

***BRAND IMAGE AS A MEDIATOR BETWEEN DIGITAL MARKETING AND  
PURCHASE DECISIONS***

**CITRA MEREK SEBAGAI MEDIATOR ANTARA PEMASARAN DIGITAL  
DAN KEPUTUSAN PEMBELIAN**

**Farid Eka Saputra<sup>1</sup>, Muhammad Sholahuddin<sup>2</sup>**

Management Study Program, Faculty of Economics and Business,  
Muhammadiyah University of Surakarta  
E-mail: faridekasaputra428@gmail.com<sup>1</sup>, ms242@ums.ac.id<sup>2</sup>

***ABSTRACT***

*This research looks into how influencers, content marketing, and promotions affect brand image and buying choices, with brand image serving as an important link in the area of halal personal care items sold on the Shopee online platform. The study uses numbers and data gathered through surveys from Shopee customers who have bought halal personal care products. The information was examined through SEM. The findings show that influencers do not significantly improve brand image or buying choices. On the other hand, content marketing and promotions positively impact brand image in a significant way. Additionally, both content marketing and promotions also greatly affect buying choices. Brand image itself positively influences buying choices, underscoring its crucial role in guiding consumer habits. When it comes to mediation roles, brand image does not connect influencers with buying choices. However, it does play a significant part in connecting content marketing with buying choices. On the other hand, brand image does not link promotions to buying choices. In summary, these results emphasize that content marketing is the most important element in enhancing brand image and influencing buying choices for halal personal care products, while influencer marketing has a limited effect in this area. These findings suggest practical steps for online sellers and marketers to focus on high-quality and relevant content strategies while also running effective promotional campaigns to improve consumer buying choices.*

***Keywords:*** *Influencer; Content Marketing; Promotion; Brand Image; Purchase Decision; Halal Personal Care Products; Shopee.*

**INTRODUCTION**

In recent years, Indonesia's e-commerce sector has seen substantial expansion. According to data from Statista, the total value of e-commerce transactions in Indonesia surpassed USD 50 billion in 2023, positioning Indonesia as the largest digital marketplace in Southeast Asia. A report released by Bank Indonesia (2023) shows that online shopping transactions rose by 18.6% compared to the prior year, highlighting a rapid advancement in the digitalization of the national economy. Additionally, research conducted by McKinsey and Company (2022) indicated that around 74% of consumers in Indonesia buy personal

care items online, with over 60% of them favoring products with halal labels. This preference is attributed to growing awareness regarding the halal status and safety of these products.

The presence of the Internet has simplified the way people obtain information in today's world (Kuswati and Saleha, 2018). Internet access is commonly utilized to discover information, engage in communication, and acquire knowledge.

Details, exchange information, perform transactions, and purchase or sell goods, which has prompted numerous MSMEs to transition to online commerce. A rapidly growing sector is personal care products, which

encompass halal products. There has been a noticeable increase in demand for these items due to the growing awareness among Muslim consumers about the halal status of products. In this context, Shopee, a prominent e-commerce platform, employs digital marketing methods like influencers, content marketing, and promotions to improve consumer buying choices regarding halal personal care products. These strategies are essential because of the fierce rivalry among vendors and the importance of establishing a solid brand identity.

This matter is significant not just in terms of digital marketing practices, but also concerning the advancement of ICT and healthcare, which are two key focuses in the national research master plan. As digitalization and e-commerce continue to expand, Effective marketing strategies can enhance the performance of the digital economy and promote the involvement of MSMEs in the online environment. This study is also consistent with Prabowo's third Asta Cita, which aims to encourage entrepreneurship and foster the growth of creative industries. Indicators of success, like improved multifactor productivity and increased private-sector research investment, can be enhanced by gaining a clearer understanding of effective digital marketing strategies. Therefore, this matter is important for tackling future challenges in the digital economy and promoting sustainable development in Indonesia. Furthermore, this subject has grown more intricate as consumers now can access all facets of life through various media sources (Wiyadi et al. , 2020).

The effect of influencers on buying choices has been examined in many studies. For example, Sari and Yuliani (2020) found that the trustworthiness of influencers significantly influences consumers' willingness to make a purchase. In comparison, Rachmawati

and colleagues (2021) emphasized the importance of content quality and relevance in content marketing for building consumer trust. According to Prasetyo and Nugroho (2022), promotions significantly influence increasing transactions, as the frequency and type of promotions directly affect purchases on e-commerce platforms. Nevertheless, the effect of these three factors on buying decisions through brand image as a mediating factor has not been sufficiently explored in a comprehensive manner.

