of skincare products among students of the Islamic Economics Study Program at Universitas Malikussaleh. The findings indicate that influencer reviews enhance purchase intention by providing credible, informative, and trustworthy product information that increases consumers' confidence in making purchasing decisions. Meanwhile, the halal label is identified as the most dominant factor influencing purchase intention, as it assures consumers that the products comply with Islamic principles, thereby

strengthening their trust and confidence. Furthermore, the simultaneous analysis confirms that influencer reviews and halal labels jointly have a significant effect on purchase intention, indicating that students' purchasing decisions are influenced by both reliable product information and assurance of product halalness. Therefore, integrating influencer marketing strategies with credible halal certification can effectively increase consumers' purchase intention toward skincare products, particularly among Muslim university students.

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Ethical Statement

This research is carried out by adhering to the principles of research ethics that uphold respect for human rights, human dignity, fairness in the treatment of research subjects, balance between benefits and risks, and scientific integrity, which includes honesty and openness in reporting data and research results.

AI Declarations

The authors declare that artificial intelligence (AI)–assisted tools were used to support the literature review process in the introduction, particularly for identifying relevant studies and improving clarity of synthesis. All interpretations, critical analyses, and scholarly judgments remain the full responsibility of the authors.