

Safi Halal Cosmetic Product Purchasing Decision Through Buying Interest as an Intervening Variable

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ABSTRACT

This study examines how viral marketing, brand religiosity image, beauty vloggers, lifestyle, and halal certification impact Safi halal cosmetics purchase decisions via buying interest. An analysis of 100 Safi Indonesia Instagram followers reveals that viral marketing, brand religiosity image, lifestyle, and halal certification are indirect variables, influencing purchase decisions by increasing buying interest, while beauty vloggers act as a direct variable influencing purchase decisions. These findings clarify the pathways of influence and offer managerial insights for brand strategy. Safi companies should boost purchasing by expanding viral marketing, raising brand religiosity image, collaborating with beauty vloggers, aligning with lifestyle, strengthening halal certification, and growing buying interest.

Keywords: Safi Halal, Halal Certification, and Purchase Interest.



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INTRODUCTION

Purchasing decisions are central to effective marketing. They reflect consumers' responses to marketing efforts. In the halal cosmetic industry, consumer loyalty and repeat purchases are vital for sales and brand sustainability. In 2014, Muslim consumers spent about USD 54 billion on cosmetics. Indonesia ranked second globally in Muslim cosmetic expenditure. In 2018, Indonesia's cosmetics sector experienced a 20% growth.

This growth was fueled by high domestic demand and export opportunities. Furthermore, the rise of digital platforms has significantly altered consumer behavior, especially among millennial Muslim women, who are increasingly turning to social media and influencers for guidance. According to the Theory of Planned Behavior (Ajzen, 1991), attitudes, norms, and perceived control shape intentions and behaviors. Consequently, key factors such as brand religiosity image, viral marketing, lifestyle, halal certification, and beauty vloggers can meaningfully shape buying interest and decisions.

Despite the rapid growth of the halal cosmetic market and the increasing use of digital marketing strategies, a theoretical and empirical gap remains. While prior studies have examined viral marketing, brand image, or halal certification individually, limited research has explored the integrative influence of brand religiosity image and digital influencer engagement on halal cosmetic purchasing behavior. Moreover, existing studies have also rarely positioned buying interest as a mediating variable linking digital engagement and religiosity-related brand attributes to actual

purchasing decisions.

This study examines the impact of viral marketing, brand religiosity, beauty vloggers, lifestyle, and halal certification (as independent variables) on the purchasing decisions (as the dependent variable) of urban Indonesian consumers for SAFI halal cosmetics. It positions buying interest as a mediating variable in these relationships. The research expands theoretical understanding of halal consumer behavior by integrating digital marketing and religious brand strategies. Practically, it provides guidance for companies to craft effective marketing strategies, strengthen their brand identity, and boost consumer intention and loyalty.

LITERATURE REVIEW

Viral Marketing, Brand Religiosity Image, Lifestyle, Halal Certification, and Purchase Decision

The interplay of viral marketing, brand religiosity, beauty vlogger influence, lifestyle choices, and halal certification has a significant impact on consumer purchase decisions. Each of these elements functions independently and in combination to shape consumer behavior in today's market. This is especially true in contexts where halal certification is pivotal. Viral marketing emerges as a powerful strategy to boost brand equity, particularly in the beauty and personal care sectors. Research indicates that viral marketing has a significant impact on boosting brand awareness, perceived quality, brand loyalty, and brand association. For example, in Egypt's home appliances sector, viral marketing accounted for approximately 28.1% of the perceived quality variance (Awad & Aldabousi, 2024).

