

Research Article

Halal Brand Image, Price Fairness, and Purchase Intention in Cosmetic Consumption: Evidence from Wardah Lipstick Users

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Abstract

This study investigates factors influencing consumer purchase intention toward Wardah Glazing lipstick by integrating contemporary marketing perspectives with Islamic ethical values. The growing halal cosmetics market has intensified competition, while consumer decisions are shaped by brand credibility, product value, promotional activities, and perceived fairness. This study examines the effects of influencer marketing, brand image, product quality, and price perception on purchase intention. Using a quantitative explanatory research design, data were collected from 126 respondents through purposive sampling and analyzed using Structural Equation Modeling–Partial Least Squares (SEM–PLS). The results indicate that influencer marketing and product quality do not significantly affect purchase intention, whereas brand image and price perception have significant effects. From an Islamic perspective, based on Ibn Taimiyah's principles, consumer decisions should be supported by fair transactions, truthful marketing, and a balance between price and product value. This study contributes to marketing and consumer behavior literature by demonstrating the importance of perceived fairness and ethical considerations in strengthening consumer trust in halal cosmetic products. The findings provide practical implications for cosmetic companies to develop effective marketing strategies aligned with Islamic ethical values.

Keywords: Influencer Marketing, Brand Image, Product Quality, Price Perception, Purchase Intention

JEL Classification: D12; M31; Z12

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1. Introduction

Every company has its own competitive strategy, and Wardah Cosmetics is no exception. Wardah is a beauty product brand manufactured by PT Paragon Technology and Innovation. Wardah is known for offering high-quality, halal, and affordable products. Wardah products are available in a range of categories, including makeup, skincare, perfume, hair care, and body care.

Wardah is widely recognized for its focus on innovation and for aligning with halal principles. By utilizing natural ingredients, modern technology, and ongoing research, Wardah creates products that are not only effective but also safe to use. In addition, its competitive pricing strategy makes Wardah products accessible to people across different income levels, making it a top choice in the local cosmetics market. Through a holistic approach to product development, Wardah has attracted consumers who prioritize quality, ethics, and religious values.

When buyers decide to purchase something, they make a purchasing decision (Kolinug et al., 2022). To achieve the desired benefits, when deciding to purchase a product like Wardah, several factors should be considered. Because consumers want to buy a well-loved brand, they must choose the right product. It is important to understand the factors that influence customers when deciding to purchase cosmetics, including influencer marketing. Influencer marketing has become a rapidly growing digital marketing strategy as social media use has increased. Many companies use public figures as influencers to deliver more personalized marketing messages through platforms such as Instagram, TikTok, Shopee Live, and Tokopedia Play.

Amanda Rawles is an influencer frequently featured in beauty product promotions for her healthy, natural image. Amanda's consistent presence on Instagram and TikTok builds trust and is a major draw for young consumers. Besides Amanda, Yasmin Napper is also frequently featured in skincare product promotions on Shopee and Tokopedia, thanks to her friendly persona, which is popular with Gen Z. According to Suryani & Kurniawan (2021), positive perceptions of Influencer lifestyles can lead to the assumption that the products they use are of high quality.

Furthermore, another equally important factor in purchasing intention is brand image. A strong brand image can enhance a company's competitiveness and encourage customers to trust the product. Previous research by Ahmad et al. (2020) shows that brand image positively affects purchasing interest. However, other research conducted by Geraldine (2021) proves the opposite, namely that brand image does not affect purchase intention. The gap between these two studies demonstrates the urgency of obtaining accurate results regarding the influence of brand image on purchase intention.

Besides being influenced by brand image, product quality can also influence it. Product quality is one of the most important factors in generating purchasing interest. Products of high quality are more likely to attract consumers' attention, as consumers tend to choose products they perceive as meeting their needs and providing high value. Higher-quality leads lead to greater satisfaction, which in turn increases the likelihood of purchase interest (Philip and Keller, 2016).

