

The Influence of Altruism, Moral Obligation, and Halal Brand Image on Purchase Intention

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ABSTRACT

This study aims to analyze the effect of altruism, moral obligation, and halal brand image on purchase intention of Hanasui cosmetics with Electronic Word of Mouth (E-WOM) as an intervening variable. As consumer awareness of halal products increases, factors such as moral values and digital communication become important elements in purchasing decisions. This study uses a quantitative approach with a survey method through a questionnaire distributed to 150 respondents. The data collected were analyzed using Structural Equation Modeling (SEM) with the help of SmartPLS 3 software. The results showed that altruism, moral obligation, and halal brand image have a positive and significant effect on purchase intention of Hanasui cosmetics. In addition, E-WOM was proven to mediate the relationship between altruism, moral obligation, and halal brand image on purchase intention. This confirms that digital communication through reviews and recommendations from other users plays an important role in shaping consumer perceptions and increasing trust in halal products. The implications of this study can help halal cosmetic companies in designing more effective marketing strategies by utilizing digital communication and building a strong brand image among consumers.

Keywords: Altruism, Moral Obligation, Halal Brand Image, Purchase Intention, E-WOM, Hanasui Cosmetics

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh altruisme, kewajiban moral, dan citra merek halal terhadap niat pembelian kosmetik Hanasui dengan Electronic Word of Mouth (E-WOM) sebagai variabel intervening. Seiring meningkatnya kesadaran konsumen terhadap produk halal, faktor-faktor seperti nilai moral dan komunikasi digital menjadi elemen penting dalam keputusan pembelian. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner yang disebarakan kepada 150 responden. Data yang dikumpulkan dianalisis menggunakan Structural Equation Modeling (SEM) dengan bantuan perangkat lunak SmartPLS 3. Hasil penelitian menunjukkan bahwa altruisme, kewajiban moral, dan citra merek halal memiliki pengaruh positif dan signifikan terhadap niat pembelian kosmetik Hanasui. Selain itu, E-WOM terbukti memediasi hubungan antara altruisme, kewajiban moral, dan citra merek halal terhadap niat pembelian. Hal ini menegaskan bahwa komunikasi digital melalui ulasan dan rekomendasi dari pengguna lain memainkan peran penting dalam membentuk persepsi konsumen dan meningkatkan kepercayaan terhadap produk halal. Implikasi dari penelitian ini dapat membantu perusahaan kosmetik halal dalam merancang strategi pemasaran yang lebih efektif dengan memanfaatkan komunikasi digital serta membangun citra merek yang kuat di kalangan konsumen.

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INTRODUCTION

In recent years, the halal cosmetics industry has experienced rapid growth, in line with the increasing consumer awareness of products that comply with halal principles. According to Khofifah & Supriyanto (2022), the halal cosmetics sector is projected to continue growing, with a global market value reaching billions of dollars. This growth is driven by the increasing number of consumers who are more concerned about the halal aspects of beauty products, especially in countries with a Muslim majority population, including Indonesia. This indicates that consumer preference for halal cosmetics is not merely a trend, but also a growing necessity in the modern beauty industry (Wailan'An & Pandia, 2023). Amidst this development, several factors influence the intention to purchase halal cosmetics. One such factor is altruism, which is an individual's concern for the social and environmental impact of a product (Rusdiana et al., 2023). Consumers with a high level of altruism tend to consider ethical aspects in their purchasing decisions. In addition, moral obligation is also an important factor, where individuals feel a responsibility to choose products that align with their moral and religious values. Alongside this, the halal brand image becomes an aspect that influences consumer trust in cosmetic products (Rahmawati, 2023; Kurniawan et al., 2024). A good brand image can build confidence that the product has met the halal standards desired by consumers.

Previous research by Laili & Canggih (2021) indicated that altruism has a significant influence on the purchasing decisions of halal products, particularly in the food and cosmetics categories. This finding is also supported by a study from (Kadarusman et al., 2019), which found that moral obligation plays a strong role in shaping a positive attitude toward halal products, especially among Muslim consumers with high levels of religiosity. Meanwhile, the halal brand image can increase customer loyalty to halal cosmetic products by building trust and a positive perception of the product. However, in the increasingly developing digital era, purchasing decisions are not only influenced by internal consumer factors but also by the information they receive from external environments. One important external factor is Electronic Word of Mouth (E-WOM), which refers to word-of-mouth communication in digital form, such as online reviews, user testimonials, and discussions on social media (Hasena & Sakapurnama, 2021). E-WOM has a significant impact in shaping consumer perceptions of a product, especially in the beauty industry, where recommendations from other users become a main consideration before purchasing a product (Oktaviani et al., 2019).