Strategies that engage consumers through viral campaigns effectively strengthen brand interaction and engagement. This has a significant impact on later purchase intentions (Liu & Wang, 2019; Sudarta & Mahyuni, 2024). The success of these campaigns often depends on creating engaging, interactive content that resonates emotionally with consumers. This helps mitigate any negative effects that mere message exposure may create (Bhowmik & Chowdhury, 2024). Brand religiosity image and halal certification often intertwine to influence consumer behavior. Specifically, higher levels of religiosity correlate positively with responsiveness to halal products. Furthermore, research shows halal certification can reduce perceived risk, while also fostering greater trust and purchase intention in Muslim markets. In particular, studies have shown that halal-certified products from Muslim regions, where trust is closely tied to religious beliefs, increase purchase intention (M. et al., 2019; Yener, 2022; Mahliza, 2022). Additionally, consumers see halal-labeled products as more trustworthy than those without certification (Mustaqim & Fazriani, 2023). Ultimately, a positive halal brand image has a significant impact on purchase decisions, underscoring the importance of maintaining a strong halal brand image (Burhanudin & Daldiri, 2023).

Beauty vloggers and social media influencers play a critical role in shaping the lifestyle preferences of consumers, especially in the beauty industry. Their endorsements can amplify the effectiveness of viral marketing and halal branding. These influencers have established significant platforms that enable them to reach a wide range of potential consumers. Studies highlight the importance of word-of-mouth communication, amplified through social media, in enhancing consumer engagement and purchase intentions (Puspaningrum, 2020). Influencer marketing also greatly impacts consumer decisions in this context (Wulandari & Yudiana, 2022). As beauty vloggers share positive experiences with halal products, they contribute to a shift in perception that can strengthen brand loyalty. This also influences their followers' purchase decisions.

Viral Marketing, Brand Religiosity, Lifestyle, Halal Certification, and Purchase Interest: Building on the previous discussion, it is essential to highlight how these factors directly relate to consumer purchase interests.

The Viral marketing has emerged as a transformative factor in influencing consumer buying decisions. It is especially effective at amplifying brand awareness and speeding up the decision-

making process. The core of viral marketing is its ability to leverage social interactions. This leads to consumer-to-consumer communication that surpasses traditional marketing. It also facilitates rapid brand adoption and purchase decisions (Ramadhan & Wiraguna, 2024). Research indicates that the effectiveness of viral marketing is closely tied to consumer engagement and electronic word-of-mouth (eWOM) strategies. These strategies can significantly boost purchase intentions (Haryani et al., 2023; Kinanding & Nurrohim, 2024). Empirical studies suggest that viral marketing encourages the spread of product information among consumers. It also creates a sense of urgency and immediacy in buying behavior. Findings from Jatmiko et al. show that products going viral on platforms like Blibli can catalyze quick purchasing decisions among consumers. Influencer marketing and celebrity endorsements strengthen this effect by using their fan bases (Jatmiko et al., 2023). Tannady and Alvita further suggest that viral marketing correlates positively with purchasing decisions. Enhanced product visibility through viral channels increases consumer trust and perceived value (Tannady & Alvita, 2023).

Impulse buying during viral marketing campaigns also deserves mention. Liyanapathirana notes that viral marketing can trigger spontaneous purchases when online engagement is high, such as during a pandemic (Liyanapathirana, 2021). Nareswari and Azizah (2024) note that viral marketing, when combined with a strong brand image, influences perceptions and prompts buying decisions. The link between viral marketing and purchase interest is also seen via digital media. Tandijaya and Samuel say viral campaigns are a cost-efficient way to boost interactions, brand visibility, and impulsive behavior (Tandijaya & Samuel, 2021). Broto et al. (2024) claim that strong engagement through viral marketing increases purchase intentions. Well-executed campaigns can significantly enhance a brand's market performance.

Brand religiosity refers to the extent to which a consumer's religious beliefs influence their perception and choice of brands. Studies show that brand religiosity is key to buying interest, especially in Muslim markets. Najmudin and Syihabudin (2022) found a positive link between consumer religiosity and buying interest in traditional food. Higher religiosity increases willingness to purchase halal-certified products. Khan et al. (2020) confirm that both intrinsic and extrinsic religiosity influence the buying behavior of Muslim consumers. This strong connection means a closer alignment with faith often increases buying interest in suitable products. Moreover, Rakhmawati's (2019) study reinforces this idea by highlighting that religiosity exerts a significant influence not only on buying interest but also on purchasing decisions. Their findings suggest that the presence of halal labels can enhance buying interest, particularly among consumers who are deeply religious. Similarly, Hasibuan et al. (2022) identified brand equity as a critical factor in influencing buying interest, stating that religious adherence can moderate the effectiveness of brand equity in attracting consumers to halal products.