Despite the fact that numerous studies have looked into influencers, material, and marketing in the e-commerce sector, there is still a dearth of research that combines all three at once while also considering the mediating role that brand image plays, especially for halal personal care goods sold on Shopee. The majority of prior research either ignored the crucial role of brand image in the purchase decision-making process or concentrated on just one or two factors. Furthermore, little research has paid particular attention to the context of halal products, which have distinct religious and social aspects in Indonesian consumer behavior.

As a result, the primary research question is: For halal personal care items on the Shopee platform, how do influencer marketing, content marketing, and promotions influence consumers' purchasing choices, with brand image serving as a mediating factor?

If this issue is not examined, understanding of the effectiveness of digital marketing strategies will remain limited, which may hinder business competitiveness in the e-commerce market. Theoretically, this also constrains the development of more comprehensive conceptual models in digital marketing and brand management literature.

Drawing from the information outlined earlier, this research intends to

explore halal personal care items titled: "The Impact of Influencers, Content Marketing, and Promotions on Buying Choices, with Brand Image Acting as a Mediating Factor for Halal Personal Care Products on Shopee."

## RESEARCH METHOD

### Research Design

The goal of this study is to clarify concepts using data and figures. The aim is to determine and explain how content marketing, promotions, and influencers impact consumer behavior when purchasing halal personal care items on Shopee, taking into account the impact of brand image. A survey is the technique employed in this research, where questionnaires are administered to individuals who meet the necessary criteria.

### Population and Sample

The participants in this study comprise Generation Z members from Indonesia who have purchased halal personal care products through Shopee. The method used for selecting the sample is purposive sampling, which relies on particular criteria outlined as follows:

- a. Generation Z (aged 12–29 years)
- b. Male/Female
- c. Currently pursuing education at senior high school, undergraduate, or master's level

Slovin's formula, allowing for a 5% margin of error, helped determine the number of people needed for the study, resulting in at least 150 participants for the survey.

### Data Collection Technique

The data was collected using a Google Forms online poll. The survey was created using the components of each variable and a five-point Likert scale with response options ranging from "strongly disagree" to "strongly agree."

### Data Analysis Technique

The information was examined with SmartPLS software, which is ideal for models that have mediating variables and complex measurements. The analysis process consists of:

- a. Testing the Outer Model: Evaluating the validity and reliability of indicators, which includes checking for convergent validity (values of outer loading), discriminant validity (AVE values), testing reliability (composite reliability), and testing for multicollinearity (VIF collinearity statistics).
- b. Inner Model Testing: Examining the relationships among latent variables, including model fit assessment ( $R^2$  and  $Q^2$  values) and hypothesis testing (path coefficients).
- c. Mediation Analysis: Using the bootstrapping technique to investigate if brand image acts as a mediator in the relationship between independent factors and buying choices, by evaluating the indirect influence (particular indirect influence).

### Analysis Tools

Data processing and analysis were conducted using SmartPLS version

3.0 and Microsoft Excel for preliminary descriptive analysis. SmartPLS was selected because it can accommodate models with many indicators, limited sample sizes, and non-normal data distributions.

### Research Procedures

The stages of this research are as follows:

- a. Problem Identification: Formulating research problems based on actual phenomena and literature review.
- b. Development of Theoretical Framework and Hypotheses:

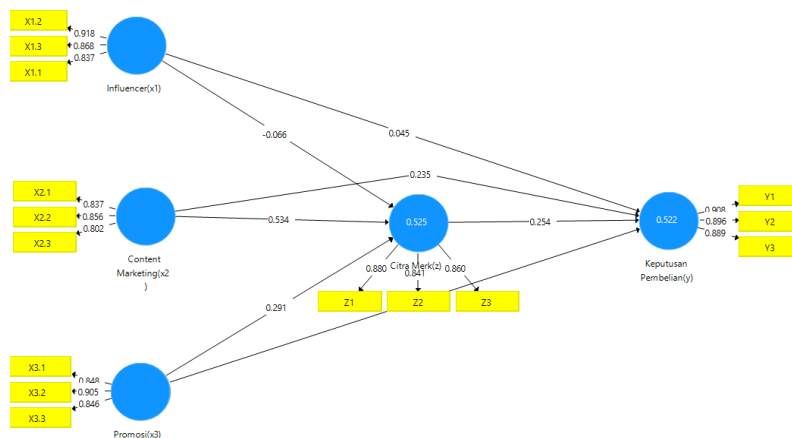
Reviewing relevant theories and formulating hypotheses based on the research variables.

- c. Instrument Development: Designing questionnaires based on predefined variable indicators.
- d. Instrument Testing: Conducting validity and reliability tests on the instrument using pilot respondents.
- e. Data Collection: Distributing online questionnaires to respondents who meet the criteria.
- f. Data Processing and Analysis: Analyzing data using SmartPLS, including outer model, inner model, and mediation testing.
- g. Conclusion Drawing: Summarizing research findings and providing theoretical and practical recommendations.

