

## Intention to Buy Halal Cosmetics based on Social Media Activities, Brand Equity, and e-WOM

### Niat Membeli Kosmetik Halal berdasarkan Aktivitas Media Sosial, Ekuitas Merek, dan e-WOM

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#### ABSTRACT

*This study aimed to analyze the impact of social media marketing activities on the intention to buy halal skin care products because previous studies showed that there were still inconsistencies in the findings regarding what factors can influence consumer buying interest. This study used a quantitative approach with purposive sampling technique. The sample criteria of this study was social media users who follow halal cosmetic's account with a total of 200 respondents. The data analysis technique used in this study was the PLS-SEM method. The variables in this study were social media marketing activities, brand equity, electronic Word Of Mouth, and purchase intention. The results of this study indicate that social media marketing activities have a positive effect on brand equity, brand equity has a positive effect on electronic word of mouth, and the relationship between electronic word of mouth is stated to be positive on purchase intention. However, social media marketing activities do not significantly affect purchase intentions. The contribution of this research is that entrepreneurs can be encouraged to pay attention to the potential of social media marketing activities in forming patterns of developing marketing strategies because they can affect brand equity, electronic word of mouth, which in turn can encourage purchase intentions for halal skin care products.*

**Keywords:** Social Media Marketing Activity, Brand Equity, electronic Word Of Mouth (e-WOM), Purchase Intention.

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#### ABSTRAK

Penelitian ini bertujuan untuk menganalisis dampak aktivitas pemasaran media sosial pada niat beli produk perawatan kulit halal karena pada penelitian-penelitian sebelumnya masih terdapat ketidakkonsistenan pada hasil temuan mengenai faktor apa saja yang dapat mempengaruhi minat beli konsumen. Metode dalam penelitian ini menggunakan pendekatan kuantitatif. Dengan teknik sampel purposive, sampel penelitian ini adalah pengguna media sosial yang mengikuti media sosial produk perawatan kulit halal dengan jumlah 200 responden. Teknik analisis data yang digunakan penelitian ini memakai metode PLS-SEM. Variabel pada penelitian ini yakni aktivitas pemasaran media sosial, ekuitas merek, electronic Word Of Mouth, dan niat beli. Hasil penelitian ini menunjukkan bahwa aktivitas pemasaran media sosial berpengaruh positif terhadap ekuitas merek, ekuitas merek terhadap electronic word of mouth memiliki pengaruh positif. Hubungan antara electronic word of mouth dinyatakan positif terhadap niat beli. Akan tetapi, pengaruh aktivitas pemasaran media sosial tidak signifikan mempengaruhi niat beli. Kontribusi penelitian ini agar pelaku bisnis memperhatikan potensi aktivitas pemasaran media sosial dalam membentuk pola pengembangan strategi pemasaran karena dapat mempengaruhi ekuitas merek, electronic word of mouth, yang pada akhirnya dapat mendorong niat beli pada produk perawatan kulit halal.

**Kata Kunci:** Aktivitas Pemasaran Media Sosial, Ekuitas Merek, electronic Word Of Mouth (e-WOM), Niat Beli.

## I. INTRODUCTION

Indonesia can be a potential market for consumer goods such as Halal food and Halal cosmetic products (Adriani, 2020). According to Zaki et al., (2021), one of the industries with high business activity and potential and sustainable sales growth in Indonesia is the halal cosmetics industry, so one of the product variants is halal skin care. Local beauty products are the first product category most sought after by the public, namely skin care (Victoria and Purwianti, 2022). According to data from the Indonesian Ministry of Industry (2020), there are more than 750 companies in the Indonesian skin care product industry to survive and win the competition, so each company must develop a marketing strategy.

According to Victoria and Purwianti (2022), skin care is a series of beauty products used to care for the skin that are adapted to the conditions of the skin type. Based on a survey, as many as 72% of Indonesian women started using skin care products at the age of 13 to care for their skin (Fauzia and Sosianika, 2021). Halal skin care products are cosmetics which do not use ingredients that contain haram elements and are made in accordance with Islamic law and are not tested on animals that will abuse them (Sociolla, 2021). A better understanding of religion makes Muslim consumers more selective in choosing halal products to be consumed, ranging from food products, medicines, drinks, to cosmetics (Wahyuningsih, 2018).

Driven by an increasing Muslim population, the halal market has emerged as a global market that promises to answer the needs of Muslims for halal products (Amalia et al., 2020). According to data from Juniman (2018), there are 48 companies with a total of 5,254 halal cosmetic products and in 2017 there were 64 companies with a total of 3,219 products and in March 2018 there were 41 companies with a total of 2,115 products with Halal certification. According to Sudaryanto et al., (2022), the large Muslim population in Indonesia is one of the reasons why halal-branded skin care products were launched in Indonesia in 2018. Islam, as the fastest growing religion in the world that promotes cleanliness and high product quality, Halal-certified skin care products have broader market appeal among non-Muslim consumers who may attribute these products to more stringent ethical consumerism and quality assurance standards (Nghah et al., 2021).