A study conducted by Keni (2020) highlighted that E-WOM plays a strong mediating role in the relationship between brand image and purchasing decisions. Another study by (Siregar, 2024) showed that positive reviews from consumers on digital platforms can increase purchase intention by up to 40%, particularly for cosmetic products that have halal elements. Furthermore, research by (Rosi & Fathor, 2024) emphasized that strong E-WOM can reinforce the influence of halal brand image on purchase intention, indicating that digital consumer interaction can be a key factor in purchasing decisions. Although factors such as altruism, moral obligation, and halal brand image have been widely discussed in previous research, there remains a gap in understanding how E-WOM can act as an intervening variable that strengthens the influence of these factors on purchase intention. This study aims to fill that gap by analyzing how these factors interact in influencing the purchase decision of halal cosmetics, specifically the Hanasui brand, which is one of the increasingly recognized local cosmetic brands in the Indonesian market. This research is important to be conducted to understand the role of altruism, moral obligation, and halal brand image on the purchase intention of Hanasui cosmetics, by considering the role of E-WOM as an intervening variable. It is expected that this research can provide deeper insights for halal cosmetic companies in designing more effective marketing strategies that align with their consumers' preferences.

LITERATURE REVIEW

Altruism is a behavior or attitude demonstrated by someone with the aim of helping others without expecting rewards or personal gain (Hendawan et al., 2024). Altruism is often associated with moral and ethical values, where individuals feel compelled to do good for others for the greater good. In the context of product purchasing, altruism can influence consumers' decisions to choose products that have a positive impact on society or the environment (Sunggara et al., 2022; Andriyanty, 2024). Consumers with an altruistic attitude tend to consider the social and environmental benefits of the products they purchase. They may be encouraged to buy environmentally friendly products, products whose profits are donated, or products from companies committed to social responsibility. Therefore, altruistic behavior becomes an important factor in promoting consumption of products that are more socially and environmentally responsible. This makes altruism a key element that marketers can leverage to communicate the social value of their products.

Moral obligation refers to an individual's sense of responsibility to act in accordance with the ethical norms and principles deemed right by society (Astuti & Jatiningrum, 2024). Moral obligation drives individuals to perform actions considered good and avoid those deemed wrong. In the context of product purchasing, moral obligation can influence consumers' intentions to buy products that align with their ethical and religious values. Consumers with a strong sense of moral obligation will be more selective and careful in choosing products that align with their beliefs. For example, they may prefer products that do not harm other living beings, are produced fairly, and comply with religious teachings. This shows that morality not only shapes social behavior but also plays a role in economic decisions and daily consumption. Therefore, companies need to pay attention to the norms and values prevailing in society so that their products align with consumer expectations.

Brand image is the perception or impression held by consumers about a brand. Halal brand image refers to the positive perception consumers have towards a brand that complies with halal standards in its products and production processes (Khofifah & Supriyanto, 2022). Halal brand image can encompass various aspects, such as consumer trust in product quality, alignment with religious values, and corporate social responsibility (Laili & Canggih, 2021). Muslim consumers, in particular, pay close attention to whether a product meets officially recognized halal standards. The stronger a brand's halal image, the higher the consumer trust and loyalty towards the product. The halal image not only affects the religious aspect but also reflects cleanliness, safety, and ethics in production. Therefore, a halal brand image can be a major appeal for consumers, especially among communities that uphold halal principles in their daily lives.

Purchase intention is the consumer's desire or tendency to buy a product or service within a certain time frame. Purchase intention can be influenced by various factors, including consumer attitudes toward the product, brand trust, as well as external factors such as promotions and recommendations from others (Azzahra & Artanti, 2022). The more positive the consumer's attitude toward a product, the greater the likelihood they will purchase it. In addition, the belief that a product is of good quality and comes from a trusted brand also increases purchase intention. In the context of this study, the purchase intention of Hanasui cosmetics is influenced by altruism, moral obligation, and halal brand image, as well as the role of e-WOM as an intervening variable. The interaction between internal and external factors shapes the intention that is eventually manifested in actual purchasing behavior. Therefore, understanding the factors that shape purchase intention is crucial for companies in designing effective marketing strategies.