This interaction suggests that while brand strength remains crucial, its effectiveness is amplified by the religious values associated with halal products. In contrast, some findings, such as those from Khasanah and Yudiana (2021), suggest that the impact of religiosity on buying interest may not always be robust, with evidence indicating that factors like perceptions of the halal label and subjective norms can overshadow religious influences. This complexity suggests that while religiosity is a significant factor, its influence can vary in relation to other contextual marketing elements. Additionally, Wirawan et al. (2022) argue that religiosity enhances the impact of halal labeling on consumers' buying decisions, implying a synergistic effect where both factors interact to significantly influence consumer behavior within the halal market.

This reflects the broader tendency for consumers to seek alignment between their personal religious values and their purchasing decisions, illustrating the critical role of religiosity in shaping brand engagement among Muslim consumers. Beauty vloggers play a crucial role in shaping consumer behavior, particularly among young demographics who are inclined towards halal cosmetics. Research has demonstrated that YouTube beauty vloggers can significantly influence purchase intentions, with a coefficient of determination of 63.6% indicating that their impact is considerable

(Elvira, 2022). These findings suggest that vlogger content not only enhances brand image but also plays a vital role in persuading consumers and influencing their purchase intentions (Afifah, 2019). Vloggers foster trust and credibility, essential components that enhance consumer confidence in purchasing decisions (Putri, 2023). The persuasive power of these influencers is linked to their perceived authenticity and the connection they establish with their audience, which can drive a consumer's inclination to buy halal cosmetics (Garg & Bakshi, 2024).

Research indicates that personal lifestyle preferences significantly affect the acceptance of halal products. Consumers who prioritize halal dietary laws tend to exhibit higher purchasing interest in halal-certified products, as evidenced by studies demonstrating a positive correlation between lifestyle and halal awareness, as well as buying interest (Herindar, 2022; Nur et al., 2021). The nuance of lifestyle integration suggests that consumers are not merely seeking halal certification; they are also evaluating products that align with their personal values and lifestyle choices (Zukhrufani & Zakiy, 2019). Moreover, halal certification plays a pivotal role in influencing buying decisions. Numerous studies have demonstrated that the presence of halal certification has a significant influence on consumer intentions to purchase halal products (Nugroho et al., 2021; Ayunda & Harsoyo, 2024; Najmudin & Syihabudin, 2022). The assurance of halal authenticity can alleviate consumers' concerns about dietary practices and positively influence their purchasing decisions. Halal certification plays a crucial role in enhancing consumer trust and confidence, which in turn increases their willingness to purchase relevant products (Afifah, 2019; Najmudin & Syihabudin, 2022).

- H1: Viral marketing has a significant effect on purchase decisions.
- H2: Viral marketing has a significant effect on buying interest.
- H3: Brand religiosity image has a significant effect on purchase decision.
- H4: Brand religiosity image has a significant effect on buying interest.
- H5: Lifestyle has a significant effect on purchase decisions.
- H6: Lifestyle image has a significant effect on buying interest.

METHODS

This research employs a quantitative approach, aiming to test the established hypothesis (Sugiono, 2011). Associative research is employed in this type of study to investigate the relationship between two or more variables. In this research, the population consists of 306,000 Safi Indonesia Instagram followers in April 2022. The non-probability *Sampling* approach was employed in this investigation, with the sample being determined using the *Purposive Sampling* technique. This study's sample consists of respondents who match the following criteria: (1) Respondents make decisions; (2) Respondents have purchased at least one of Safi's cosmetic items; (3) The respondent is over the age of 18 and has watched Safi's cosmetic beauty vlogger reviews on both YouTube and Instagram. The author employs the Slovin. formula to calculate the number of samples (Muhamad, 2013).