Many studies on halal cosmetics have been conducted in other countries, but are still limited in Indonesia (Ariffin et al., 2019). The rediscovery was explained by Seo and Park (2018) that social media marketing activities have a significant impact when creating brand equity, and positive brand equity can increase e-WOM and consumer engagement. However, other studies have found that social media marketing activities do not have a significant direct effect on brand equity (Hafez, 2021). Previous research has described that brands with stronger equity can have greater influence in asking consumers to write e-WOM (Ahmad and Guzmán, 2021).

The novelty in this recent study is presented by modified the research object to become halal skin care products in Indonesia by adapting the same variables to be tested again regarding whether social media marketing activity variables have an influence on brand equity, whether brand equity has an influence on electronic word of mouth, whether electronic Word of Mouth has an influence on purchase intention, and social media marketing activities affect purchase intention, so that different research results are obtained from previous studies. The results of this study found novelty which stated that social media marketing activity on purchase intention was positive, but not significant. The results of previous research according to Aji et al., (2020) stated that social media marketing activities had a direct and significant effect. Therefore, this is a novelty in this research as well as with different objects, locations and places that affect the results of the research.

Prasetio et al., (2022) showed a significant effect of brand equity on e-WOM. Brand equity has a significant effect on e-WOM, the results of this study are in line with previous research from Seo and Park (2018) which said that brand equity leads to e-WOM in a positive way. Research found by Alrwashdeh et al., (2019) showed that electronic media assessment can have a positive and significant effect on purchase intention. The novelty in this study are the modification of the research object into halal skin care products in Indonesia by adapting the same variables to be tested again regarding whether social media marketing activity variables have an effect on brand equity, whether brand equity has an effect on electronic word of mouth, whether electronic word Of Mouth has an influence on purchase intention, and social media marketing activities affect purchase intention, thus producing research results that are different from previous research. The results of this study found novelty which stated that social media marketing activity on purchase intentions was positive, but not significant. The results

of previous research according to Aji et al., (2020) stated that social media marketing activities had a direct and significant effect. Therefore, this becomes a novelty in research with different objects, locations and places that affect the results of the research. Based on previous studies, it is important to re-analyze because there are inconsistencies in the results of research related to previous halal skin care products which stated positive or negative effects between variables and the limited research on halal skin care products in Indonesia regarding the relationship between activity social media marketing, brand equity, e-WOM, and purchase intention towards halal skin care products in Indonesia by replicating previous research from Aji et al., (2020).

## II. LITERATURE REVIEW

This research was a replication of the research model of Aji et al., (2020) by analyzing several variables such as social media marketing activities, brand equity, electronic word of mouth on Instagram on purchase intentions for ready-to-drink tea products. The author replicated the research model of Aji et al., (2020) because there were inconsistencies in the results of previous studies. In addition, there is still limited research on halal skin care products from the aspect of social media marketing. The novelty in this study, the authors modified the research object to become halal skin care products in Indonesia by adapting the same variables to be tested again regarding whether social media marketing activity variables have an influence on brand equity, whether brand equity has an influence on electronic word of mouth, whether electronic Word of Mouth has an influence on purchase intention, and social media marketing activities have an effect on purchase intention, thus producing research results that are different from previous studies. This research model was based on empirical studies on previous studies that discuss social media marketing activities, brand equity, electronic word of mouth, and purchase intentions (Aji et al., 2020; Choedon dan Lee, 2020; Pasharibu dan Nurhidayah, 2021; Dayoh et al., 2022; Handayani dan Fathoni, 2021).

Social media marketing activities, namely consumer perceptions of various social media marketing activities carried out by electronic trading sites (Yadav and Rahman, 2018). In research, social media marketing activities are seen as a kind of promotional and relational connection tool that complements the application of organizational marketing strategies by offering increased interactivity through online relationships between organizations and consumers (Ibrahim et al., 2020). Social media marketing activities turn customers into marketers as well as brand advocates who generate, modify, and share information online about various brands and their respective products and services (Yadav and Rahman, 2018). Therefore, researchers formulate:

H1: Social media marketing activities have a positive effect on brand equity.

According to Kurniawati (2019), brand equity is added value starting from products and services that are seen from the time consumers consider, enjoy and work on them related to the brand and the price, market share and profitability that the brand provides to the company. Brand equity is a customer's subjective and intangible assessment of a brand, it and its value beyond that perceived objectively (Kim and Ko, 2012). Brand equity has greater market share and profits resulting from a strong positive attitude based on a set of positive brand perceptions and beliefs among consumers (Ibrahim et al., 2020). Ahmad and Guzman (2021) studied the moderating effect of brand equity in the relationship between online customer e-WOM and sales, and concluded that positive e-WOM can increase, while negative e-WOM can reduce sales of brands with weak equity, but not brands with strong equity. Ahmad and Guzmán (2021) argued that a brand with strong brand equity can enjoy higher customer loyalty and increased emotional attachment, so consumers will tend to respond positively to e-WOM requests from strong brands. Previous research has described that brands with stronger equity can have greater influence in asking consumers to write e-WOM (Ahmad and Guzmán, 2021). In addition, Prasetyo et al., (2022) showed a significant effect of brand equity on e-WOM. Therefore, researchers formulate:

H2: Brand equity has a positive influence on electronic word of mouth.