### Outer Model Analysis

The exact connection between hidden variables and the measures that show them is determined through outer model testing. This testing includes checking for validity, reliability, and multicollinearity.

## RESULT AND DISCUSSION



**Figure 1.** Outer Model

Outer model testing is used to determine the precise relationship between unobservable variables and their observable indicators. This procedure entails assessing both reliability and multicollinearity.

In the high range, an indicator is considered to have convergent validity if its outside loading value is higher than 0.7. The outer loading values for each indicator across the study variables are listed below:

### Convergent Validity

**Table 1.** Outer Loading Values

Variabel	Indikator	Outer Loading
Influencer	X1.1	0.837
	X2.2	0.918
	X3.3	0.868
Content Marketing	X2.1	0.837
	X2.2	0.856
	X2.3	0.802
Promotion	X3.1	0.848
	X3.2	0.905
	X3.3	0.846
Purchase Decison	Y1	0.908
	Y2	0.896
	Y3	0.889

Source: Smart PLS 3.0 data processing results, 2025

According to the chart shown earlier, it is clear that multiple indicators related to the research variables have outer loading values exceeding 0. 7. However, as mentioned by Chin in 1998, a measurement scale falling between 0. 5 and 0. 6 is regarded as sufficient to meet the requirements for convergent validity. The data shared earlier reveals that there are no external loading values below 0. 5; therefore,

all indicators are viewed as valid or significant and can be used for further analysis.

#### **Discriminant Validity**

By looking at the AVE value being greater than 0. 5, we can check for discriminant validity, which confirms that it's valid. The AVE values for each variable in the study are listed below:

**Table 2.** Average Variance Extracted Value

Variable	AVE (Average Variance Extracted)	Description
Influencer (X1)	0.766	Valid
Content Marketing (X2)	0.692	Valid
Promotion (X3)	0.752	Valid
Brand Image (Z)	0.741	Valid
Purchase Decision (Y)	0.806	Valid

Source: Smart PLS 3.0 data processing results, 2025.

Based on the table presented, each variable analyzed in this study possesses an AVE value that exceeds 0. 5. Within the provided information, Influencer (X1) is assigned a value of 0. 766, Content Marketing (X2) currently stands at zero. 692, Promotion (X3) has a score of 0. 752, the Brand Image (Z) is recorded as 0. 741, and the Purchase Decision (Y) is recorded as 0. 806. This indicates that all the variables examined in this study exceed the minimum level

of 0. 5, rendering them valid.

### Reliability Testing

Jogiyanto (2015) defines a reliability assessment as a way to determine whether a survey accurately reflects a specific variable or concept. A survey is deemed trustworthy if a

person's answers remain consistent or consistent over time. The survey is considered trustworthy if confirmatory factor analysis reveals that the Cronbach's alpha value is 0.70 or higher.

**Table 3.** Composite Reliability

Variabel	Composite Reliability
Influencer (X1)	0.907
Content Marketing (X2)	0.871
Promotion (X3)	0.901
Brand Image (Z)	0.895
Purchase Decision (Y)	0.926

Source: Smart PLS 3.0 data processing results, 2025

The table shown earlier demonstrates that every composite reliability value is above 0.7. The influencer variable has a score of 0.907, content promotion is at 0.871, promotion is 0.901, brand perception stands at 0.895, and buying choice reaches 0.926. The findings from the analysis reveal that each variable meets the standards for composite reliability, signifying that all variables are quite reliable.

Cronbach's alpha is the next measure of reliability, and it needs to be higher than 0.60. In this research, the findings from the Cronbach's alpha test were as follows:

**Table 4.** Cronbach's Alpha

Variabel	Cronbach's Alpha
Influencer (X1)	0.848
Content Marketing (X2)	0.779
Promotion (X3)	0.835
Brand Image (Z)	0.825
Purchase Decision (Y)	0.880

Source: Smart PLS 3.0 data processing results, 2025

According to the table for Cronbach's alpha, all variables in the study have a score greater than 0.7, indicating that they all meet the criteria for reliability. The Cronbach's alpha values for the influencer variable are 0.848, while those for content marketing are 0.779, for advertising they are 0.835, for brand image they are 0.825, and for purchasing decision they are 0.880.