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Number of samples

N = Population size

e = error level 10% (0,1) because the population is large.

The following calculation is produced using the aforementioned formula:

$$n = \frac{306.000}{1 + 306.000 (e^2)}$$

$n = 99,96$ rounded up to 100

Therefore, based on the sample calculation above, the sample size in this study consisted of 100 customer respondents, as Followers of Instagram @safiindonesia. In this research, data were collected using a questionnaire in the form of a Google form, which was sent to consumers via the social media account Instagram (@safiindonesia). Link Google Form: <https://forms.gle/RBrDAzNqWNEVUqJU7>. Research uses a likert scale of 1-5: (1) strongly agree (ss) score = 5; (2) agree (s) score = 4; (3) indecisive (rr) score = 3; (4) disagree (ts) score = 2; (5) strongly disagree (sts) score = 1 (Muhamad, 2013).

Table 1. The questionnaire, Item and Reference

No	Variable	Item	Reference
1	Viral Marketing	5	Wiludjeng and Nurlela (2013)
2	Brand Religiosity Image	5	Idris <i>et al.</i> (2020)
3	Beauty Vlogger	5	Shimp (2014)
4	Lifestyle	3	Setiadi (2015)
5	Halal Certification	5	Shaari and Arifin (2010)
6	Purchase Decisions	5	Kotler and Armstrong (2013)
7	Buying Interest	4	Ferdinand (2014)

Using SmartPLS software version 3.0, which offers a high degree of flexibility in research that facilitates connections between theory and data, and enables path analysis with latent variables (Ghozali and Latan, 2015).

Table 2. Parameter Validity Test in PLS Measurement Model

Test	Parameter	Rule of thumbs
Convergent Validity	Loading Factor (Outer Loading)	> 0,7
	Average Variance Extracted (AVE)	> 0,5
	Communality	> 0,5
Discriminant Validity	Root AVE and Latent Variable Correlation	Root AVE > Latent Variable Correlation (Discriminant Validity)
	Cross Loading (Discriminant Validity)	> 0,7 in one variable
Reliability	Cronbach Alpha	> 0,6
	Composite Reliability	> 0,6

Source : Ghozali and Latan (2015)

RESULTS AND DISCUSSION

Figure 3 depicts the results of the algorithm analysis (outer model) computation using the martPLS version 3.0 software. In the outer model, convergent validity implies that the outer loading value is greater than 0.7, indicating that the convergent validity value meets the evaluation requirements. Finally, constructions for all variables can be utilized to test the hypothesis. The average variance extracted is used to determine whether the validity discriminant value matches the standards (AVE). If the AVE value is greater than 0.5, the discriminant validity is met.

The results of the AVE value computation meet the requirements, with the following consecutive values: viral marketing (0.797); brand religiosity image (0.754); beauty vlogger (0.730); lifestyle (0.884); halal certification (0.746); purchasing decision (0.794); and buying interest (0.896). Each

indicator's cross-loading value on the measured variable also fits the conditions because it is bigger than the value of the other latent variables. A research instrument is considered dependable if its composite reliability and Cronbach's alpha are both greater than 0.6 (Ghozali and Latan 2015). The following are Cronbach's alpha and the composite reliability values for each variable: viral marketing, brand religiosity image, beauty vlogger, lifestyle, halal certification, purchasing decisions, and buying interest: 0,951, 0,939,0,931, 0,958, 0,936, 0,951, 0,972, and 0,935, 0,918, 0,909, 0,934, 0,914, 0,935, 0,961.