According to Yadav and Rahman (2018), electronic word of mouth is any positive or negative statement made by potential, actual or former customers about a product or company, which is intended for many people and institutions via the Internet. Currently, electronic word of mouth is believed to be a source of information that is normally used and liked by consumers. Electronic Word Of Mouth is already considered as an influential marketing tool. Because consumers, before purchasing a product or service, need to search for online information posted by previous users to study information and relieve anxiety (Imbayani and Gama, 2018). According to Alrwashdeh et al., (2019) electronic word of mouth has a significant influence on consumer purchase intentions because consumers acknowledge electronic

word of mouth before purchasing any product. Therefore, researchers formulate:

H3: electronic Word Of Mouth has a positive effect on purchase intention.

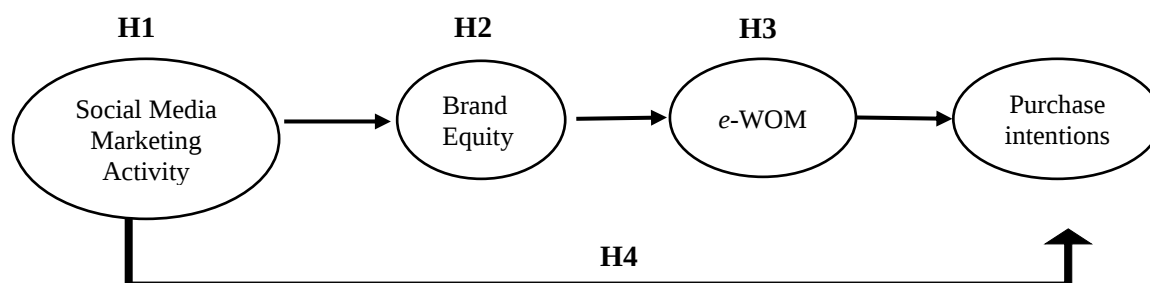
According to Victoria and Purwianti (2022) purchase intention is a combination of consumer interest and opportunities to buy a product. Purchase intention or intention to make a purchase, namely the intention that arises from the process of learning and solving problems in potential consumers and in making decisions to choose or use a brand or product (Imbayani and Gama, 2018). If the customer's electronic word of mouth has a positive effect on purchase intention data and communicate on social media with brands, then they create brand relationships that contribute to brand loyalty and can influence their purchase intentions with a strong positive attitude towards advertising and promotion (Sharma et al., 2020). Improving brand image and value by using social media can increase consumer intentions to buy (Handayani and Fathoni, 2021). Company participation in social media is a marketing activity to create actual relationships with customers and increase organizational profits, social media activities of e-commerce companies hope to have a positive impact on brand equity and purchase intention (Alrwashdeh et al., 2019). Therefore, researchers formulate:

H4: Social media marketing activities have a positive effect on purchase intentions.

### III. RESEARCH METHODS

This study used a quantitative approach, namely a system that uses numerical methods to analyze numerical data collected to explain a phenomenon. According to Ideswal et al., (2020), population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. Based on this understanding, the population in this study was social media users in Indonesia. This study used a non-probability sampling method because the population size is not known. The researcher used a purposive sampling technique, namely the researcher chooses a purposive sample subjectively or certain. The sampling criteria in this study were social media users who follow social media for halal skin care products in Indonesia.

Representative sample sizes were obtained from the number of indicators multiplied by 5-10. Based on calculations that refer to these criteria, the number of samples in this study was 200 respondents. The data collection mechanism was by providing questionnaires in the form of Google Forms for respondents who have completed the sample qualifications. The questionnaire was shared with social media including WhatsApp, Line and Instagram. Based on the interpretations described in the previous section, the empirical model of this research can be seen in Figure 1.



Source: Adapted from Aji et al., (2020)

**Figure 1.** Empirical Model

The novelty in this study, the authors modified the research object to become halal skin care products in Indonesia by adapting the same variables to be tested again regarding whether social media marketing activity variables have an influence on brand equity, whether brand equity has an influence on electronic Word Of Mouth, whether electronic Word of Mouth has an influence on purchase intention, and social media marketing activities affect purchase intention, so that different objects, locations, and places that affect the results of this research can produce research results that are different from previous research. Social media marketing activities, namely consumer perceptions of various social media marketing activities carried out by electronic trading sites (Yadav and Rahman, 2018). In this study, social media marketing activities in question were social media marketing activities to be better known and increase the value of halal skin care products. This variable was measured by 10 indicators adapted from Aji et al., (2020). Measurement item can be seen in table 1.

