



The Influence of Social Media Marketing, Online Customer Review, Halal Label, and Brand Image on Purchasing Decisions for Somethinc Cosmetic Products (Study on Somethinc Cosmetic Consumers in Purwokerto)

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ABSTRACT

This study examines the influence of social media marketing, online customer reviews, halal labeling, as well as brand image on purchasing decisions for Somethinc cosmetic products in Purwokerto. Using a quantitative approach, data from 130 respondents were analyzed with SPSS through multiple linear regression, t-tests, F-tests, and determination coefficients. Findings show that all four variables significantly and positively impact purchasing decisions both individually and simultaneously. Halal labeling exhibits the strongest effect, followed by brand image, online customer reviews, and social media marketing. These findings highlight the importance of integrating digital marketing, leveraging halal certification, and strengthening brand perception to enhance purchasing decisions in the competitive cosmetic industry.

INTRODUCTION

Indonesian industrial sector shows promising prospects as it continues to grow and develop. One of them is the cosmetics industry sector (Amin & Rachmawati, 2020). As local beauty brands are on the rise currently, the cosmetics industry is led to grow with the uniqueness or characteristics of each product that has been trusted by consumers (Oviry & Saputri, 2023). This growth is driven by various factors including changes in lifestyle, increased awareness of health and beauty, and technological developments that enable more efficient production and distribution of cosmetics (Sinaga & Ritonga, 2024). Cosmetic companies continue to innovate to survive and stay ahead in the midst of competition from local beauty brands by meeting all the needs of their consumers in order to encourage purchasing decisions for the products they offer (Amin & Rachmawati, 2020).

Somethinc is one example of a local cosmetic brand that presents innovative products formulated with quality and effective active ingredients for various skin problems. Although there are also many similarities in the product formula, Somethinc is able to defend their products through claims of effectiveness that are suitable for the skin conditions of Indonesian people and have passed the BPOM test and obtained a halal label certificate (cnfstore.com, 2022). Somethinc became one of the top 10 local skincare brands on e-commerce in 2022 due to several advantages, here are some popular local beauty products.

Table 1. Top 10 Best Selling Skincare Brands in E-Commerce

Rank	Skincare Brand	Sales Revenue (Rp)
1	Somethinc	53,2 billion
2	Scarlett	40,9 billion
3	Ms Glow	29,4 billion
4	Avoskin	28 billion
5	Whitelab	25,3 billion
6	Azarine	22,8 billion
7	Wardah	18,3 billion
8	Erha	11,5 billion
9	Emina	7,4 billion
10	Bio Beauty Lab	5,7 billion

Source: *compas.co.id*, (2022)

As displayed on Table 1 above, Somethinc is the highest-selling local skincare brand on e-commerce in 2022 with the highest total sales of IDR 53.2 billion. Then below are followed by other brands, namely, Scarlett with total sales of Rp40.9 billion, Ms Glow with total sales of Rp29.4 billion, Avoskin with total sales of Rp28 billion, Whitelab with total sales of 25.3 billion, Azarine with total sales of Rp22.8 billion, Wardah with total sales of Rp18.3 billion, Erha with total sales of Rp11.5 billion, Emina with total sales of RP7.4 billion, and Bio Beauty Lab with total sales of Rp5.7 billion.

Kotler & Keller (2013) describes a purchase decision as several stages in which a consumer chooses a product and is ready to complete a transaction by

exchanging money for the desired product or service. The study revealed that there are several factors which have an impact on the purchase decision. The study examines social media marketing, online customer reviews, halal labeling as well as brand image as factors that influence purchase decisions.

Social media marketing is a major influencing factor for purchasing decisions. Gunelius (2011) reveals social media marketing as any marketing approach, both direct and indirect, aimed at increasing awareness, recognition, memory, and encouraging consumer engagement with a brand, business, product, individual, or other entity through social media platforms. Social media marketing is an important element of an integrated strategy that includes marketing, service, communication, and sales, while responding to the market and its audience (Salsabila & Wardhana, 2023). Research by Nasaruddin et al., (2023), Ovarya & Saputri (2023), Salsabila & Wardhana (2023), and Sanjaya et al., (2022) shows that social media marketing positively and significantly influences purchasing decisions. In contrast, Pramudita & Suharyati (2024), state that social media marketing does not positively or significantly influence purchasing decisions.