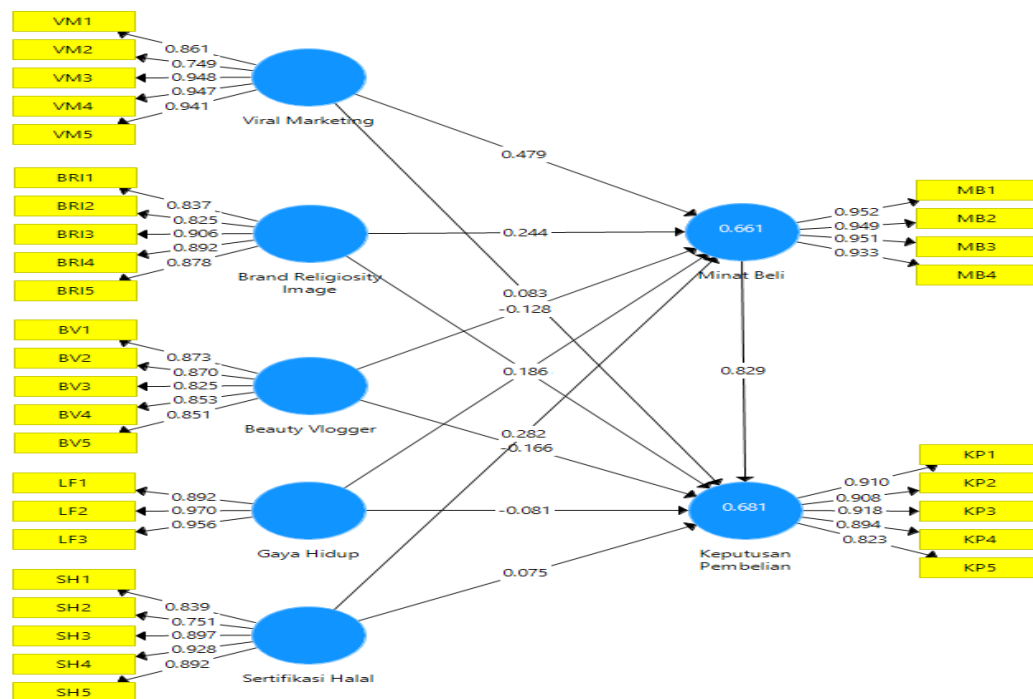


Figure 3. Algorithm Analysis Model (OuterModel)

The inner model test demonstrates the link between the latent variables under consideration. The results of evaluating the inner model using bootstrapping yield an R-squared coefficient of determination. The greater the R-Square value, the better the predictor model describes the variable. The range of R-squared values is as follows: > 0.67 (good), 0.33-0.67 (medium), and 0.19-0.33 (weak) (Ghozali, 2014).

The purchase decision variable in this research has an R-Square value of 0.681, indicating that viral marketing, brand religiosity image, beauty vlogger, lifestyle, halal certification, and buying interest can describe 68.1% of the variance. Other factors influence the remaining 31.9%. Furthermore, purchase interest received an R-Square value of 0.661, indicating that viral marketing, brand religiosity image, beauty vlogger, lifestyle, and halal certification can explain 66.1% of the variance. Other factors influencing the remaining 33.9% include viral marketing, brand religiosity image, beauty vlogger, lifestyle, and halal certification. The T-statistics and P-values, which must be greater than 1.66 to test the one-tailed hypothesis at a 5% alpha level, reveal the results of the tested hypothesis.

Table 3. Hypothesis Testing Results (T-Statistics and P-Values)

Construct	T-statistic (>1.66)	P-Values (<0.05)	Note

Viral Marketing -> purchasing decisions	0.683	0.247	Reject
Viral Marketing -> buying interest-> purchasing decisions	3.216	0.001	Accep
Brand Religiosity Image -> purchasing decisions	0.731	0.233	Reject
Brand Religiosity Image -> buying interest -> purchasing decisions	1.948	0.026	Accep
Beauty Vlogger -> purchasing decisions	1.834	0.034	Accep
Beauty Vlogger -> buying interest -> purchasing decisions	1.320	0.094	Accep
Lifestyle -> purchasing decisions	0.677	0.249	Reject
Lifestyle -> buying interest -> purchasing decisions	1.653	0.050	Accep
Halal certification -> purchasing decisions	0.633	0.263	Reject
Halal certification -> buying interest -> purchasing decisions	2.177	0.015	Accep
Buying interest -> purchasing decisions	6.503	0.000	Accep