**Table 1.** Social Media Marketing Activity Measurement Items

| No. | Item                                                                                 |
|-----|--------------------------------------------------------------------------------------|
| 1.  | Interacting with the brand's Instagram is fun                                        |
| 2.  | The content of this brand on Instagram is interesting                                |
| 3.  | This brand's Instagram allows sharing of information with others                     |
| 4.  | It's easy to share my opinion through the brand's Instagram                          |
| 5.  | The content shared on the brand's Instagram is up-to-date                            |
| 6.  | Interacting with this brand's Instagram is super trendy                              |
| 7.  | This brand's Instagram provides the information I need                               |
| 8.  | I can easily get the information I need thanks to the leads on the brand's Instagram |
| 9.  | I love the ads this brand publishes on Instagram                                     |
| 10. | This brand's Instagram ad positively influences my attention to the brand            |

According to Kurniawati (2019), brand equity is added value starting from products and services that are seen from the moment consumers consider, enjoy, and work on the brand and the price, market share, and profitability that the brand provides to the company. In this case, the brand equity in question was brand equity that creates value in the eyes of the public and chooses halal skin care products. This variable was measured by 12 indicators adapted from Aji et al., (2020). Measurement items can be seen in table 2.

**Table 2.** Brand Equity Measurement Items

| No. | Item                                                                     |
|-----|--------------------------------------------------------------------------|
| 1.  | Compared to alternative brands, this brand has: high quality             |
| 2.  | Compared to alternative brands, this brand is: one of the best           |
| 3.  | Compared to alternative brands, this brand has: consistent quality       |
| 4.  | A few characteristics of this brand come to mind quickly                 |
| 5.  | I can quickly remember the performance of this brand                     |
| 6.  | I'm having a hard time imagining this brand in my mind                   |
| 7.  | I am satisfied with the product or service during my last use experience |
| 8.  | I will buy the brand next time                                           |
| 9.  | I will recommend the product or service to others                        |
| 10. | I am always aware of this brand                                          |
| 11. | I am aware of the characteristics of this brand                          |
| 12. | I always remember the logo of this brand                                 |

According to Yadav and Rahman (2018), e-WOM is any positive or negative statement made by potential, actual or former customers about a product or company that exists for many people and institutions via the Internet. In this study, the intended e-WOM was consumers who were influenced through e-WOM, thereby creating positive or negative evaluations of halal skin care products. This variable was measured by 10 indicators adapted from Aji et al., (2020). Measurement items can be seen in table 3.

**Table 3.** e-WOM Measurement Items

| No. | Item                                                                                  |
|-----|---------------------------------------------------------------------------------------|
| 1.  | I talk about this company more often than about any other electronics service company |
| 2.  | I talk about this company to a lot of people                                          |
| 3.  | I recommend this company                                                              |
| 4.  | I am proud to tell others that I am a customer of this company                        |
| 5.  | I mostly say positive things to other people                                          |
| 6.  | I mostly say negative things to other people                                          |
| 7.  | I have spoken unflatteringly about this company to others                             |
| 8.  | I discussed the price of the product offered                                          |
| 9.  | I discussed the various products offered                                              |
| 10. | I discussed the quality of the products offered                                       |

Purchase intention or intention to make a purchase, namely the intention that arises from the process of learning and solving problems in potential consumers and in making decisions to choose or use a brand or product (Imbayani and Gama, 2018). In this study, the intended purchase intention was consumers who were influenced to bring up the purchase value of halal skin care products. This variable was measured by 4 indicators adapted from Aji et al., (2020). Measurement items can be seen in table 4.

**Table 4.** Purchase Intention Measurement Items

| No. | Item                                                                                                                  |
|-----|-----------------------------------------------------------------------------------------------------------------------|
| 1.  | Interacting with this brand's Instagram helps me make a better decision before purchasing their products and services |
| 2.  | Interacting with this brand's Instagram increased my interest in buying their products and services                   |
| 3.  | I will definitely buy products like the ones marketed on this brand's Instagram                                       |
| 4.  | I have high intentions to become a customer of this brand                                                             |

This study used the PLS-SEM method and the SmartPLS version 3 analysis tool and used the help of the IBM SPSS Statistics 23 tool to convert respondent data tabulations into CSV form. According to Abdillah (2018), PLS (Partial Least Square) is a structural equation statistical technique (SEM) based on a variant designed to overcome structural problems involving many variables or constructs when the research sample size is small. In this method, model testing was divided into two, namely the outer model test and the inner model test. In the outer model test were using Average Variance Extracted (AVE), Square Roots AVE, Cross Loadings, Cronbach Alpha (CA), and Composite Reliability (CR) as indicators. In the inner model test, it tested using the PLS Bootstrapping method. This method uses t-values, p-values, and R-square (R2) as indicators.

#### IV. RESULTS AND DISCUSSION

##### Results

The validity test was carried out to see the ability of the research instrument to predict the accuracy of the items being tested. Validity relates to the accuracy of the instrument which proves that the measuring instrument is factually valid. There are 2 types of validity test, namely convergent validity test and discriminant validity test. The first type of validity test was the convergent validity test.

The convergent validity test aims to measure whether the items that are collected into one variable are grouped into that variable. Convergent validity is calculated using Loading Factors, so that each item must be  $\geq 0.50$ . Convergent validity calculation aims to find out whether these results can be declared valid or not convergently valid. In addition, convergent validity is calculated using AVE, so each item must be  $> 0.50$ .