In this study, purchase intention served as the dependent variable, influenced by independent variables such as influencer marketing, brand image, product quality, and price. The influence of influencer marketing on purchase intention is crucial in increasing consumer awareness and building brand trust. This marketing strategy allows companies to reach consumers more personally through influencers with significant credibility and influence on social media.

The increasing competition in the halal cosmetics industry has encouraged companies to develop marketing strategies that are not only attractive but also aligned with consumer values. Although influencer marketing has become one of the most widely used promotional strategies in the digital era, previous studies show inconsistent findings regarding its ability to influence consumer purchase intention. This indicates that the effectiveness of marketing communication may depend on other factors, such as brand image, perceived product quality, and price perception.

Furthermore, most previous studies examine purchase intention from a conventional consumer behavior perspective, whereas few explore how marketing factors interact with ethical considerations in halal cosmetic products. From an Islamic economic perspective, purchasing decisions are influenced not only by functional benefits but also by values such as honesty, fairness, transparency, and the balance between price and product quality. According to Ibn Taimiyah, fair transactions and truthful marketing practices are important elements in building consumer trust.

Therefore, this study aims to analyze the influence of influencer marketing, brand image, product quality, and price perception on consumer purchase intention toward Wardah Glasting lipstick while integrating Islamic ethical values as an analytical perspective. This approach contributes by connecting modern marketing strategies with Islamic consumer behavior, particularly in the context of halal cosmetic products.

2. Literature Review and Hypothesis

Grand Theory

This research is based on the Theory of Planned Behavior (TPB) as a Grand Theory, which holds that attitudes, perceived behavioral control, and intentions influence consumer behavior. Brand image creates positive impressions and strengthens consumer trust, while product quality provides a satisfying experience (Muljani & Koesworo, 2019; Johari & Keni, 2022). Price perception influences consumers' perceived behavioral control, as a reasonable price increases affordability and facilitates purchasing decisions (Satria, 2020). Therefore, brand image, product quality, and price perception contribute to increasing purchase intention and consumer decisions.

Purchase Intention

Purchase interest is consumer behavior that reflects the desire, tendency, or plan to purchase a particular product or service, based on needs, preferences, and evaluations. According to Kotler & Keller (2016), Purchase intention reflects a consumer's consideration of a brand or product, influenced by attitudes, subjective norms, and perceived behavioral control. In the purchasing decision-making process, purchase intention typically arises after consumers evaluate the information they receive, such as product features, price, quality, or reviews from other consumers.

Influencer Marketing

Influencer marketing is a marketing strategy in which brands collaborate with individuals who have significant influence on social media or other digital platforms to promote their products or services. These influencers typically have large, loyal audiences and are considered authorities or trusted within a particular niche or industry. (Majid & Faizah, 2024) Influencer marketing is a form of social media marketing that involves endorsements and product placement from influencers, or people who have a dedicated social following and are viewed as experts in their field (Chen & Yuan, 2019).

Brand Image

According to Kotler (2016), brand image is the perception and beliefs held by consumers, as reflected in the associations in their memory of a brand. According to Tjiptono (2015), brand image is the perception of a brand that arises in the minds of consumers when they hear or see the brand, including the attributes, benefits, and values associated with it. In addition, according to Wahyuni and Ruswanti (2020), brand image results from consumers' interactions with the brand, including communication, product quality, and social media exposure. Meanwhile, in research by Nugroho and Wahyuni (2017), brand image is understood as the image of a brand formed from direct experience and indirect information, ultimately shaping a positive or negative perception of the brand. Thus, brand image is a psychological construct that influences consumers' perceptions, attitudes, and purchasing decisions towards a product or service.

Product Quality

According to Kotler (2016), Product quality is the ability of a product to meet consumer needs in line with their expectations. Product quality includes dimensions such as durability, reliability, and the product's accuracy in providing benefits. According to Tjiptono (2015), product quality is the totality of a product's characteristics and attributes that bear on its ability to satisfy stated or implied needs or wants. Product quality can be viewed from various dimensions, such as functionality, aesthetics, and durability.