The second factor is online customer reviews. As explained by Martini et al., (2022), online customer reviews act as consumers' information source to find and obtain information that influences their purchasing decisions. Through online customer reviews, potential buyers can find out the real experiences of other consumers, understand the products' pros and cons, and make more informed decisions. Research conducted by Amin & Rachmawati, (2020), Nabilah & Wardhana, (2024), Nuraeni & Irawati, (2021) and Rahmayanti & Dermawan, (2023) revealed that online customer reviews significantly impact purchasing decisions positively. This contradicts the findings of Ghoni & Soliha, (2022) who found that online customer reviews negatively and insignificantly influence purchasing decisions.

The third factor relates to the halal label. Law Number 33 of 2014 concerning Halal Product Guarantee stipulates that the halal mark indicates a product's compliance with halal criteria. Susanti & Mashudi, (2022) explain that the halal label is a statement on a product's packaging that indicates its halal certification. Halal labeling can influence consumer purchasing decisions. Findings by Mardhotillah et al. (2022), Rozjiqin & Ridlwan (2022), Khofifah & Supriyanto (2022), and Erdawati et al. (2021) revealed that the halal label positively and significantly affects purchasing decisions, while Rahayu & Resti (2023) state that the halal label does not positively or significantly affect purchasing decisions.

The fourth factor is brand image. As described by Kotler & Keller, (2016), brand image is the scope of a client's impression and trust, which is formed through associations stored in their brain memory. Suardhika et al., (2023) referring to Zhang (2005), say that brand image is the main component that drives brand equity, including all customer perceptions and emotions about a company, thus influencing consumer behavior. In modern times, purchasing decisions are both impacted by company information, as well as by customer feedback. Research by Lombok & Samadi (2022), Suardhika et al. (2023), Tasia et al. (2022), and Sumaryanto et al. (2022) show that brand image significantly and positively

affects purchasing decisions. Meanwhile, Sjoraida et al. (2023) state that brand image is said to show a negative and insignificant impact on purchasing decisions.

The conducted research is the result of the development of research by Amin & Rachmawati, (2020), showing that halal label, brand image, as well as online customer reviews positively and significantly impact purchasing decisions. This study combines social media marketing based on the findings of Oviryia & Saputri (2023) who found that social media marketing positively and significantly influences purchase decision. This study's purpose is to examine the impact of these factors on the purchase decision of Somethinc cosmetics, with a focus on the consumers in Purwokerto. Therefore, this study is entitled "The Influence of Social Media Marketing, Online Customer Review, Halal Label, and Brand Image on Purchase Decisions for Somethinc Cosmetic Products (Study on Somethinc Cosmetic Consumers in Purwokerto)".

LITERATURE REVIEW

Affective and Cognitive Theories (Peter & Olson, 2018)

Affective theory is an individual response or response to situations involving consumer perceptions of the surroundings, which relate to intense emotions such as love, anger, and mood, the process of making purchasing decisions. Meanwhile, cognitive theory is an individual response to mental conditions that affect the ability to understand, evaluate, plan, and help to make purchasing decisions. In affective theory, brand image affects consumers' emotional attachment to brands, while cognitive theory (Peter & Olson, 2018) explains that Social media marketing conveys the added value of products, online customer reviews provide real experiences as references, and halal labels build trust through religious value compliance.

Purchase Decision

Purchasing decisions are personal efforts to obtain and use the goods needed (Tjiptono & Chandra, 2020). According to Kotler & Keller (2021) it describes that a purchase decision is a step when someone makes a choice and shows behavior after purchase. This decision-making process is very broad, as it involves evaluating needs and wants related to market commodities. Kotler & Keller, (2016) describe several indicators of purchasing decisions, such as choice of product, choice of brand, choice of dealer, amount of purchase, time of purchase, as well as method for payment.

Social Media Marketing

Gunelius (2011) states that social media marketing are marketing strategies, both direct and indirect, which aims to increase attention, recognition, memory, and quick engagement with a brand, business, product, individual, or other entity, using social media like blogs, microblogs, social networking, social tagging, and content sharing. Gunelius, (2011) also identified indicators in social media marketing, including content creation, content sharing, connection, and community building.