The second type of validity test is the discriminant validity test. The discriminant validity test aims to measure whether the questionnaire items are different from items in other groups (factors). Discriminant validity was tested using the Square Root AVE measurement through the rules of making a correlation table and the number of each correlation must be smaller than the number that is correlated with other variables. The results of the validity test can be seen specifically in tables 5, 6 and 7.

**Table 5.** Outer Loading

|      | Social Media Marketing Activity | Brand Equity | e-WOM | Purchase Intention |
|------|---------------------------------|--------------|-------|--------------------|
| AP1  | 0.743                           |              |       |                    |
| AP2  | 0.755                           |              |       |                    |
| AP3  | 0.732                           |              |       |                    |
| AP4  | 0.680                           |              |       |                    |
| AP5  | 0.723                           |              |       |                    |
| AP6  | 0.749                           |              |       |                    |
| AP7  | 0.707                           |              |       |                    |
| AP8  | 0.709                           |              |       |                    |
| AP9  | 0.768                           |              |       |                    |
| AP10 | 0.648                           |              |       |                    |
| EM1  |                                 | 0.789        |       |                    |
| EM2  |                                 | 0.792        |       |                    |
| EM3  |                                 | 0.628        |       |                    |
| EM4  |                                 | 0.621        |       |                    |
| EM5  |                                 | 0.669        |       |                    |
| EM6  |                                 | 0.733        |       |                    |
| EM7  |                                 | 0.719        |       |                    |
| EM8  |                                 | 0.730        |       |                    |
| EM9  |                                 | 0.698        |       |                    |
| EM10 |                                 | 0.709        |       |                    |
| EM11 |                                 | 0.683        |       |                    |

|      |       |       |
|------|-------|-------|
| EM12 | 0.699 |       |
| GT1  |       | 0.780 |
| GT2  |       | 0.795 |
| GT3  |       | 0.658 |
| GT4  |       | 0.569 |
| GT5  |       | 0.645 |
| GT6  |       | 0.752 |
| GT7  |       | 0.717 |
| GT8  |       | 0.729 |
| GT9  |       | 0.754 |
| GT10 |       | 0.774 |
| NB1  |       | 0.835 |
| NB2  |       | 0.788 |
| NB3  |       | 0.880 |
| NB4  |       | 0.780 |

In table 5, it can be seen that all the variables with each item had been merged into one and nothing was scattered into other variables. It can be concluded, the results of the data in this study indicate conformity with the valid requirements of a variable with an item in the calculation of convergent validity using Loading Factors, where each item must be  $\geq 0.50$ , so that it is appropriate and all variables with the item are declared valid.

**Table 6.** Average Variance Extracted (AVE)

| Variable                        | Average Variance Extracted (AVE) |
|---------------------------------|----------------------------------|
| Social Media Marketing Activity | 0.521                            |
| Brand Equity                    | 0.501                            |
| e-WOM                           | 0.519                            |
| Purchase Intention              | 0.675                            |

It can be seen in table 6, the AVE score can be stated as good when the value is  $> 0.5$ . It can be seen in table 4.8 above that all variables had a value of  $> 0.5$ , or in detail, social media marketing activities scored 0.521, brand equity scored 0.501, e-WOM scored 0.519, and purchase intention scores 0.675. This means that the AVE values of the variables used can be stated as good and there are no problems or items that indicate errors.

**Table 7.** Square Root AVE

| Variable                        | Social Media Marketing Activity | Brand Equity | e-WOM | Purchase Intention |
|---------------------------------|---------------------------------|--------------|-------|--------------------|
| Social Media Marketing Activity | 0.722                           |              |       |                    |
| Brand Equity                    | 0.344                           | 0.708        |       |                    |
| e-WOM                           | 0.441                           | 0.408        | 0.721 |                    |
| Purchase Intention              | 0.374                           | 0.259        | 0.687 | 0.822              |

Overall in table 7 shows the Square Root AVE value of each variable. The standard used to measure Square Root AVE is the Fornell Larcker approach. The Square root AVE score can be stated as good when the number of each correlation is smaller than the number that is correlated with other variables. The table above meets the criteria for a good score, so it could be seen from the value of the social media marketing activity variable (0.722) which was higher than the variable value of brand equity (0.344), e-WOM (0.441), and purchase intention (0.374). On the variable value of brand equity (0.708), the value was higher than the value of the e-WOM variable (0.408) and purchase intention (0.259). The same is true for the value of the e-WOM variable (0.721), the value was higher than the value of the purchase intention variable (0.687). Likewise with the value of the purchase intention variable (0.822), there was no underlying variable that exceeds this value. From these results, it can be concluded that each variable has succeeded in creating a unique phenomenon.

The purpose of the reliability test is to assess whether each variable is relatively consistent or not. The reliability test is measured using Cronbach's Alpha (CA) and Composite Reliability (CR) where the standard of both is  $> 0.70$ , so that the variable is declared reliable.