Research Hypothesis

Influence of Influencer Marketing and Purchase Interest

Influencer marketing is a marketing strategy that leverages individuals with strong social media influence to promote a product. One of the influencers Wardah uses to market its Glasting Series lipstick is Amanda Rawles. According to Alifa & Saputri (2022) and Judge & Indarwati (2022), influencer marketing has a significant positive effect on purchase intention. The credibility, attractiveness, and influence of an influencer like Amanda Rawles can increase consumer confidence in the product's quality and value. Influencers who have an emotional connection with their followers can shape positive perceptions and drive purchasing decisions. Consumers tend to be more trusting and influenced by recommendations from public figures they admire or perceive as authentic.

Influencers who demonstrate credibility, authenticity, and knowledge about beauty products can reduce consumer uncertainty and strengthen trust toward the promoted brand. From an Islamic marketing perspective, influencer communication should also be honest and transparent to avoid misleading consumers. Therefore, when influencer marketing is perceived as credible and ethical, it can increase consumers' purchase intention.

H1: Influencer Marketing has a positive influence on interest in purchasing Wardah lipstick products.

The Influence of Brand Image on Purchase Interest

Park & Park (2019) stated that brand image is a very interesting subject of discussion in marketing literature; in addition, it has played an important role in differentiating companies and is a powerful marketing tool. Brand image is the level of consumer trust in a brand. Brand image plays a major role in purchase intention because when a consumer already likes a brand, they will buy its products without thinking twice (Rawung et al., 2015).

Based on signaling theory, brand image serves as a signal that helps consumers evaluate product quality and reliability, especially when they have limited information before purchase. A strong brand image reduces perceived risk and creates consumer trust toward the product.

In halal cosmetics, brand image is also associated with ethical values, product credibility, and consumer confidence in the brand's halal commitment. A positive brand image can strengthen consumers' attitudes toward the product, thereby increasing purchase intention, according to TPB.

H2 Brand image positively influences purchasing interest in Wardah lipstick products.

The Influence of Product Quality and Purchase Interest

Product quality is an important factor in shaping consumers' perceptions of a product's value. According to Nurdianto and Yuniati (2013), high product quality can instill confidence and trust in consumers, leading them to make purchases. Consistent quality that meets consumer expectations creates a positive impression, thus encouraging purchasing decisions. High-quality products tend to be perceived as more reliable, valuable, and satisfying, increasing the likelihood of repeat purchases. Therefore, product quality is often a primary benchmark for consumers considering purchasing decisions.

According to the Theory of Planned Behavior, product evaluation influences consumer attitudes, which, in turn, affect purchase intention. Product quality is consumers' evaluation of a product's performance, benefits, safety, and satisfaction.

For halal cosmetic consumers, product quality is not only about functional performance but also reflects the company's responsibility and trustworthiness in providing safe, valuable products. Products that meet consumer expectations create positive attitudes and increase the possibility of purchase.

H3: Product quality has a positive effect on interest in purchasing Wardah lipstick.

The Influence of Price on Purchase Intention

Price is one of the main factors that influence consumers' decisions when purchasing a product. According to Kotler (2016), Price has a psychological impact because consumers actively process price information based on previous experiences, advertising, recommendations from others, and the place of purchase, both online and offline. When the price offered is perceived as reasonable, affordable, and commensurate with the product's quality, consumers tend to have a positive assessment of the product. A positive price perception can create the impression that consumers are receiving value for their money. This will increase consumer confidence and desire to make a purchase immediately.

Within the Theory of Planned Behavior framework, price perception relates to perceived behavioral control because consumers consider whether a product is financially accessible and worth purchasing. A reasonable price perceived as proportional to product benefits can increase consumers' confidence in their purchasing decisions.

From an Islamic economic perspective, price should represent fairness between buyers and sellers. Ibn Taimiyah emphasized the importance of fair transactions and the avoidance of exploitation. Therefore, when consumers perceive that the price reflects the product's quality and value, their purchase intention increases.

H4: Price perception has a positive effect on interest in purchasing Wardah lipstick.