### Multicollinearity Test

As mentioned by Ghazali in 2016 on page 160, the assessment of multicollinearity is performed through VIF and tolerance. Tolerance reflects the portion of the selected independent variable that isn't explained by the other independent variables. Therefore, a low tolerance value results in a high VIF since VIF is calculated as one divided by tolerance. The subsequent figures represent the VIF values identified in this

study:

**Table 5.** Collinearity Statistic (VIF)

	Brand Image (Z)	Purchase Decision (Y)
Influencer (X1)	2.156	2.165
Content Marketing (X2)	2.785	3.366
Promotion (X3)	2.174	2.353
Brand Image (Z)		2.105
Purchase Decision (Y)		

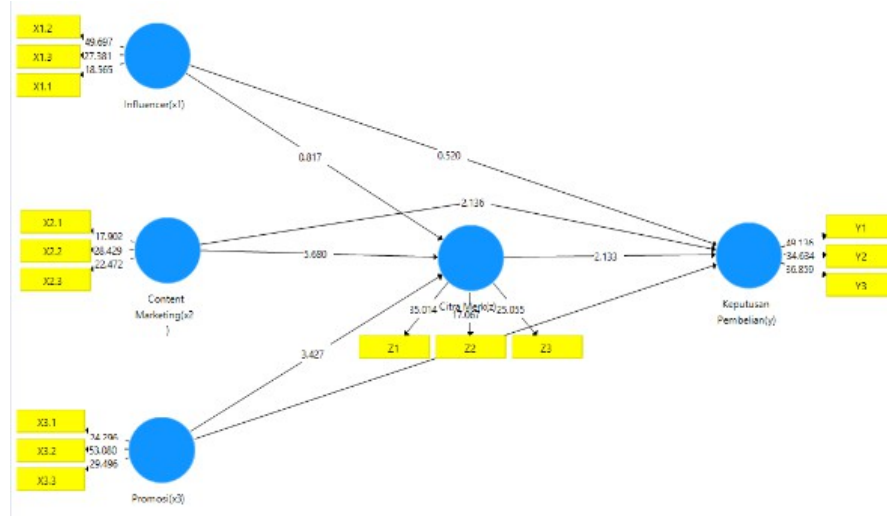
Source: Smart PLS 3.0 data processing results, 2025

Based on the chart presented earlier, the results from the collinearity statistics study (VIF) are meant to evaluate the results of the multicollinearity examination. The data processing revealed a VIF score of 2.156 for the Influencer factor related to brand image, and a score of 2.785 for the Content Marketing factor in connection to brand image. For the Promotion factor, the VIF value is 2.174 regarding its effect on brand image, while the Influencer factor that influences buying decisions is rated at 2.165. The Content Marketing factor has a score of 3.366, with a VIF rating of 2.353 for its effect on buying choices, and the Promotion factor stands at 2.105. The Brand Image factor also has a value of 2.105 concerning buying decisions. All factors keep a minimum threshold value set at a VIF score of 0.1.

### Inner Model Analysis

The impact of one latent variable over another is examined using the inner

model. The inner model may be tested by using three analyses, namely measuring the R2 (R-square) value, Goodness of Fit (Gof) and path coefficient.



**Figure 2.** Inner Model

### Goodness of Fit Test

The test for how well the structural model aligns in the inner model relies on the predictive relevance (Q2)

metric. A Q-square value above zero means the model has predictive relevance. The R-square values for each dependent variable in this research can be observed in the calculation below:

**Table 6.** R-square Value

	R-Square	R-Square Adjusted
Purchase Decision (Y)	0.522	0.509
Brand Image (Z)	0.525	0.515

Source: Smart PLS 3.0 data processing results, 2025

As seen in the R-Square value table, the variables Influencer, Content Marketing, and Promotion have a significant impact on buying choices, with a value of 52.2%, or 0.522. The Influencer, Content Marketing, and Promotion variables all have a significant impact on consumer behavior, as shown by this. The next step is to look at the major impact—52.5%, or 0.525—of the Influencer, Content Marketing, and Promotion factors on Brand Image. This also suggests a tight bond between

Brand Image Promotion, Content Marketing, and Influencer. The Q-Square test, which utilizes the

predictive relevance value (Q2) to assess the goodness of fit of the structural model on the inner model, is then performed. The model has predictive significance if the Q-square value is positive. The R-Square value for each endogenous variable in this study is calculated as follows:

$$\begin{aligned}
 Q \text{ Square} &= 1 - [(1-R21) \times (1-R22)] \\
 &= 1 - [(1-0.522) \times (1-0.525)] \\
 &= 1 - (0.478 \times 0.475)
 \end{aligned}$$



$$= 1 - 0.227$$

$$= 0.723$$

According to the findings presented, a Q-Square value of 0. 723 was reached. This figure suggests that 72. 3% of consumer choices and brand perception are affected by influencers, marketing content, and promotional activities. Conversely, 27. 7% are shaped by different factors not addressed in this research. Thus, it can be inferred that the model used in this study demonstrates a good fit.

### Hypothesis Testing

To check the ideas in this research, a chart showing the path coefficient numbers for direct impacts and

particular indirect impacts for mediation effects can be utilized.