Online Customer Review

According to Khammash (2008) in Permana et al. (2024) online customer review is a publicly available platform for potential consumers to get genuine ratings from people who have used similar services or products. Lacheir & Kanmaz (2013), as referenced in Martini et al. (2022), identified indicators of online customer reviews, including awareness, recurrence, comparison, as well as impact.

Halal Label

Susanti & Mashudi (2022) state that the halal label is an inscription or statement on a container that indicates the halal status of a product. Faiq & Anwar (2024) assert that halal labeling indicators include knowledge, trust, and judgment.

Brand Image

Brand image, according to Kotler & Keller (2013) cited in Amin & Rachmawati (2020), brand image refers to the customer's view of a brand, which can be observed through brand associations in consumer cognition. Indicators according to Kotler & Keller (2016) include the strength, favorability, and uniqueness of brand associations.

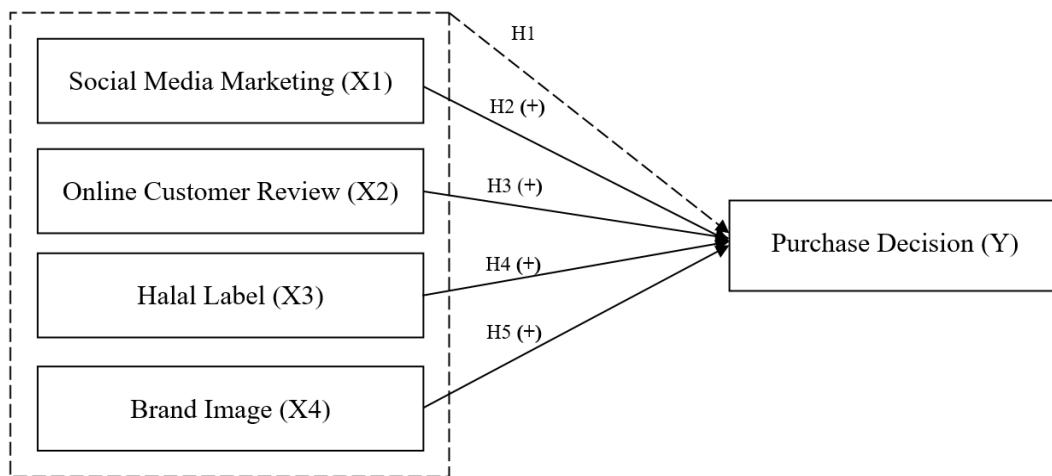


Figure 1. Conceptual Framework

The following are hypothesized to occur:

H1 : Social Media Marketing, Online Customer Review, halal labeling, and Brand Image simultaneously influence Purchasing Decisions.

H2 : Social Media Marketing has a positive and significant influence on Purchasing Decisions

H3 : Online Customer Review has a positive and significant influence on Purchasing Decisions

H4 : Halal Label has a positive and significant influence on Purchasing Decisions

H5 : Brand Image has a positive and significant influence on Purchasing Decisions.

METHODOLOGY

This study applies quantitative method. The population used as subjects is the community in the Purwokerto area. The sample selection was based on Roscoe's theory in Sugiyono (2015), which stated that the optimal sample size in a study ranges from 30 to 500. For a study involving multivariate analysis, such as correlation or regression, then the required sample size should be 10 times the number of variables. Therefore, the researcher fixed a sample size of 130 respondents selected through a non-probability sampling technique with purposive sampling, which has the following characteristics: 1) Female or male starting from 17 years old and domiciled in Purwokerto; 2) Somethinc cosmetic consumers; 3) Having social media Instagram or TikTok; 4) Have read Somethinc product reviews on Instagram or TikTok.

This study tested five factors, including one dependent variable (Purchase Decision), with four independent variables (Social Media Marketing, Online Customer Review, Halal Label, Brand Image). The collection of primary data was through an online questionnaire distributed by the researcher with the use of Google form to the respondents via WhatsApp. The tests carried out are Validity Test, Reliability Test, and Classical Assumption Test with the inclusion of Normality Test, Multicollinearity Test, Heteroscedasticity Test, and Hypothesis Test which includes F Test, t Test, Model Feasibility Test, as well as Coefficient of Determination (R^2). Researchers used several linear regression analysis techniques in evaluating the data collected from the questionnaire.