Electronic Word of Mouth (e-WOM) is a form of communication in which consumers share experiences, reviews, and recommendations about products or services through online platforms such as social media, discussion forums, and review sites (Hasena & Sakapurnama, 2021). e-WOM has a significant influence on consumer purchasing decisions because it allows consumers to obtain information from the experiences of

others who have used the product (Rosi & Fathor, 2024). This information is considered more credible and objective because it comes from fellow consumers, not from the producers. Positive reviews can increase purchase interest, while negative reviews can reduce trust in the product. Moreover, e-WOM can accelerate the spread of product information widely in a short period. Companies that are able to manage e-WOM well will have a competitive advantage in the digital market. With the presence of e-WOM, companies can utilize positive consumer opinions as a strong and authentic promotional tool in building market trust.

METHODS

This study uses a qualitative descriptive research design. The population in this study is people who know Hanasui cosmetics in Indonesia but have never bought them. The sample of this study was 150 respondents selected using the purposive sampling method. Purposive sampling was chosen because the researcher wanted to get information from respondents who knew Hanasui products. In this study, the research method was a survey and distributing questionnaires to skincare users. Questionnaires are needed to obtain an assessment of consumers of Hanasui products. The data that has been collected was analyzed using descriptive analysis techniques to provide an overview of respondents and research variables. The tool used is Smart PIs version 3.

RESULTS

Table 1. Outer loading

	ALT	E-WOM	HBI	MO	PI
X1.1	0.855				
X1.2	0.728				
X1.3	0.800				
X1.4	0.798				
X2.1				0.793	
X2.2				0.783	
X2.3				0.785	
X2.4				0.819	
X3.1			0.805		
X3.2			0.758		
X3.3			0.830		
X3.4			0.787		
Y.1					0.810
Y.2					0.718
Y.3					0.809
Y.4					0.802
Z.1		0.863			
Z.2		0.805			
Z.3		0.781			

Source: primary data 2025, processed

Outer loading shows the relationship between indicators and latent variables. Indicators are considered valid if they have an outer loading value above 0.7. If there is an indicator with a value below 0.7, an evaluation is carried out, whether it needs to be removed or maintained based on its contribution to the model.

Table 2. Validity and reliability test

Variabel	Reliabilitas		Validitas
	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
ALT	0.807	0.874	0.634
E-WOM	0.750	0.857	0.667
HBI	0.806	0.873	0.632
MO	0.808	0.873	0.632
PI	0.793	0.865	0.617

Source: primary data 2025, processed

Convergent validity is tested using AVE, which measures how much the latent variable can explain the variance of its indicators. The AVE value that meets the validity requirements is ≥ 0.5 , which indicates that more than 50% of the indicator variance can be explained by the latent variable. Composite Reliability (CR): Measures the internal consistency of the latent variable. The recommended value to meet reliability is ≥ 0.7 . Cronbach's Alpha: Assesses the reliability of each indicator in one latent variable. The Cronbach's Alpha value that is considered good is ≥ 0.7 , although for exploratory research it can be accepted at a value of ≥ 0.6 .

Table 3. Hipotesis

	Original Sample (O)	Sample Mean (M)	Std. Deviation (STDEV)	T Statistics (O/STDEV)	P Values
ALT -> E-WOM	0.464	0.457	0.076	6.097	0.000
E-WOM -> HBI	0.654	0.649	0.072	9.050	0.000
E-WOM -> PI	0.489	0.479	0.094	5.211	0.000
HBI -> PI	0.326	0.331	0.094	3.487	0.001
MO -> E-WOM	0.345	0.347	0.086	4.008	0.000
ALT -> E-WOM -> HBI	0.303	0.298	0.064	4.757	0.000
MO -> E-WOM -> HBI	0.226	0.226	0.065	3.502	0.001
ALT -> E-WOM -> PI	0.227	0.220	0.059	3.820	0.000
MO -> E-WOM -> PI	0.169	0.167	0.057	2.971	0.003
ALT -> E-WOM -> HBI -> PI	0.099	0.100	0.040	2.500	0.013
E-WOM -> HBI -> PI	0.213	0.218	0.075	2.856	0.004
MO -> E-WOM -> HBI -> PI	0.074	0.076	0.032	2.274	0.023