### Path Coefficient Test

To evaluate the path coefficient, bootstrapping may be utilized. Path coefficients represent a research technique employed to evaluate the intensity of both direct and indirect connections among different variables (Herani, 2018). The hypothesis testing for  $\beta$ ,  $\gamma$ , and  $\lambda$  was performed utilizing the bootstrap resampling technique. The statistical measure employed was the t-statistic, commonly known as the t-test. A p-value of 1. 96 indicates that a significant effect exists. Presented below are the path coefficient values obtained from the test results of this study:

**Table 7.** Path Coefficient (Direct Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV)	P Values
Influencer (X1) -> Brand Image (Z)	-0.066	-0.059	0.081	0.817	0.415
Content Marketing (X2) -> Brand Image (Z)	0.534	0.535	0.094	5.680	0.000
Promotion (X3)-> Brand Image (Z)	0.291	0.280	0.085	3.427	0.001
Influencer (X1) -> Purchase Decision (Y)	0.045	0.043	0.087	0.520	0.604
Content Marketing (X2) -> Purchase Decision (Y)	0.235	0.234	0.110	2.136	0.033
Promotion (X3) -> Purchase Decision (Y)	0.288	0.297	0.083	3.482	0.001
Brand Image (Z)-> Purchase Decision (Y)	0.254	0.251	0.119	2.133	0.033

Source: Smart PLS 3.0 data processing results, 2025

The following explanations can be derived from the research findings:

1. The initial assumption: Do influencers (X1) have a big impact on brand image (Z)? The table above with an impact size of -0.066 and a p-value of , it displays a t-statistic of 0.817. 0.415. The first hypothesis is rejected because the t-statistic is less

than 1.96 and the p-value is higher than 0.05.

2. The second hypothesis: Does content marketing (X2) have a measurable impact on brand image (Z)? The table shows a t-statistic of 5.680, an effect size of 0.534, and a p-value of 0.000. The second hypothesis is accepted because the p-value is less than 0.05 and the t-statistic is greater than 1.96.
3. The third question is whether promotion (X3) has a substantial impact on brand image (Z). With a t-statistic of 3.427, an effect size of 0.291, and a p-value of 0.001, the table above displays the results. Having a t-statistic that is greater than 1.96, The third hypothesis is accepted if the p-value is less than 0.05 and the value is 1.96.
4. The question of whether or not influencers (X1) have a substantial impact on consumers' purchasing choices (Y) is the fourth hypothesis. With a t-statistic of 0.520, an effect size of 0.045, and a p-value of 0.604, the table above indicates that the experiment had a statistically significant result. having a t-statistic of 0.520, The fourth hypothesis is rejected with a p-value of 0.05 and 1.96.
5. The fifth conjecture is whether content marketing (X2) has a noticeable impact on purchase choices (Y). With an effect size of 0.235 and a p-value of 0.033, the t-statistic shown in the table above is 2.136. With a t-statistic exceeding 1.96 and a p-value of 0.033, The fifth hypothesis is accepted if it is less than 0.05.
6. The sixth hypothesis asks if there is a substantial impact of promotion (X3) on buying choices (Y). The table above displays a t-statistic of 3.482, with a p-value of 0.001 and an effect size of 0.288. Using the t-statistic 3.482, The sixth hypothesis is accepted at a p-value of less than 0.05 and a value greater than 1.96.
7. Does a brand's image (Z) have a significant impact on buying choices (Y)? is the seventh question. The table above has a t-statistic of 2.133, with a p-value of 0.033 and an effect size of 0.254. with a t-statistic exceeding 1.96, The seventh hypothesis is accepted at 1.96 with a p-value of less than 0.05.

#### Indirect Effect Test

Next comes the examination of the indirect effect, observable from the findings of the specific indirect effect. When the p-value is greater than 0.05, it indicates a lack of significance. This implies that the mediator variable does not play a role in influencing the relationship between an exogenous variable and an endogenous variable. In simpler terms, the impact is direct. Following are the figures for the Specific Indirect Effect:

**Table 8.** Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Influencer (X1) -> Brand Image (Z) -> Purchase Decision (Y)	-0.017	-0.013	0.022	0.753	0.452
Content Marketing (X2) -> Brand Image (Z) -> Purchase Decision (Y)	0.136	0.133	0.068	2.010	0.045
Promotion (X3) -> Brand Image (Z) -> Purchase Decision (Y)	0.074	0.070	0.040	1.832	0.068

Source: Smart PLS 3.0 data processing results, 2025

“The outcomes of the particular indirect effect data are presented in the table below. The explanation is as follows:

1. The eighth hypothesis examines whether the effect of influencers on purchase decisions is mediated by brand image. The table above shows a t-statistic of 0.753, an effect size of -0.017, and a p-value of 0.452. This test result suggests that the influencer variable has no significant impact on brand image-mediated purchasing decisions, as evidenced by a t-statistic of less than 1.96 and a p-value greater than 0.05.
2. The ninth hypothesis examines whether brand image mediates the impact of content marketing on consumer behavior. With a p-value of 0.045 and an impact size of 0.136, the table shows a t-statistic of 2.010. The findings of this experiment demonstrate a considerable impact of the Content Marketing variable on Brand Image-mediated Purchase Decisions, as evidenced by a p-value of <0.05 and a t-statistic of >1.96.
3. The tenth hypothesis assesses if Brand Image mediates the impact of marketing on consumer behavior. With an effect size of 0.074 and a p-value of 0.068, the table displays a t-statistic of 1.832. Using a t-statistic
4. The results of this test show that Brand Image mediates the impact of the Promotion factor on purchasing decisions, but with a p-value greater than 0.05 and less than 1.96, there is no significant effect.

### **Discussion (Summary)**

#### **Influence of Influencers on Brand Image**

Influencers have little influence on how a brand is perceived ( $t = 0.817$ ;  $p = 0.415$ ). While influencers can boost brand awareness, their effect on how a brand is viewed is limited because of their lack of credibility, authenticity, and relevance

(De Veirman et al., 2017). Consumers who seek halal products place more importance on religious principles, safety, and certifications rather than how popular an influencer is (Yusuf, 2021). This observation aligns with Lou and Yuan (2019), who highlight the necessity of alignment between the influencer's persona and the values of the brand.

#### **Impact of Content Marketing on Brand Perception**

Content marketing plays a crucial role in enhancing brand perception by delivering useful and pertinent information that builds trust and fosters engagement (Kotler et al., 2019).

#### **Influence of Promotion on Brand Image**

Promotional activities positively affect brand image, as discounts and incentives enhance perceived brand value and customer loyalty (Chandon, Wansink, & Laurent, 2007).

#### **Influence of Influencers on Purchase Decisions**

Influencers do not significantly influence purchase decisions ( $t = 0.520$ ;  $p = 0.604$ ). Consumer skepticism toward paid endorsements (Casaló et al., 2008), limited impact beyond awareness stages (Freberg et al., 2018), and stronger reliance on halal trust and brand credibility reduce influencer effectiveness (Djafarova & Rushworth, 2017).

#### **Influence of Content Marketing on Purchase Decisions**

Content marketing has a major impact on buying choices by boosting knowledge about products, creating trust, and encouraging purchases (Leeflang et al., 2014).

#### **Influence of Promotion on Purchase Decisions**

Promotional activities greatly affect buying choices, especially when

shoppers see a high value for their money (Kotler and Keller, 2016).

### **Impact of Brand Image on Buying Choices**

The image of a brand greatly influences buying choices by boosting consumer trust and the perceived quality of the product (Aaker, 1991).

### **The Role of Brand Image in Influencing Purchase Decisions through Influencers**

The brand image does not play a significant role in mediating the relationship between influencers and purchase decisions ( $t = 0.753$ ;  $p = 0.452$ ). The effectiveness of influencers is restricted by their credibility, relevance, emotional ties, and demographic characteristics (Djafarova and Trofimenko, 2019; Yusuf, 2021; Kim and Ko, 2012).

### **The Role of Brand Image in Connecting Content Marketing and Purchase Decisions**

The brand image plays an important role in influencing how content marketing impacts purchasing choices ( $p = 0.045$ ). Telling stories and connecting emotionally with customers enhance a brand's image and affect their purchasing decisions (Tuten and Solomon, 2017; Hollis, 2005).

### **The Role of Brand Image in Linking Promotion and Purchase Decisions**

The brand image does not significantly act as a mediator between promotion and purchase decisions ( $t = 1.832$ ;  $p = 0.068$ ). Short-term promotions emphasize financial advantages instead of long-lasting brand image (Chandon et al., 2000; Kotler and Keller, 2016).

## **CONCLUSION**

With brand image conceptualized as a mediating variable, this research aimed to analyze the roles of influencers, content marketing, and promotional campaigns in the halal personal care industry in influencing consumer buying behavior and in creating brand image. The results demonstrate that content marketing and promotional efforts are essential for enhancing brand reputation, but influencers have no statistically significant impact. Content marketing, advertising, and brand reputation have a direct impact on buying choices, but influencer marketing once again fails to show any appreciable impact. When it comes to indirect connections, brand image only mediates the relationship between content marketing and purchasing choices; it does not mediate the impact of either influencers or marketing campaigns. Overall, these findings highlight the supremacy of high-quality content and well-planned promotional tactics over the use of celebrity influencers when it comes to halal personal care items.