RESEARCH RESULT

Descriptive Statistics

Descriptive statistics is a method with the purpose to describe data in a simple way so that it is easy to understand. These statistics include measures such as average (mean), median, and frequently occurring values (mode), as well as measuring data variations such as standard deviation, range, minimum, maximum values, and also looking at data distribution such as skewness and kurtosis. (Ghozali, 2018).

Table 2. Descriptive Statistical Analysis

Variable	Mean	Min	Max	Std Dev
Purchase Decision	4,18	3	5	0,373
Social Media Marketing	3,94	2	5	0,548
Online Customer Review	4,17	2	5	0,608
Halal Label	4,08	2	5	0,645
Brand Image	4,17	2	5	0,629

Source: SPSS 27 Output Data Processing Results

According to the descriptive statistical analysis results in Table 2, the purchase decision variable shows the highest mean of 4,18 with a standard deviation of 0,373, the social media marketing variable shows the highest mean of 3,94 with a standard deviation of 0,548, the online customer review as well as brand image variables show the highest mean of 4,17 with a standard deviation of 0,608 and 0,629, respectively. On the other hand, the Halal Label variable showed an average of 4,08 with a standard deviation of 0,645. Overall, these

outcomes are an indication that every variable makes a contribution that is significant to the purchase decisions, with different levels of variance.

Description of Research Data

The gender, age, address, and occupation of each individual are included in the identity of the respondents in this study. The following describes the criteria used to select respondents for this study.

a) Based on Gender

Table 3. Respondent Criteria Based on Gender

Gender	Total	Percentage
Female	86	66,2%
Male	44	33,8%
Total	130	100%

Source: SPSS 27 Output Data Processing Results

Based on table 3 above, the majority of respondents are women (66.2%), while men are only (33.8%). This shows that women are more dominant in using Somethinc cosmetic products.

b) Based on Age

Table 4. Respondent Criteria Based on Age

Age	Total	Percentage
17 - 23 years old	89	68,5%
24 - 30 years old	26	20%
31- 35 years old	5	3,8%
36 - 40 years old	4	3,1%
> 40 years old	6	4,6%
Total	130	100%

Source: SPSS 27 Output Data Processing Results

Based on table 4 above, the majority of respondents aged 17-23 years old (68.5%), is a younger generation group that tends to be interested in beauty trends and cosmetic products such as Somethinc. Respondents aged 24-30 years reached (20%), 31-35 years old amounted to (3.8%), 36-40 years old amounted to (3.1%), and age above 40 years old only (4.6%). This indicates that the age group above 40 years old is not Somethinc's main target market.

c) Based on Address

Table 5. Respondent Criteria Based on Address

Address	Total	Percentage
Purwokerto Timur	25	19,2%
Purwokerto Barat	29	22,3%
Purwokerto Utara	52	40%
Purwokerto Selatan	24	18,5%
Total	130	100%

Source: SPSS 27 Output Data Processing Results

As displayed on Table 5, the distribution of respondents in Purwokerto City reveals that most respondents came from Purwokerto Utara Sub-district (40%), followed by Purwokerto Barat (22.3%), Purwokerto Timur (19.2%), and Purwokerto Selatan (18.5%). This shows that the distribution of respondents in Purwokerto City is quite even, although there are differences in proportions in each sub-district.

d) Based on Occupation

Table 6. Criteria for Respondents Based on Type of Occupation

Type of Occupation	Total	Percentage
Student	62	47,7%
Public Employee	9	6,9%
Private Employee	46	35,4%
Self-employed	9	6,9%
Others	4	3,1%
Total	130	100%

Source: SPSS 27 Output Data Processing Results

Based on Table 6 above, the majority of respondents are students (47.7%), followed by private employees (35.4%). Public employee and self-employed respondents each amounted to (6.9%), while other job categories had the lowest percentage, namely (3.1%). This shows that the majority of the respondent population are students, which may reflect the age characteristics or the focus of the research.

Validity Test

The validity test is based on the degrees of freedom (df) calculated by the formula $df = n - 2$, and is conducted through the comparison of the calculated r value with the r table (Ghozali, 2018). A sample of 130 respondents was used for this study. Therefore, the degree of freedom value was obtained as $df = 130 - 2 = 128$. The r table value used is 0.1449, using a significance level (α) of 0.05.