3. Data and Methods

Types of research

The research design used in this study is an explanatory, quantitative approach. According to Hartono (2019), explanatory research aims to test specific theories or hypotheses by supporting or rejecting existing theories from previous studies. This study applies the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method to analyze the relationships among the proposed variables. Data were collected using a structured questionnaire with a five-point Likert scale ranging from strongly disagree (1) to agree strongly (5). The questionnaire items were adapted from previous validated studies and adjusted to match the research context.

The sampling technique, sample size, and respondent criteria were determined based on the research objectives. Respondents were selected based on their exposure to Amanda Rawles as the brand ambassador, as this criterion aligns with the study context. The respondent profile includes demographic characteristics and product usage behavior. To ensure methodological validity, the study also evaluates common method bias and confirms that the sample size meets the minimum requirements for SEM-PLS analysis.

Population and Sample

In this study, the population was lipstick users. The sample used in this study was a non-probability purposive sample. The characteristics of this sampling are:

- a. Respondents who are female
- b. Respondents domiciled in North Jakarta
- c. Respondents who see Amanda Rawles as an influencer for the Wardah Gellasting Lipstick product
- d. Respondents who want to buy lipstick in the near future

Data collection technique

The data in this study were collected via a questionnaire. The questionnaire was distributed via a Google Form containing questions or statements for respondents to complete by Wardah Lipstick users in North Jakarta. The research questionnaire consisted of four sections: respondent identity data; influencer marketing measurements; brand image; product quality; price perception; and purchase intention.

4. Research Results and Analysis

Structural Model Test Results (Inner Model)

Table 1. Inner Model Results

Evaluation Measures	Criteria Rules	Test Results
Tenenhaus Goodness of Fit (GoF)	small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	GoF = 0.507
Q ² predictive relevance	Q ² > 0 = the model has predictive relevance Q ² < 0 = model has less predictive relevance	Q ² (Purchasing Interest) = 0.590
R ² (Purchase Interest)	Very strong model > 0.70 , strong $0.46 - 0.70$, moderate $0.26 - 0.45$ weak ≤ 0.25	R ² (Purchase Interest) = 0.485

Source: processed primary data (2025)

Based on the results of the structural model analysis, the Tenenhaus Goodness of Fit (GoF) value was 0.498, indicating a high level of suitability (≥ 0.36). This shows that influencer marketing, brand image, product quality, and price perception make strong contributions to explaining purchase intention. The Q² value of 0.590 (> 0) indicates that the model has predictive relevance, meaning that these variables can predict purchase intention.

Furthermore, the R² value of 0.485 indicates that the structural model is considered strong (0.46–0.70). Influencer marketing, brand image, product quality, and price perception explain 48.5% of purchase intention, while other variables beyond this study account for the remaining 51.5%. Data analysis was conducted using SmartPLS, which produced the structural model and path diagram shown in Figure 2.

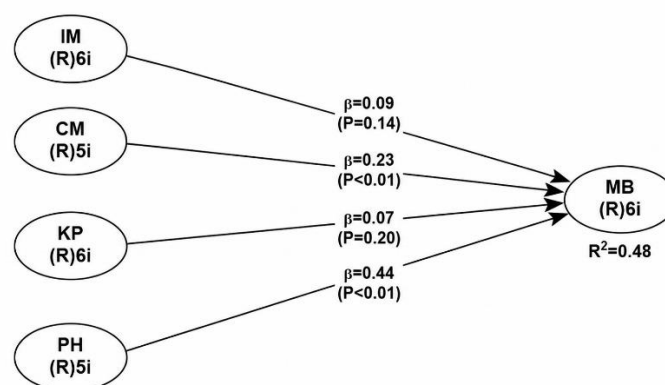


Figure 2. Path Diagram Between Variables Hypothesis Testing

Based on the results of the structural model evaluation in Figure 3, relationship paths are visible, indicating the influence between variables, both directly and through mediation. This Path analysis tests seven formulated hypotheses to determine the magnitudes of the direct and indirect influences among variables. The complete test results are presented in Table 4 and used to test the research hypotheses.

