

***THE EFFECT OF INFLUENCER MARKETING, SOCIAL MEDIA
MARKETING, AND HALAL LABELS ON INNISFREE COSMETIC
PURCHASE DECISIONS WITH BRAND IMAGE AS AN INTERVENING
VARIABLE***

ABSTRACT

The cosmetics industry in Indonesia continues to grow rapidly as consumer awareness of appearance, beauty trends, and healthy lifestyles increases. Increasing competition necessitates effective marketing strategies to retain consumers, including leveraging social media, influencers, and halal labels to build trust and enhance product appeal. This study aims to determine the influence of influencer marketing, social media marketing, and halal labels on purchasing decisions for Innisfree cosmetics, with brand image as an intervening variable.

This study used primary data obtained from distributing questionnaires to 130 respondents. Respondents were Innisfree cosmetics consumers aged 17 years and over and domiciled in the Greater Jakarta area. The analytical tools used in this study were convergent validity test, discriminant validity test, reliability test, r-square test, path coefficient test, indirect effect test, predictive relevance test, and model fit test.

The results of this study indicate that influencer marketing and social media marketing do not directly influence purchasing decisions. However, influencer marketing and halal labels indirectly influence purchasing decisions through brand image, while social media marketing does not. Furthermore, the halal label has been shown to have a direct influence on purchasing decisions and is the most dominant variable influencing purchasing decisions for Innisfree cosmetics.

*Keywords: Influencer Marketing, Social Media Marketing, Halal Label,
Purchase Decision, Brand Image.*

(xv +103 + Appendix)

Bibliography (2016 – 2025)