Source: Processed data (2022)

The findings revealed that viral marketing had no substantial impact on the purchasing decisions of Indonesian Safi consumers for Safi cosmetic goods. Electronic/internet media, product involvement, product understanding, product discourse, and minimizing ambiguity comprise the viral marketing dimension. When compared to other media, electronic media has the fewest statements. This suggests that Safi's Viral Marketing is still not perfect for knowledge sharing on social media. It is significant to note for Safi's business that electronic media is crucial to boosting sales, according to conducted research Cvijikj and Michahelles (2013) discovered that material such as amusement and knowledge can enhance the *Like* / number of likes, comments, and *Share* / distribution. The number of *Share* / information disseminations of Safi's products is crucial; the more information shared with the public, the more well-known Safi's products will be. The results of research conducted by Jesslyn and Susanto (2018) demonstrate that the Safi brand of beauty goods is largely unknown to the general population, as it is not affiliated with traditional media such as television and radio. With this occurrence, Safi was compelled to develop a Viral Marketing plan to promote the sales of Safi's products. This finding contradicts earlier research that claims viral marketing has a substantial influence on purchasing decisions (Agesti *et.al.*, 2021; Zulkarnain, 2014; Susilowati *et al.*, 2019; Handaruwati and Maharani, 2018; Aprillio and Widodo, 2020; Mustikasari and Wiandingsih, 2019; Irwansyah *et al.*, 2019; Furqon, 2020; Irawan and Misbach, 2020; Ardiansyah and Sarwoko, 2020; Asriani, 2017; Kristanto *et al.*, 2017; Mawardi and Widodo, 2017).

Viral marketing, driven by buying interest as an intervening variable, has a substantial influence on the cosmetic product purchasing decisions of Safi Indonesia consumers. As a result, the greater the viral marketing, the greater the buying interest and the greater the likelihood of purchase. Previous studies support this finding (Handaruwati and Maharani, 2018; Wajdi *et al.*, 2020; Sari *et al.*, 2016; Yeo *et al.*, 2020). From a theoretical perspective, this result aligns with the Stimulus–Organism–Response (S–O–R). Theory, where viral marketing acts as a *stimulus* that triggers consumers' cognitive and affective reactions—represented by buying interest (*organism*)—which subsequently leads to the behavioral response of purchasing decisions (*response*). The persuasive power of viral content, often amplified by social media algorithms and peer-to-peer sharing behavior, enhances consumers' perceived value and trust in the brand, thereby increasing their willingness to purchase.

Brand Religiosity Image has no substantial effect on Safi Indonesia consumers' purchasing decisions of Safi cosmetic items. In Brand Religiosity Image, the statement with the highest percentage of respondents who strongly agree is that Safi's products incorporate the concept of halal. This signifies that respondents highly believe that Safi's products adhere to the halal ethos. The Religiosity Image

Brand is extremely important and has a significant impact on Safi's products. In the Brand Religiosity Image, the statement with the highest percentage of respondents who strongly disagree is that Safi Products uses Islamic symbols on its brands. This suggests that some respondents are still unaware that Safi Products uses Islamic symbols on their brands. This requires focus and tactics to boost the Brand Religiosity Image, particularly the Islamic sign on the Safi brand. This contradicts prior research, which found that Brand Religiosity Image has a major effect on purchasing decisions (Chalil *et al.*, 2020; Zukhrufani and Zaky, 2019; Genoveva and Utami, 2020; Kristanto *et al.*, 2017; Taufik *et al.*, 2020; Idris *et al.*, 2019; Syamsurizal and Ernawati, 2020; Putri and Rahmiandi, 2018).