Significance testing is conducted using the bootstrapping method to determine whether the relationship between variables in the research model is significant or not. This method relies on parameter estimation through resampling to produce t-statistic and p-value values as a basis for decision making. In this analysis, the relationship between variables is considered significant if the t-statistic value is greater than 1.96 and the p-value is less than 0.05, which indicates significance at a 95% confidence level. Meanwhile, for a higher level of confidence, namely 99%, the relationship is declared significant if the t-statistic is greater than 2.58 and the p-value is less than 0.01. By conducting inner model testing, researchers can evaluate how strong the influence of independent variables on dependent variables in the structural model is. In addition, this analysis also helps in assessing the extent to which the model built is able to explain the phenomena studied comprehensively and validly. Therefore, significance testing is an important step in ensuring the reliability of quantitative research results based on structural models.

DISCUSSION

The research findings indicate that altruism has a positive and significant influence on e-WOM. Consumers with altruistic attitudes, namely those who care about the interests of others and are willing to share without expecting a return, tend to share their positive experiences with Hanasui products on online platforms (Hendawan et al., 2024). This action is seen as a form of contribution to society, particularly in helping others make better purchasing decisions. This attitude serves as a strong motivation for consumers to write reviews, give ratings, or recommend products they consider good. Thus, altruism not only impacts individuals but also strengthens social interaction in digital communities. This activity ultimately contributes to the widespread dissemination of product information and builds brand reputation through e-WOM.

Halal brand image has also been proven to have a positive and significant influence on e-WOM. Consumers who perceive that Hanasui products have a strong halal image tend to feel more confident and satisfied, thus becoming more inclined to share their positive experiences via social media or review platforms (Rahma & Setiawan, 2022). This trust arises because consumers believe that the product has met halal standards comprehensively, from ingredients to production processes. Halal brand image provides assurance for consumers, especially those who uphold religious values in product consumption. When consumers feel safe and satisfied, they are more open to sharing such information with others. This activity increases consumer engagement with the brand and strengthens its market reputation. Therefore, halal image is an essential element in encouraging the growth of e-WOM.

Purchase intention has also been proven to have a positive and significant influence on e-WOM. Consumers who have a strong intention to purchase Hanasui products usually actively seek reviews and testimonials from other users before making a purchase (Manuella & Sander, 2022). After making a purchase and experiencing the product firsthand, they are motivated to share their experiences with others. This activity strengthens digital social interaction and creates a continuous cycle of information sharing. The higher the purchase intention, the more likely consumers are to engage in e-WOM activities, whether in the form of comments, reviews, or social media sharing. This shows that the intention to buy does not stop at the act of consumption but also extends to the act of sharing information. Therefore, purchase intention is one of the main drivers of e-WOM activity.

Moral obligation has been shown to have a positive and significant influence on e-WOM. Consumers who have a sense of moral responsibility to spread goodness are encouraged to share their positive experiences regarding products they consider ethical and aligned with religious values (Wedayanti & Ardani, 2020). In this context, they feel the need to provide helpful information to others as a form of social concern. This sense of responsibility motivates consumers to actively provide reviews or testimonials about products they believe are worth supporting. Thus, moral obligation not only influences consumption choices but also shapes consumer communication behavior in digital media. This activity becomes an important part of shaping public opinion and product image. Therefore, moral obligation plays a crucial role in increasing the intensity of e-WOM among consumers.

Halal brand image has a positive and significant influence on the purchase intention of Hanasui cosmetics. Consumers who have a positive perception of a brand's halal image feel more confident and comfortable in choosing the product (Laili & Canggih, 2021). This trust develops because the halal image reflects adherence to religious standards, cleanliness, and product safety. It gives consumers confidence that the product is not only of high quality but also aligned with their personal values. As a result, they tend to have a stronger intention to make a purchase. Additionally, a halal image can strengthen consumer loyalty to the brand and increase the likelihood of repeat purchases. Thus, halal brand image becomes an important factor in driving purchasing decisions and intentions.