Table 7. Validity Test Results

Variables	Indicator	r count	r table	Description
Social Media Marketing	1. Content creation	0,840	0,1449	Valid
	2. Content sharing	0,890	0,1449	Valid
	3. Connection	0,838	0,1449	Valid
	4. Community building	0,863	0,1449	Valid
		0,851	0,1449	Valid
		0,871	0,1449	Valid
		0,857	0,1449	Valid
		0,869	0,1449	Valid
Online Customer Review	1. Awareness	0,896	0,1449	Valid
	2. Frequency	0,888	0,1449	Valid
	3. Comparison	0,901	0,1449	Valid
	4. Influence	0,884	0,1449	Valid
		0,886	0,1449	Valid
		0,899	0,1449	Valid

Variables	Indicator	r count	r table	Description
		0,852 0,896	0,1449 0,1449	Valid Valid
Halal Label	1. Knowledge 2. Trust 3. Assessment	0,885 0,904 0,878 0,865 0,876 0,874	0,1449 0,1449 0,1449 0,1449 0,1449 0,1449	Valid Valid Valid Valid Valid Valid
Brand Image	1. Strength of brand association 2. Favorability of brand association 3. Uniqueness of brand association	0,886 0,896 0,866 0,898 0,851 0,898	0,1449 0,1449 0,1449 0,1449 0,1449 0,1449	Valid Valid Valid Valid Valid Valid
Purchase Decision	1. Product choice 2. Brand choice 3. Dealer choice 4. Purchase amount 5. Purchase timing 6. Payment method	0,829 0,829 0,806 0,794 0,796 0,798 0,762 0,730 0,734 0,785 0,766 0,792	0,1449 0,1449 0,1449 0,1449 0,1449 0,1449 0,1449 0,1449 0,1449 0,1449 0,1449 0,1449	Valid Valid Valid Valid Valid Valid Valid Valid Valid Valid Valid Valid

Source: SPSS 27 Output Data Processing Results

Based on Table 7 above, all statements in the questionnaire are considered valid. As shown by the test outcomes, the calculated r value for all statements exceed the r table value ($r \text{ count} > r \text{ table}$) (Ghozali, 2018). Thus, the questionnaire has met the validity criteria.

Reliability Test

The reliability test aims to assess the consistency of the results produced by the research instrument. An instrument is reliable if it produces results with consistency when used in the same context over different time intervals. A variable is considered reliable if its Cronbach Alpha value exceeds 0.70 (Ghozali, 2018).

Table 8. Reliability Test Results

Variables	Cronbach Alpha Value	Reliable Standard	Description
Social Media Marketing	0,949	0,70	Reliable
Online Customer Review	0,962	0,70	Reliable
Halal Label	0,942	0,70	Reliable
Brand Image	0,943	0,70	Reliable
Purchase Decision	0,943	0,70	Reliable

Source: SPSS 27 Output Data Processing Results

On the basis of the test results in Table 8, a conclusion can be made that all the reliability scores of the variables that impact the purchase decision of Somethinc cosmetics are above 0.70 Cronbach Alpha. This means that each variable in this study have high reliability.

Normality Test

Normal tests are used to determine whether regression models have normal distributions. Data normality is needed so that the results of statistical testing are valid, especially in hypothesis testing that uses parametric methods. Looking at the significance value of statistical tests is one way to test for normality such as Kolmogorov-Smirnov or Shapiro-Wilk. The data are considered to have a distribution that is normal if the sig. value exceeds 0,05. In addition, normality can also be checked using graphs such as histograms or normal probability plots (P-P plots) (Ghozali, 2018).

Table 9. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.00260454
Most Extreme Differences	Absolute	.050
	Positive	.035
	Negative	-.050
Test Statistic		.050
Asymp. Sig. (2-tailed) ^c		.200 ^d

Source: SPSS 27 Output Data Processing Results

The outcomes of the SPSS output for the Kolmogorov-Smirnov test, as shown in Table 9, are presented as an asymptotic function. The value of the significance test is 0,200. This result meets the criteria of exceeding 0.05, the set significance threshold. Thus, this study's residual data has a distribution that is normal.