Brand religiosity image, as measured by buying interest, has a substantial influence on the purchasing decisions of Safi Indonesia consumers for cosmetic products. As a result, the greater the brand's religiosity image, the greater the buying interest and the greater the purchase choice. Previous studies support this finding (Febriyanti and Wahyuati, 2016; Hidayati and Yulianandi, 2020; Wajdi *et al.*, 2020; Divianjella *et al.*, 2020; Madevi *et al.*, 2019). This finding can be interpreted through the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which posits that individual behavior is influenced by attitudes, subjective norms, and perceived behavioral control. In this context, a brand's religious image shapes consumers' attitudes by creating a positive perception that the brand aligns with their religious beliefs and moral values. Such congruence fosters trust and emotional attachment to the brand, which in turn strengthens buying interest as an attitudinal precursor to purchasing behavior.

Beauty vloggers have a significant influence on Safi Indonesia users' purchasing decisions of Safi cosmetic items. Expertise is the statement with the highest number of responders who strongly agree in Beauty Vlogger. This suggests that respondents strongly agree that Beauty Vloggers have expertise, experience, and are knowledgeable about makeup, which is critical and has a significant impact on SAFI goods. Product users believe and perceive beauty vloggers to be experts in the field of beauty because they are viewed as more skilled at presenting product information. This is in conformity with Setiadi's (2015) hypothesis as well as research (Nurvia and Sarasati, 2021; Masrurroh and Sudarwanto, 2020; Zukhrufani and Zaky, 2019; Utami Putri, 2018; Irawan and Misbach, 2020; Kristanto *et al.*, 2017; Risna *et al.*, 2021; Mawardi and Widodo, 2017).

Beauty vlogger as an intervening variable has no substantial effect on Safi Indonesia consumers' purchasing decisions of Safi cosmetic items. This demonstrates that an attractive vlogger via buying interest has no influence on purchasing decisions. This suggests that beauty vloggers cannot enhance shopping decisions by utilizing buying interest as an intervening variable. The existence or absence of buying interest has no bearing, as beauty vloggers have a direct influence on purchasing decisions, even when there is no actual buying interest. Previous research does not support this study (Ananda and Wandebori, 2016; Agustiarra *et al.*, 2019; Febriyanti and Wahyuati, 2016; Hendrayati *et al.*, 2020; Achmad and Hidayat, 2018; Hidayati and Yulianandi, 2020).

Lifestyle has a minimal effect on Indonesian Safi consumers' purchasing decisions for Safi cosmetic products. Statements with a high number of responses agree on the indicators of interest/interest and opinions/opinions; however, respondents disagree on the markers of action. This shows that respondents not only use halal items for Safi products, but also for other halal products. This necessitates focus and methods to improve and expand Safi's product innovations. The findings of this research contradict those of previous studies (Halim and Sutanto, 2021). Mototo items that currently align with consumer lifestyles can persuade customers to make purchases, thereby enhancing the purchasing decisions made by consumers. The research (Herawati *et al.*, 2019) Indicates That Consumers are inspired to make purchases for the Batik Cirebon Trusmi Show because of the driven necessities that arise from the lifestyle of creating batik fashion trends. Further research (Maney and Mathews, 2021) suggests that the lifestyle of Indian adolescents influences their purchasing decisions.

Consumers who purchase Safi beauty items in Indonesia are significantly influenced by their lifestyle, which affects their buying interest as an intervening variable. As a result, the greater the lifestyle, the greater the buying interest and the greater the purchase choice. A previous study supports this finding (Rumbiati and Heriyana, 2020; Kusuma et al., 2020). This finding can be explained through the Consumer Culture Theory (CCT) and the Theory of Planned Behavior (TPB). According to CCT (Arnould & Thompson, 2005), lifestyle reflects consumers' symbolic preferences and social identities, influencing their choices of brands that align with their self-concept and daily routines. In this case, consumers who adopt modern, health-conscious, and appearance-oriented lifestyles are more likely to show higher interest in buying halal beauty products, such as Safi, as the brand represents both aesthetic value and religious compliance two elements increasingly integrated into the modern Muslim lifestyle.