**Table 8.** Reliability Test

| Variable                        | Cronbach's Alpha | Composite Reliability |
|---------------------------------|------------------|-----------------------|
| Social Media Marketing Activity | 0.898            | 0.916                 |
| Brand Equity                    | 0.909            | 0.923                 |
| e-WOM                           | 0.895            | 0.915                 |
| Purchase Intention              | 0.840            | 0.893                 |

Table 8 shows that all variables already have Cronbach's Alpha (CA) and Composite Reliability (CR) values  $> 0.70$ , where the social media marketing activity variables had CA value of (0.898) and CR value of (0.916), brand equity had CA value of (0.909) and CR value of (0.923), e-WOM had a CA value of (0.895) and CR value of (0.915), and purchase intention had CA value of (0.840) and CR value of (0.893). Therefore, it can be concluded that all variables can be said to be reliable because they have Cronbach's Alpha (CA) and Composite Reliability (CR) values of  $> 0.70$ . In the inner model test, there are several things that are tested, namely multicollinearity, path significance, and predictive capabilities. The results of the inner model test are presented in tables 9, 10, 11 and 12.

**Table 9.** Collinearity Test Results

| Variable                        | Social Media Marketing Activity | Brand Equity | e-WOM | Purchase Intention |
|---------------------------------|---------------------------------|--------------|-------|--------------------|
| Social Media Marketing Activity |                                 | 1.000        |       | 1.241              |
| Brand Equity                    |                                 |              | 1.000 |                    |
| e-WOM                           |                                 |              |       | 1.241              |
| Purchase Intention              |                                 |              |       |                    |

The collinearity test is used to test whether there is a high correlation between the items in the model. The parameters used to measure the collinearity test are  $VIF \geq 0.50$ . Table 9 shows the results of the collinearity test for all variables. This shows that overall there was no VIF score that did not meet the criteria or was stated to be  $< 0.50$ . Therefore, none of the variables have collinearity problems, so all variables had a VIF value  $\geq 0.50$ . Described as follows:

1. The VIF score between social media marketing activities and brand equity was 1,000 ( $\geq 0.50$ ), meaning that there is no collinearity problem between the two variables.
2. The VIF score between social media marketing activity and purchase intention was 1.241 ( $\geq 0.50$ ), which means that there is no collinearity problem between the two variables.
3. The VIF score between brand equity and e-WOM was 1,000 ( $\geq 0.50$ ), meaning that there is no collinearity problem between the two variables .
4. The VIF score between e-WOM and purchase intention was 1.241 ( $\geq 0.50$ ), which means that there is no collinearity problem between the two variables .

In table 10, it can be seen that R square ( $R^2$ ) is used to measure the predictive ability of the independent variable on the dependent variable. The score varies from 0-1. The results of R square ( $R^2$ ) in this study can be seen in the table above. The results of the R square test ( $R^2$ ) stated that the brand equity variable was explained by the antecedent variable of 11.8%, and the other of 88.2% was explained by other variables outside this study. Meanwhile, another R square ( $R^2$ ) test stated that the e-WOM variable was explained by the antecedent variable of 16.7% and 83.83.was explained by other variables outside of this study, and for the purchase intention variable was explained by the antecedent variable of 47,9% and 52.1% were explained by other variables outside of this study. The value of the brand equity variable is classified as weak, as is the case with the value of the e-WOM variable which is classified as weak, and the value of the purchase intention variable is classified as moderate.

**Table 10.** R Square ( $R^2$ )

| Variable           | R Square ( $R^2$ ) |
|--------------------|--------------------|
| Brand Equity       | 0.118              |
| e-WOM              | 0.167              |
| Purchase Intention | 0.479              |

Table 11 can be seen that Q square ( $Q^2$ ) is an indicator of predictive power in the inner model. The standard used in this measurement is  $Q^2 \geq 0$ . If the value is  $< 0$ , then the variable is considered to have no predictive ability. Seen in the table, the results of the Q square test show that all variables had

a score  $\geq 0$ . The further explanation is that social media marketing activities had a value of 0, brand equity had a value of 0.055, e-WOM had a value of 0.082, and the purchase intention variable had a value of 0.310.

**Table 11.** Q Square

|                                 | SSO       | SSE       | Q <sup>2</sup> (=1-SSE/SSO) |
|---------------------------------|-----------|-----------|-----------------------------|
| Social Media Marketing Activity | 2.000.000 | 2.000.000 | 0                           |
| Brand Equity                    | 2.400.000 | 2.267.437 | 0.055                       |
| e-WOM                           | 2.000.000 | 1.835.915 | 0.082                       |
| Purchase Intention              | 800.000   | 552.231   | 0.310                       |

Using the SmartPLS tool, the path coefficients were calculated using the bootstrapping technique. The path coefficient is used to find out the results of the hypotheses that have been prepared. The assessment used to identify the significance is the t-value and p-value. If the t-value score  $\geq 1.96$  or p-value  $\leq 0.05$ , then the relationship between variables can be stated to be significant.