Multicollinearity Test

Multicollinearity is determined by checking the Variance Inflation Factor (VIF) as well as tolerance values of independent variables that cannot be described by other variables. A decreasing tolerance value causes the VIF value to increase, because VIF is calculated as the inverse of tolerance (VIF = 1/tolerance). The criteria set for detecting multicollinearity are tolerance ≤ 0.10 or VIF ≥ 10 (Ghozali, 2018).

Table 10. Multicollinearity Test Results

Variables	Tolerance	VIF	Description
Social Media Marketing	0,986	1,014	No multicollinearity
Online Customer Review	0,901	1,110	No multicollinearity
Halal Label	0,829	1,206	No multicollinearity
Brand Image	0,925	1,081	No multicollinearity

Source: SPSS 27 Output Data Processing Results

The analysis findings shown in Table 10 indicate that the tolerance threshold for each variable exceeds 0.10. The tolerance values recorded are 0.986 for the social media marketing variable, 0.901 for the online customer review variable, 0.829 for the halal label variable, and 0.925 for the brand image variable. The VIF for each variable remains below 10, with the following values: social media marketing at 1.014, online customer review at 1.110, halal label at 1.206, and brand image at 1.081. The findings show that this research model is not affected by multicollinearity, indicating that the analyzed variables show little correlation with each other.

Heteroscedasticity Test

To evaluate heteroscedasticity the researcher used the Gletsjer test. If the independent variable impacts the dependent variable, heteroscedasticity may exist. Data is considered free of heteroscedasticity if the significance level exceeds 5% ($p > 0.05$). A sig. level below 0.05 ($r < 0.05$) indicates the presence of heteroscedasticity (Ghozali, 2018).

Table 11. Heteroscedasticity Test Results

Variables	Sig	Description
Social Media Marketing	0,128	No heteroscedasticity
Online Customer Review	0,152	No heteroscedasticity
Halal Label	0,234	No heteroscedasticity
Brand Image	0,318	No heteroscedasticity

Source: SPSS 27 Output Data Processing Results

The heteroscedasticity test using the Glejser method, as shown in Table 11, shows the following significance values for these variables: Social Media Marketing: 0,128, Online Customer Review: 0,152, Halal Label: 0,234, Brand Image: 0,318. Among all these variables, the significance values exceed 0.05, indicating no presence of heteroscedasticity.

Multiple Linear Regression Test

Table 12. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients	
	B	Std. Error
(Constant)	.351	1.065
Social Media Marketing	.373	.019
Online Customer Review	.376	.019
Halal Label	.513	.025
Brand Image	.489	.025

Source: SPSS 27 Output Data Processing Results

Calculation of Multiple Linear Regression Test:

$$Y = Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$$

$$Y = 0,351 + 0,373X_1 + 0,376X_2 + 0,513X_3 + 0,489X_4$$

The multiple linear regression equation results above can be interpreted as below:

1. The constant value (α) of 0.351 is an indication that if the variable Social Media Marketing (X1), Online Customer Review (X2), Halal Label, (X3), as well as Brand Image (X4) is zero (0), then the Purchasing Decision variable (Y) is 0.351.
2. The regression coefficient (X1) shows a positive value with a coefficient value (β_1) of 0.373, an indication that each rise of one unit in the Social Media Marketing variable (X1) will provide an increase in the Purchasing Decision variable (Y) of 0.373 assuming other variables remain constant.
3. The regression coefficient (X2) shows a positive value with a coefficient value (β_2) of 0.376, meaning that each increase of one unit in the Online Customer Review variable (X2) will provide a rise in the Purchasing Decision variable (Y) of 0.376 assuming other variables remain.
4. The regression coefficient (X3) shows a positive value with a coefficient value (β_3) of 0.513, meaning that each rise of one unit in the Halal Label variable (X3) will provide an increase in the Purchasing Decision variable (Y) of 0.513, with the assumption other variables remain constant.
5. The regression coefficient (X4) shows a positive value with a coefficient value (β_4) of 0.489, meaning that each rise of one unit in the Brand Image variable (X4) will provide a rise in the Purchasing Decision variable (Y) of 0.489, with the assumption other variables remain constant.

Model Feasibility Test

The coefficient of determination test is a measurement of how capable is regression model to explain variation in the dependent variable is affected by the independent variable (Ghozali, 2018).