Halal certification has no significant effect on the purchasing decisions of Safi cosmetic products for Indonesian Safi consumers. While respondents disagree on the indicator that can distinguish between the original MUI halal logo and the nonoriginal one, statements that garnered a lot of replies agree on the significance of the halal logo when purchasing a product. This suggests that consumers were unable to distinguish between genuine and counterfeit halal logos on the product. For customers to be able to distinguish between a false logo and a real one when purchasing Safi items, Safi needs to pay attention to this. The results of this research contradict earlier studies (Yuswohady, 2014; Zukhrufani and Zaky, 2019; Utami Putri, 2018; Genoveva and Utami, 2020; Risna et al., 2021; Budiman and Salatiga, 2020; Sahir et al., 2016).

Halal certification via buying interest as an intervening variable has a substantial influence on Safi Indonesia consumers' cosmetic product purchasing decisions. Previous studies support this finding (Setyaningsih and Marwansyah, 2019; Hidayati and Yulianandi, 2020; Budiarti et al., 2019; Majid et al., 2015; Hidayat and Resticha, 2019; Madevi et al., 2019). This finding aligns with the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975) and the Halal Awareness Theory (Golnaz et al., 2010), which explain that consumers make purchasing decisions based on their beliefs and evaluations toward the halal attribute of a product. In this case, halal certification serves as a *credibility cue* that reduces uncertainty and enhances consumer trust in the product's compliance with Islamic values. When consumers perceive a product as genuinely halal, their attitude toward the product becomes more positive, which enhances buying interest and leads to an actual purchase decision. The decision of Safi Indonesian consumers to purchase Safi cosmetic items is significantly influenced by their purchase intentions. A greater number of purchases will be made as buying interest rises. The purchase choice is, however, weaker when the buying interest is low. This finding is consistent with research that indicates buying interest has a significant impact on purchase choices (Hasan, 2013; Sriyanto and Wahyu, 2019; Rahmawati, 2018; Septifani et al., 2014; Sari, 2020).

CONCLUSION

This study extends prior halal marketing research by integrating brand religiosity and viral marketing with digital influencer effects in the context of halal cosmetic purchasing decisions. The findings demonstrate that consumers' buying interests mediate the effects of viral marketing, brand religiosity, lifestyle, and halal certification on purchasing decisions for halal cosmetic items. However, while beauty vloggers influence purchase behavior, their impact occurs directly rather than through buying interest. This suggests that digital influencers can create immediate persuasion effects on consumer purchase decisions without necessarily stimulating cognitive buying desire.

This research contributes to the broader literature on halal consumer behavior by empirically validating the mediating role of buying interest in linking marketing communication and religiosity constructs to actual purchase decisions. It enhances the understanding of how religiosity-based brand perception interacts with digital engagement factors, such as viral marketing and influencer credibility, within the halal cosmetic industry. Moreover, it provides empirical support for applying

the *Stimulus–Organism–Response (S–O–R)* and *Theory of Planned Behavior (TPB)* frameworks in explaining decision-making among Muslim consumers.

From a managerial standpoint, the findings suggest that halal cosmetic brands should enhance their digital marketing strategies by leveraging viral campaigns and influencer collaborations that emphasize both authenticity and religiosity. Marketers are advised to integrate religious brand positioning consistently across digital channels, emphasizing halal certification and ethical values to strengthen trust and emotional connection with Muslim consumers. Additionally, brands can utilize lifestyle-based segmentation and community-driven social media engagement to establish loyal consumer networks.

This study has several limitations. First, it only examines one halal cosmetic brand (Safi), which limits the generalizability of the findings across the broader halal cosmetic sector. Future research should include multiple halal cosmetic brands to capture a broader consumer perspective. Second, time constraints and sampling limitations may have introduced bias in data collection. Third, although the measurement model demonstrated reliability, further refinement is needed before its broader application. Future studies could apply SEM-AMOS or CB-SEM approaches for model comparison and validation, and incorporate moderating variables such as consumer religiosity level, perceived brand authenticity, or social media engagement intensity to deepen theoretical insights.

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