The path coefficient is able to show the direction of the relationship of the two variables tested, either negative or positive. It can be seen in table 12 that all variable relationships can be said to be significant, except for hypothesis 4. H1 showed a t-value = 4.610 ( $\geq 1.96$ ) and p-value of = 0.000 ( $\leq 0.05$ ), H2 showed a t-value = 5.459 ( $\geq 1.96$ ) and p-value of = 0.000 ( $\leq 0.05$ ), H3 showed a t-value of = 12.334 ( $\geq 1.96$ ) and p-value of = 0.000 ( $\leq 0.05$ ), so it can be concluded that H1 which states social media marketing activities have a positive effect on brand equity, H2 states that brand equity has a positive effect on e-WOM, and H3 states that e-WOM has a positive effect on purchase intention, so the three hypotheses have a significant relationship between variables in the hypothesis. However, H4 which states that social media marketing activities do not significantly influence purchase intention because the t-value obtained was 1.621 ( $\geq 1.96$ ) and the p-value was 0.106 ( $> 0.05$ ). When viewed from the direction of the relationship, overall it is identified as positive, except for H4. When described in detail, the relationship between social media marketing activities and brand equity is stated to be positive, likewise the relationship between brand equity and e-WOM is stated to be positive, and the relationship between e-WOM and purchase intention is stated to be positive. However, the relationship between social media marketing activity and purchase intention has no significant effect. Therefore, it can be concluded that H1, H2, H3 are supported, while H4 is not supported.

**Table 12.** Path Coefficient

|                                                      | Original Sample (O) | T Statistics ( O/STDEV ) | P Values | Conclusion       |
|------------------------------------------------------|---------------------|--------------------------|----------|------------------|
| Social Media Marketing Activity → Brand Equity       | 0.344               | 4.610                    | 0.000    | H1 supported     |
| Social Media Marketing Activity → Purchase Intention | 0.088               | 1.621                    | 0.106    | H4 not supported |
| Brand Equity → e-WOM                                 | 0.408               | 5.459                    | 0.000    | H2 supported     |
| e-WOM → Purchase Intention                           | 0.649               | 12.334                   | 0.000    | H3 supported     |

## Discussion

The author replicated the research model of Aji et al., (2020) because there are inconsistencies in the results of previous studies and there is still limited research on halal skin care products in Indonesia in terms of social media marketing. Based on the research of Aji et al., (2020), social media marketing activity is significant for purchase intention. This research has a novelty in modifying research objects into halal skin care products in Indonesia by adapting the same variables to be tested again. Specifically, the social media marketing activity variable with the highest indicator is "interacting with this brand's Instagram is fun". Social media on halal skin care products has good interaction or feedback on social media users, so that users feel comfortable responding to halal skin care products. In the brand equity variable with the highest indicator, I will recommend a product or service to others. Thus, the consumer's experience of a good brand of halal skin care products will result in these consumers creating good value in the public's view of choosing halal skin care products. The e-WOM variable at its highest indicator is "I will recommend a product or service to others". This suggests that consumers create online exchanges of ratings of halal skin care products to be recommended, due to positive or negative ratings of the experience.

In the purchase intention variable with the highest indicator, namely "I have a high intention to become a customer of this brand", it shows that consumers have a high purchase intention for halal skin

care product brands as a result of consumer solving or learning in making decisions to choose to buy halal skin care products. In general, the results show that social media marketing has no effect on the intention to buy halal skin care products. These results are different from research conducted by Aji et al., (2020), where the variables brand equity, electronic word of mouth, and purchase intention have positive and significant results between these variables.

The novelty of this study is the modification of the research object into halal skin care products in Indonesia by adapting the same variables to be tested again, related to whether social media marketing activity variables have an influence on brand equity, whether brand equity has an effect on electronic word of mouth, whether electronic Word of Mouth has an influence on purchase intention, and social media marketing activities have an effect on purchase intention, thus producing research results that are different from previous studies. The results of this study find novelty which shows that social media marketing activity on purchase intentions was positive, but not significant. The results of previous research conducted by Aji et al., (2020) stated that social media marketing activities had a direct and significant effect. Therefore, this recent study is a novelty with different objects, locations and places that affect the results of the research.

The results of this study were expected to help other researchers in testing social media marketing activities on purchase intentions and the variables that influence them and potential for developing marketing strategies for halal products. Judging from the calculation results of testing the hypothesis that had been tested in the previous sub-chapter, the path coefficient test on the relationship between social media marketing activities and brand equity gets results that have a positive and significant effect. It can be concluded from these results that H1 is supported or accepted. The results of this study are in accordance with previous research which confirmed that social media marketing activities have a significant positive effect on brand equity. However, the results of this study are not in line with previous research conducted by Hafez (2021) which stated that social media marketing activities do not have a significant direct effect on brand equity.

However, in this study social media marketing activities have a significant positive effect on brand equity. The author argues that if it is associated with skin care products that have a halal label, it can have a positive effect on purchase intention because halal-certified brands can increase brand equity owned, so they will continue to be the main option for consumers. This, in line with the opinion of Boon et al., (2020) in 2017, many brands of skin care products that are produced domestically or regionally appear to strengthen multinational competition which can lead to increased demand for the Muslim population for halal certified skin care products. Therefore, researchers assume that the importance of social media marketing activities by utilizing social media as a way to promote the brand of a halal skin care product, so as to build brand equity for a product.