Table 13. Test Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.975 ^a	.950	.948	1.019

Source: SPSS 27 Output Data Processing Results

As shown by the table, the Adjusted R-Square value of the regression model is 0.948, which means that the independent variables (Social Media Marketing, Online Customer Review, Halal Label, Brand Image) account for 94.8% of the variance in the dependent variable (Purchase Decision), while the remaining 5.2% is caused by factors outside this study.

F test

The F test is a hypothesis test conducted to evaluate the feasibility of the regression model as an analytical tool. If the significance value is below 0.05, the model is considered feasible to use; conversely, if it exceeds 0.05, the model is considered unfit for use and unacceptable for research (Ghozali, 2018).

Table 14. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2460.550	4	615.138	592.971	.000 ^b
Residual	129.673	125	1.037		
Total	2590.223	129			

Source: SPSS 27 Output Data Processing Results

As displayed on Table 14, The F-value calculation result is 592.971, the tabulated F value is 2.44, and the significance value is 0.000, which is an indication that the tabulated F value is below 0.05. Thus, means that Social Media Marketing, Online Customer Review, Halal Label, as well as Brand Image together influence Purchasing Decisions.

Test t

The conduct of t test is for testing the significant impact of independent variables individually on the dependent variable in the regression model at a certain level of significance (Ghozali, 2018). This study calculates the degrees of freedom (df) through the formula $df = n - k - 1$, where n states the sample size and k states the number of independent variables. This study, with $n = 130$ and $k = 4$, resulted in $df = 130 - 4 - 1 = 125$. The t-table value is 1,979 at a sig. level of 0,05.

Table 15. t-Test Results

Variables	t count	t table	Sig.
Social Media Marketing	19,565	1,979	0,000
Online Customer Review	19,382	1,979	0,000
Halal Label	20,189	1,979	0,000
Brand Image	19,803	1,979	0,000

Source: SPSS 27 Output Data Processing Results

On the basis of Table 15 above, it is possible to see the t-value of each of the independent variables and the following conclusions are obtained:

1. In the Social Media Marketing variable (X1), there is a t value of 19.565 which means it exceeds the t table value ($19.565 > 1.979$) with a significance value of 0.000 ($0.000 < 0.05$). This states that H_0 is rejected and H_1 is accepted. So it can be concluded that there is a partial influence on the Social Media Marketing (X1) variable on Purchasing Decisions (Y).
2. In the Online Customer Review (X2) variable, there is a t value of 19.382 which means it exceeds the t table value ($19.382 > 1.979$) with a significance value of 0.000 ($0.000 < 0.05$). This states that H_0 is rejected and H_1 is accepted. So it can be concluded that there is a partial influence on the Online Customer Review (X2) variable on Purchasing Decisions (Y).
3. In the halal label variable (X3), there is a t value of 20.189 which means it exceeds the t table value ($20.189 > 1.979$) with a significance value of 0.000 ($0.000 < 0.05$). This states that H_0 is rejected and H_1 is accepted. So it can be concluded that there is a partial influence on the halal label variable (X3) on Purchasing Decisions (Y).

4. In the Brand Image variable (X4), there is a t value of 19.803 which means it exceeds the t table value ($19.803 > 1.979$) with a significance value of 0.000 ($0.000 < 0.05$). This states that H_01 is rejected and H_1 is accepted. So it can be concluded that there is a partial influence on the Brand Image variable (X4) on Purchasing Decisions (Y).

DISCUSSION

The Influence of Social Media Marketing, Online Customer Reviews, Halal Label, and Brand Image on Purchasing Decisions

The results of the analysis show that social media marketing, online customer reviews, halal labels, and brand image simultaneously have a significant influence on purchasing decisions for Somethinc cosmetic products in Purwokerto. The beta value indicates that the halal label makes the largest contribution to purchasing decisions ($\beta = 0.513$), followed by brand image ($\beta = 0.489$), online customer reviews ($\beta = 0.376$), and social media marketing ($\beta = 0.373$). Descriptive statistical analysis reveals that the purchasing decision variable achieves the highest average score (4.18), with a range between a minimum of 3 and a maximum of 5. This illustrates the consistency of respondents' choices of products, brands, and payment methods. Each variable makes a different contribution that influences purchasing decisions, both through the emotional (affective) aspect of the brand image variable, and rational (cognitive) thinking social media marketing variables, online customer reviews, and halal labels.