Table 2. Hypothesis Testing

Variable Relationship	<i>Path coefficient</i>	P-Value	Information
<i>Influencer Marketing</i> à Purchase Interes	0.093	0.145	Not Significant
Brand Image à Purchase Interest	0.229	0.004	Significant
Product Quality à Purchase Interest	-0.073	0.202	Not Significant
Price Perception à Purchase Interest	0.437	0.001	Significant

Source: processed primary data (2025)

Based on the results of the first hypothesis test in Table 4, influencer marketing (H1) does not affect purchase intention (Y). This is evidenced by a coefficient value of 0.093 and a p-value of 0.145 (> 0.05), which fails to reject H1. This means influencer marketing has not increased consumer purchase intention for Wardah Glasting products.

Based on the results of the second hypothesis test, brand image (H2) has a positive and significant effect on purchase intention (Y). This is indicated by a coefficient value of 0.229 and a p-value of $0.004 < 0.05$, thus H2 is accepted. This means that the better the brand image, the higher the consumer's purchase intention.

Based on the results of the third hypothesis test, product quality (H3) does not significantly influence purchase intention (Y). This is evidenced by a p-value of $0.202 > 0.05$, thus rejecting H3. This means that Wardah Glasting product quality is not a major factor influencing consumer purchase intention.

Based on the results of the fourth hypothesis test, price (H4) has a positive and significant effect on purchase intention (Y). A p-value of $0.001 < 0.05$ indicates this, thus H4 is accepted. This means that consumer perceptions of appropriate prices can increase purchase intentions for Wardah Glasting products.

5. Discussion

The influence of influencer marketing on purchasing interest

Judging from the path coefficient analysis of the direct influence of influencer marketing on purchase intention in Table 2, the results were insignificant (p-value = 0.145). Thus, H1, which states that influencer marketing has a positive effect on purchase intention, is rejected. This means that Amanda Rawles, as an influencer for Wardah Gelating lipstick, is unable to influence consumer purchase intention effectively. The results of this study differ from those of Alifa & Saputri (2022) and Hakim & Indarwati (2022), which showed that influencer marketing influences purchase intention. This rejection indicates that Influencer Marketing does not influence purchase intention, and the results of this study align with research by Pasaribu et al. (2023). The results of this study are insignificant because Influencer Marketing does not influence Purchase Intention.

The influence of brand image on purchasing interest

Judging from the path coefficient analysis of the direct influence of brand image on purchase intention in Table 2, the results were significant (p-value = 0.004). Thus, H2, which states that brand image has a positive effect, can be accepted. This means that the stronger the Wardah brand image in consumers' minds, the greater the increase in consumer purchase interest. Wardah Gelating lipstick products. Research by Muljani & Koesworo (2019), Fauziah et al. (2019), and Anggrila & Tunjungsari (2021) shows that brand image has a positive and significant influence on purchase intention. A strong brand image can foster positive perceptions of the product's quality, value, and superiority among consumers. When consumers perceive a brand as trustworthy, compatible with their lifestyle, and reputable, they are more likely to have a greater intention to purchase. Furthermore, brand image also builds emotional connection, which can increase loyalty and drive purchasing decisions.

The influence of product quality on purchasing interest

The path coefficient analysis of the direct effect of product quality on purchase intention in Table 2 yields an insignificant result ($p\text{-value} = 0.202$). Therefore, hypothesis H3, which states that product quality has a positive effect, is rejected. This means that the quality of Wardah Geling Lipstick does not influence consumers' purchase intentions.

The results of this study are inconsistent with those of Johari and Keni (2022) and Made and Gede (2021), who found that product quality positively influences purchase intention. While these findings indicate that purchase intention is not influenced by product quality, these results align with Johari and Keni (2022). Muhtarom et al. (2022) reported that the results of this study were insignificant because product quality did not affect purchase intention.