Although it has made significant contributions, there are a number of limitations to this research that merit consideration. The scope of the variables is limited to only focusing on influencers, content marketing, advertising, brand perception, and purchasing choices. Consequently, the analysis fails to account for the larger range of variables that might affect consumer behavior. Additionally, the sample only includes those who are at least 12 years old, making it difficult to extrapolate the results to younger age groups. Third, the use of an online questionnaire administered via Google Forms raises the risk of response bias, especially in terms of respondents' comprehension of the survey questions and the products being examined. Like that data accuracy and validity may be impacted by restrictions.

In light of these limitations, future research should incorporate additional

variables—whether independent, dependent, or mediating— such as consumer trust, perceived quality, or religiosity, in order to provide a more comprehensive account of purchasing decisions for halal personal care products. Subsequent studies should also align respondent age more closely with product characteristics, potentially through a preliminary survey, to ensure a more representative sample. Moreover, researchers are advised to focus on respondents who are confirmed users of halal personal care products, thereby enhancing data validity. From a practical perspective, businesses should prioritise the development of informative content marketing and contextually relevant promotional strategies, alongside efforts to strengthen brand image, rather than relying predominantly on influencer marketing as the primary means of shaping consumer purchase decisions.”

## REFERENCES

- Alalwan, A. A. (2023). Role of social media marketing in customer engagement and brand performance. *Journal of Business Research*, 156, 113489. <https://doi.org/10.1016/j.jbusres.2022.113489>
- Anindyastri, R., Lestari, W. D., & Sholahuddin, M. (2022). The Influence of Financial Technology (Fintech) on the Financial Performance of Islamic Banking (Study on Islamic Banking listed on the Indonesia Stock Exchange Period 2016-2020). *Benefit: Jurnal Manajemen Dan Bisnis*, 7.
- Astuti, N. P. S., & Santoso, D. B. (2022). The effect of influencer credibility on brand image and purchase intention. *Jurnal Ilmu dan Riset Manajemen*, 11(5), 1–15.
- Aulia, R., & Suhud, U. (2021). The effect of product attributes, brand image, and halal label on purchasing decisions. *Jurnal Manajemen Indonesia*, 21(3), 189–198.
- Azizah, S., & Ramadhan, M. (2021). The impact of Instagram influencer credibility on purchase intention of halal beauty products. *Jurnal Komunikasi Islam*, 11(2), 110–120.
- Cahyani, A., & Ningsih, R. (2020). Pengaruh konten pemasaran digital terhadap loyalitas pelanggan di media sosial. *Jurnal Riset Ekonomi dan Bisnis*, 8(1), 77–86.
- Cantika Widi Pramesti & Anton Agus Setyawan.( 2024). Pengaruh citra merek, kualitas produk dan e-wom terhadap minat beli produk ramah lingkungan. *Jurnal Bina Bangsa Ekonomika*. Vol. 17,1,714-724.
- Dewi, N. P., & Rahmat, Y. (2022). The mediating role of brand trust in the relationship between influencer marketing and purchase decision. *Jurnal Manajemen dan Bisnis Digital*, 3(2), 45–56.
- Fitriani, D., Suryani, A., & Widodo, A. (2021). The influence of social media influencer on purchase intention of beauty products. *Jurnal Ilmiah Manajemen dan Bisnis*, 22(2), 103–115.
- Hidayat, R., Sari, L. P., & Nugraha, R. A. (2020). Pengaruh promosi terhadap keputusan pembelian konsumen pada marketplace. *Jurnal Riset Ekonomi dan Manajemen*, 20(3), 55–65.
- Husna, R., & Prasetya, A. (2022). The role of digital marketing and religious values in forming halal brand image. *Jurnal Pemasaran Islam*, 7(1), 30–44.