In this study, brand equity towards e-WOM is found to have a positive and significant effect on e-WOM. So, H2 can be declared supported or accepted. This is in accordance with previous research conducted by Seo and Park (2018) which showed a significant effect of brand equity on e-WOM, that brand equity leads to e-WOM in a positive way. In addition, other research conducted by Ahmad and Guzmán (2021) described that brands with stronger equity can have a greater influence in asking consumers to write e-WOM. If seen from the profile of respondents with a gender that is dominated by women with a percentage of 141 (70%), then many users of skin care products look at the equity of a product brand, so that it will provide e-WOM or an assessment of a product from a positive or negative perspective. This has the impact of making it easier for users of skin care products to look at halal brand equity, thus causing an assessment of a halal product to be reviewed on social media. Author assumes that these ratings can provide positive or negative reviews that influence the brand.

Previous research also stated that brand equity has a larger market share and profits resulting from a strong positive attitude based on a set of positive brand perceptions and beliefs among consumers (Ibrahim et al., 2020). Based on the results of the questionnaire calculations, the relationship between e-WOM is stated to have a positive and significant effect on purchase intention. In this case, H3 can be said to be supported or accepted. This statement is supported by previous research by Alrwashdeh et al., (2019) which found results that e-WOM had a significant positive effect on purchase intention. e-WOM is an important element which is useful for online marketing of any brand because of its great contribution and power to influence consumer purchase intention. The impact of e-WOM that spreads widely and says positive e-WOM communication can increase purchase intentions. However, if the information is negative, it can result in a lack of buying interest. Therefore, if it is related to the

assessment of halal skin care products that are safe to use and reliable, they can easily be widely disseminated. So that potential consumers can see the review before buying it. This is in line with previous research conducted by Alrwashdeh et al., (2019) which said that e-WOM has a valuable effect on consumer purchase intentions, as a result of consumers recognizing e-WOM before purchasing any product.

The relationship between social media marketing activity and purchase intention is not proven to have an effect. It can be said H4 is not supported or not accepted. However, other studies did not show the same results. Social media marketing activities advance and improve customer relationships which on occasion foster liking for the company or brand, so social media marketing activities are expected to have a positive impact on purchase intentions (Sharma et al., 2020). Nonetheless, these results are in line with previous research conducted by Schivinski and Dąbrowski (2013) who found that content produced by companies and users has no effect on purchase intentions on Facebook.

## V. CONCLUSION

This study aimed to analyze and re-examine the impact of social media marketing activities on halal skin care products. In addition, there is still limited research on halal skin care products in Indonesia regarding the relationship between social media marketing activities, brand equity, e-WOM, and purchase intentions for halal skin care products in Indonesia by modifying the research model conducted by Aji et al., (2020). This can contribute to the literature by increasing research on halal skin care products, due to limited research in Indonesia. So that it can overcome the concerns of the Indonesian people regarding skin care products that are already widely spread and can be more selective and become a potential for developing product marketing strategies. According to the results of calculations and discussion obtained by researchers, it can be concluded that social media marketing activities affect brand equity towards halal skin care products in Indonesia positively and significantly. Then, brand equity influences e-WOM towards halal skin care products in Indonesia positively and significantly. Furthermore, e-WOM influences the purchase intention of halal skin care products in Indonesia positively and significantly. However, it is different from the other results that social media marketing activities do not affect the purchase intention of halal skin care products in Indonesia.

The novelty in this study is that the authors modify the research object to become halal skin care products in Indonesia by adapting the same variables to be tested again, related to whether social media marketing activity variables have an influence on brand equity, whether brand equity has an influence on electronic word of mouth, whether electronic word of mouth has an influence on purchase intention, and social media marketing activities have an effect on purchase intention, resulting in research results that are different from previous studies. The results of this study found novelty which stated that social media marketing activity on purchase intentions was positive, but not significant. According to Aji et al., (2020), social media marketing activities are stated to have a direct and significant effect. This is a novelty in this research as well as with different objects, locations, and places that affect the results of the research.

In this study, the domicile of the respondents was dominated by those residing in DIY (Special Region of Yogyakarta). Domination like this can lead to bias. This research recommends several managerial implications that can be implemented by business actors in halal skin care products in Indonesia, but more specifically to the marketing department of product brands since it can be an opportunity for business people to continue to develop their marketing strategy through advances in social media technology and to encourage the skin care product industry to create products that are innovative, safe, and halal. The large number of Muslim population in Indonesia is one of the supporters in accelerating the growth of halal skin care products by promoting hygiene and high product quality and halal certification, so that they have wider market appeal among non-Muslim consumers who can link these products with consumerism ethical and strict quality assurance standards. Therefore, social media marketing activities can build brand equity for a product and create an electronic word of mouth for consumers to create purchase intentions for customers, so that halal skin care products in Indonesia can strengthen multinational competition which can lead to an increase in demand for skincare products. Thus, business people need to pay attention to social media marketing activities in forming marketing strategy patterns so that they can influence aspects of brand equity, e-WOM, and the intention to buy halal skin care products by paying attention to every important aspect, such as creating their own brand profile, spreading, and convincing customers with provide product knowledge in detail and see global market developments that promise to answer the needs of Muslims for halal skin care products.

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