The influence of price perception on buying interest

Judging from the results of the path coefficient analysis of the direct influence of price perception on purchase intention in Table 2, it obtained significant results with a $p\text{-value}$ of 0.001. Thus, hypothesis 4, which states that price perception has a positive and significant effect, can be accepted. This can be interpreted as consumers who evaluate the price of Wardah Gelating Lipstick products favorably are more likely to increase their purchase intention. Research by Satria (2017) found that price perception has a strong, unidirectional, and significant relationship with purchase intention. Consumers will be more interested in purchasing a product if they feel the price offered is fair and competitive, and reflects the product's actual quality. In addition, a price considered appropriate can create a perception of efficiency and satisfaction in the transaction, thereby strengthening the tendency to buy. Based on these findings, it can be concluded that Wardah has succeeded in building a price perception that is "affordable for everyone" without sacrificing quality. Consumers feel they are getting a high-quality product at a reasonable price, thereby creating a positive perception of the price. The results of this study are accepted, indicating a positive and significant influence.

6. Conclusion

This study examined the influence of influencer marketing, brand image, product quality, and price perception on purchase intention toward Wardah Glasting Lipstick. The results show that brand image and price perception have a positive and significant effect on purchase intention, while influencer marketing and product quality do not have a significant effect. This indicates that consumers tend to prioritize brand reputation, halal image, and perceived price fairness when making purchasing decisions.

Theoretically, this study contributes to consumer behavior literature by showing that marketing factors do not always have the same level of influence. Brand image and price perception become stronger determinants of purchase intention in the context of halal cosmetics. These findings support the Theory of Planned Behavior, which emphasizes the role of consumer evaluation and perception in shaping purchase intentions.

From an Islamic economic perspective, the findings highlight the importance of fairness, trust, transparency, and ethical transactions. The influence of brand image reflects the role of halal assurance and responsible business practices. In contrast, price perception reflects the principle of fair pricing and mutual benefit (*maslahah*) between consumers and producers, in line with QS. Al-Baqarah verse 83, QS. Al-A'raf verse 31, QS. Al-Baqarah verse 188, and QS. An-Nisa verse 29.

In practice, Wardah should strengthen consumer trust by consistently communicating its halal certification, product safety, and ethical values. The company should maintain a fair pricing strategy that matches consumer expectations and improve influencer marketing effectiveness by selecting influencers who align with the brand image. Since product quality did not significantly influence purchase intention, Wardah should communicate product benefits through evidence-based claims, product demonstrations, testimonials, and consumer education.

This study has limitations, including limited respondent criteria for exposure to Amanda Rawles as a brand ambassador, limited geographical coverage, and a focus on one cosmetic product

category. Future research is suggested to involve wider samples, different product categories, broader locations, and various influencer characteristics to provide deeper insights into consumer purchase intention.

Suggestion

For cosmetic companies, particularly Wardah, it is recommended to strengthen halal brand trust by consistently communicating halal certification, product safety, and Islamic values across marketing channels. Wardah should also maintain fair and competitive pricing by ensuring product prices align with consumers' perceived value and benefits. To improve the effectiveness of influencer marketing, the company should establish clear criteria for influencer selection, such as credibility, audience engagement rate, relevance to the beauty industry, and alignment with Wardah's halal brand image. In addition, product quality communication should be enhanced through evidence-based claims, clinical testing results, customer testimonials, educational content, and transparent information regarding product ingredients and benefits. The effectiveness of these strategies should be evaluated periodically through consumer satisfaction surveys, brand trust assessments, and purchase intention measurements.

For future research, it is recommended to incorporate additional variables that may influence purchase intention, such as religiosity, halal awareness, brand trust, electronic word of mouth (e-WOM), perceived value, and influencer credibility. Future studies are also encouraged to compare halal and non-halal cosmetic products to better understand the differences.

differences in consumer purchasing behavior. Furthermore, researchers should expand the geographical coverage and include respondents from various regions beyond North Jakarta to improve the generalizability of the findings. Increasing the sample size and examining different product categories and influencer types may also provide a more comprehensive understanding of consumer purchase intention in the cosmetics industry.

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