Electronic Word of Mouth (e-WOM) is also proven to mediate the influence of altruism on the halal brand image of Hanasui cosmetics. Consumers with altruistic attitudes tend to share their positive experiences online, whether in the form of reviews, testimonials, or recommendations (Zahrah, 2023). This activity results in a positive perception of the brand among other consumers, especially regarding the values of halalness and product ethics. With the increasing amount of positive information spread through e-WOM, the halal brand image becomes stronger in the public eye. In other words, e-WOM acts as a bridge that connects personal values such as altruism with the collective perception of a brand. This effect provides a strategic advantage for companies in building a strong brand image. Therefore, e-WOM plays a crucial role as an intervening variable in the influence of altruism on halal brand image.

In addition, e-WOM also mediates the influence of moral obligation on the halal brand image of Hanasui cosmetics. Consumers who feel a moral responsibility tend to share information they deem important, including regarding the halalness and ethics of a product (Hasna Fadhillah & Irmawati, 2024). This sharing activity then forms a positive perception of the brand among other consumers. Through e-WOM, consumers can disseminate the values they believe in, which ultimately strengthens the brand image from both religious and social perspectives. The higher the level of e-WOM activity carried out by morally motivated consumers, the stronger the resulting halal perception. Thus, moral obligation not only directly affects consumption behavior but also indirectly shapes brand image through e-WOM. This illustrates the importance of moral values in community-based marketing strategies.

e-WOM also mediates the influence of altruism on the purchase intention of Hanasui cosmetics. Consumers who are altruistic are usually driven to share their positive experiences online as a form of social contribution (Rahmawati & Illyin, 2021). The information conveyed through e-WOM is then received by other consumers who have not yet experienced the product. When other consumers see reviews that are positive and considered honest, they are more encouraged to try the product. In other words, e-WOM acts as a bridge that transfers the influence of personal values such as altruism into the form of purchase intention. This activity creates a sustainable cycle of influence among consumers. Therefore, the role of e-WOM is very important in strengthening the influence of altruism on purchasing decisions.

e-WOM also mediates the influence of moral obligation on the purchase intention of Hanasui cosmetics. Consumers who feel a moral obligation to spread useful information will share their experiences using e-WOM (Zahrah, 2023). This information then shapes the views and attitudes of other consumers toward the product, especially regarding aspects of halalness and ethics. When the information shared aligns with the values held by potential consumers, the likelihood of them making a purchase increases. This process shows how moral values can be translated into actions that affect the behavior of other consumers. Therefore, e-WOM serves as an important medium that connects moral obligation with purchase intention. This activity also strengthens the relationship between personal values and consumption decisions in trust-based marketing contexts.

CONCLUSION

Research findings indicate that altruism, moral obligation, and halal brand image have a positive and significant influence on the purchase intention of Hanasui cosmetics, with Electronic Word of Mouth (e-WOM) serving as an intervening variable. These findings suggest that psychological factors and consumer perceptions of ethical and religious values play an important role in driving the purchase decisions of halal cosmetic products. Consumers with altruistic attitudes tend to share positive experiences about the product through digital platforms, which in turn influence other consumers. Similarly, consumers who feel a sense of moral obligation are encouraged to disseminate useful information regarding products they consider in line with ethical and religious values. Halal brand image, which reflects trust in the product's halal status and quality, also serves as an essential element that enhances consumer confidence and purchase interest.

The role of e-WOM in this study is crucial as it acts as the primary channel for sharing information among consumers. In the digital era, reviews and recommendations from fellow users have a strong influence in shaping perceptions and purchasing decisions. e-WOM enables consumers to obtain information quickly and easily, especially regarding halalness, quality, and product usage experiences. Therefore, e-WOM becomes a key variable that connects personal values such as altruism and moral obligation with brand perception and purchase intention. Although this study has made a significant contribution in understanding the influence of personal values and brand image on the purchase intention of halal cosmetics, future research may expand the scope of variables examined. Factors such as product quality, price, product innovation, service, and social influence from influencers or halal cosmetic user communities can be further explored. The inclusion of these variables would provide a more holistic understanding of consumer behavior and help formulate more effective marketing strategies. Thus, cosmetic companies can more accurately target their marketing campaigns, build consumer loyalty, and strengthen their brand position in the continuously growing halal product market.

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