The Influence of Social Media Marketing on Purchasing Decisions

The second hypothesis test shows that social media marketing has a positive and significant influence on purchasing decisions. Based on descriptive analysis, this variable has an average of 3.94 with a maximum value of 5 and a minimum of 2, which shows the effectiveness of strategies such as content creation and community building in attracting consumer attention. In cognitive theory, it explains that interesting and informative content helps consumers understand products better.

Research results Ovirya & Saputri (2023), Salsabila & Wardhana (2023), Sanjaya et al. (2022), and Nasaruddin et al. (2023) shows that social media marketing has a positive and significant influence on purchasing decisions. This contrasts with the findings of Pramudita & Suharyati (2024) who argue that social media marketing has no significant and positive impact on purchasing decisions.

The Influence of Online Customer Reviews on Purchasing Decisions

The results of testing the third hypothesis show that the online customer review variable has a positive and significant influence on purchasing decisions. Based on descriptive statistical analysis, this variable has an average of 4.17 with a maximum value of 5 and a minimum of 2. This underscores the significance of customer reviews as a valuable reference point for consumers in making purchasing decisions. In terms of cognitive theory, it explains that reviews help consumers evaluate products logically based on other users' experiences.

This is in line with the results of research Amin & Rachmawati (2020), Nabilah & Wardhana (2024), Nuraeni & Irawati (2021), and Rahmayanti &

Dermawan (2023) which show that online customer reviews have a positive and significant influence on purchasing decisions. However, this contradicts the results of research by Ghoni & Soliha (2022) which shows that online customer reviews have a negative and insignificant effect on purchasing decisions.

The Influence of Halal Label on Purchasing Decisions

The fourth hypothesis test shows that the halal label variable has a positive and significant influence on purchasing decisions. In descriptive statistical analysis, the halal label has the greatest influence on purchasing decisions, with an average of 4.08, a maximum value of 5, and a minimum of 2. This data shows that consumer confidence in the halal label is quite high, although there are slight differences in perception among respondents. In cognitive theory, it explains that consumers use information about halal certification as a logical consideration in buying products.

This is in line with the results of research by Mardhotillah et al. (2022), Rozjinqin & Ridlwan (2022), Khofifah & Supriyanto (2022), and Erdawati et al. (2021) which shows that the halal label has a positive and significant effect on purchasing decisions. This contradicts the results of research by Rahayu & Resti (2023) which shows that the halal label does not have a positive and significant influence on purchasing decisions.

The Influence of Brand Image on Purchasing Decisions

The final hypothesis test results show that the brand image variable has a positive and significant influence on purchasing decisions. In descriptive statistical analysis, this variable has an average of 4,17 and a standard deviation of 0,629 with a maximum value of 5 and a minimum value of 2. In terms of affective theory, a strong brand image creates an emotional bond through positive associations with the product.

This matches the results of the research Lombok & Samadi (2022), Suardhika et al. (2023), Tasia et al. (2022), and Sumaryanto et al. (2022) which shows that brand image has a positive and significant effect on purchasing decisions. However, this contradicts the results of research by Sjoraida et al. (2023) which shows that brand image has a negative and negligible effect on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

The analysis results of the data together with the discussion and tests conducted show that social media marketing, online customer review, halal label, and brand image together influence the purchase decision of Somethinc cosmetic products in Purwokerto. Partially, social media marketing, online customer review, halal label, and brand image each have a positive and significant influence on the purchase decision. Therefore, Somethinc is expected to improve its digital marketing strategy, especially through social media platform including Instagram and TikTok, by improving content quality and increasing client interaction. In addition, the company needs to respond to consumer reviews, both positive and negative. Somethinc can utilize the halal label as an added value to reach markets where halal is a priority. To create quality products that

are relevant to global beauty trends, Somethinc needs to improve consumer purchasing decisions, and strengthen its position in the increasingly competitive beauty industry.

ADVANCED RESEARCH

This research was only conducted in the Purwokerto area so that it is limited and does not cover all Somethinc cosmetic consumers in other regions, therefore for upcoming research, it is a good idea to have a population that is different from the population in this study. both in terms of characteristics and coverage areas, so that the research results can have broader relevance and be able to describe more diverse conditions

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