- Indrawati, D., & Setiawan, H. (2020). Consumer response to halal cosmetic brands: The role of perceived quality and brand image. *Jurnal Ekonomi Syariah*, 12(1), 88–97.
- Isa, M., Mardalis, A., Mangifera, L., & Ekonomi, F. (2018). ANALISIS KEPUTUSAN KONSUMEN DALAM MELAKUKAN PEMBELIAN MAKANAN DAN MINUMAN DI WARUNG HIK. *DAYA SAING Jurnal Ekonomi Manajemen Sumber Daya*, 20, 44–51.  
<https://doi.org/10.23917/dayasaing.v20i1.6590>
- Kusuma, A., & Yuliana, D. (2021). The impact of YouTube content marketing on purchase intention among millennials. *Jurnal Komunikasi dan Bisnis*, 10(2), 59–70.
- Kuswati, R., & Saleha, A. (2018). Antecedents of online purchasing behavior Antesenden perilaku pembelian secara daring. *Benefit: Jurnal Manajemen Dan Bisnis*, 3(1), 39.  
<https://doi.org/10.23917/benefit.v3i1.6655>
- Lestari, N., & Wulandari, A. (2021). Pengaruh content marketing dan brand image terhadap purchase intention pada produk halal di marketplace Shopee. *Jurnal Manajemen dan Kewirausahaan*, 9(2), 143–150.
- Muhammad Nasih , Otto Mayrad Susanto , Abdul Roziq Fanshury,& Sigit Hermawan. (2020).Influencer dan strategi penjualan: studi netnografi pada pengguna jasa selebgram sebagai media promosi. *BENEFIT Jurnal Manajemen dan Bisnis*. ISSN: 1410-4571, E-ISSN: 2541-2604
- Mutia, R. P., Rachmawati, N., & Rahmawati, D. (2022). The role of brand image in mediating the effect of promotion on purchasing decisions. *Jurnal Riset Bisnis dan Investasi*, 8(1), 75–84.
- Nabila, A., & Rachman, D. (2023). Trust and intention to purchase halal products: Evidence from online reviews. *Jurnal Ekonomi Digital*, 5(1), 21–33.
- Ningsih, F., & Aditya, H. (2022). Social media promotion and brand image: Effect on consumer purchasing behavior. *Jurnal Inovasi Pemasaran*, 6(2), 98–110.
- Nurhidayah, D., & Zakaria, R. (2020). Pengaruh brand ambassador terhadap citra merek dan niat beli produk kosmetik. *Jurnal Komunikasi Pemasaran*, 7(3), 133–142.
- Prasetyo, D., & Nugroho, R. A. (2022). The effect of digital promotion and service quality on purchasing decisions. *Journal of Digital Marketing and Communication*, 4(1), 35–45.
- Puspitasari, D., & Lestari, Y. (2021). The influence of content marketing on customer trust and buying interest. *Jurnal Manajemen dan Bisnis Indonesia*, 7(2), 210–218.
- Putri, M. A., & Santoso, A. (2021). The role of e-WOM and influencer marketing on brand trust and purchasing decision. *Jurnal Pemasaran Online*, 5(2), 60–72.
- Rahmawati, R. (2021). The effect of content marketing and brand image on consumer purchase decision. *Jurnal Ekonomi dan Bisnis*, 15(1), 27–34.
- RISWARDANI, YENI TITISARI, Dra. Rina Trisnawati, M.Si, P.hD, Anton Agus Setiawan, SE., M. S. (n.d.). *PENGARUH FASILITAS, BIAYA RAWAT INAP DAN PROMOSI TERHADAP*

*KEPUASAN PASIEN RAWAT INAP DI RUMAH SAKIT PKU MUHAMMADIYAH  
KARANGANYAR.*

- Rohmah, N., & Latifah, S. (2022). The impact of brand image and religiosity on purchase decision of halal skincare. *Jurnal Bisnis Islam*, 8(1), 112–123.
- Santini, F. d. O., Ladeira, W. J., Sampaio, C. H., & Costa, G. S. (2022). A meta-analytic review of the AIDA model in consumer behavior. *European Journal of Marketing*, 56(5), 1230–1258. <https://doi.org/10.1108/EJM-05-2021-0354>
- Sari, L. F., & Nugrahani, F. (2023). The effectiveness of flash sale and limited-time offers on online consumer behavior. *Jurnal Manajemen Pemasaran*, 11(1), 44–56.
- Setyowati, E., & Wiyadi. (2016). Pengaruh kualitas pelayanan, harga, dan citra merek terhadap loyalitas pelanggan dengan kepuasan pelanggan sebagai variabel pemediasi. *DAYA SAING Jurnal Ekonomi Manajemen Sumber Daya*, 18, 102–112.
- Wijaya, F., Ramadhani, R., & Salsabila, M. (2023). Content marketing strategy and its impact on consumer behavior in the beauty industry. *Jurnal Riset Pemasaran*, 8(1), 56–68.
- Wiyadi, N. S., Chuzaimah, , Hadiwijaya, D., & Trisnawati1, R. (2020). Marketing Performance of SMEs Operating in Indonesia: Analyzing their Dependence on Marketing Intelligence Capability and Pricing Capability of Pharmaceutical Companies. *Systematic Reviews in Pharmacy*, 11(11), 663–673.
- Woro, S., Satiti, A., Wajdi, M. F., Ekonomi, F., & Surakarta, U. M. (2023). Pengaruh Review Produk , Konten Marketing Dan Persepsi Harga Terhadap Keputusan Pembelian Produk Hanasui Mattedorable Lip Cream Pada Tiktok Shop. *Journal Of Social Science Research*, 3, 7506–7521.
- Yusuf, M. (2021). The effect of Islamic influencer on brand trust and purchase decision of halal cosmetics. *Jurnal Ekonomi Syariah*, 13(3), 205–215.
- Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand attitude. *Journal of Business Research*, 117, 256–267. <https://doi.org/10.1016/j.jbusres.2020.05.042>