

Do celebrity endorsement, halal label, and Word of Mouth affect Millennials to purchase skincare?

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ABSTRACT

Purpose — *This study aims to investigate the impact of celebrity endorsement, halal labels, and Word of Mouth on the purchasing intention of skincare products among millennials.*

Method — *This study employs a quantitative research methodology, utilizing non-probability purposive sampling technique to select a sample of 200 millennial respondents who have used Safi skincare products. The data collection method involves the use of a questionnaire distributed through Google Forms, which consists of primary data collected directly from the respondents. The research data is analyzed using outer model analysis and inner model, as part of the data processing procedures.*

Result — *The study findings indicate an insignificant effect of celebrity endorsement and halal labels on the purchasing intention of skincare products among millennials, whereas the influence of Word of Mouth on purchasing intention is positively and significantly supported.*

Contribution — *This study provides new and important insights into the preferences and behavior of millennial consumers in the skincare market.*

Keywords: *celebrity endorsement, halal labels, word of mouth, purchasing interest*



INTRODUCTION

The advancement of technology in recent times has brought about various benefits and conveniences in daily activities. Social media, in particular, provides a platform for individuals to communicate and share information without being constrained by distance and time. Celebrities utilize social media technology to promote products and attract the buying interest of consumers who view their posts ([Ford, 2018](#)).

Purchase interest plays a crucial role in consumers' decision-making process when it comes to purchasing a product. According to [Rusmayanti and Agustin \(2021\)](#), purchase interest can be defined as the likelihood that consumers intend to buy a particular product. A product can be considered consumed if consumers decide to purchase it.

Currently, consumers tend to seek information about products not only through social media but also through word-of-mouth communication with friends or acquaintances. Influencers, in particular, are known to share their experiences and reviews of products, which can significantly impact consumers' purchase decisions. Furthermore, consumers often look for halal and BPOM-certified products, which help them trust the product and generate an interest in purchasing it.

Halal certification is an assurance for Muslims that they can consume or use products that are in line with their beliefs and values ([Ririn et al., 2019](#)). Halal certification is not only limited to religious requirements but also encompasses aspects such as quality, sanitation, and hygiene. The halal logo on product packaging helps consumers identify products that have received halal certification. The purpose of organizations such as the Indonesian Ulama Council (MUI) is to ensure the halal status of various products, including food, medication, cosmetics, and skincare.

Marketing activities have the ultimate goal of promoting products or services, and sometimes celebrity or famous people are used as spokespersons to introduce them to the public and attract potential customers. Currently, people tend to rely on recommendations for a product or service from celebrity endorsers they follow on social media, which makes consumers feel more confident in purchasing a product or service. Endorsers serve to remind consumers of the existence of the product, even if it has been in production for a long time, making potential buyers curious ([Sholikhah & Inayatus, 2011](#)). Celebrity endorsers are famous individuals used for advertising in various media channels such as print, social media, and television.

Word of Mouth (WOM) is another effective promotional strategy in marketing that business owners often use to introduce their products or services. WOM is a "person-to-person" method of promoting a product or service, which aims to satisfy and invite other consumers to purchase the product ([Zhang et al., 2012](#)). By using this approach, consumers become more confident in buying a product or service since they can see testimonials or reviews that generate trust in a product, thereby increasing consumer buying interest ([Ardiansyah et al., 2022](#)).

Skincare refers to a range of activities aimed at promoting and maintaining healthy skin, improving its appearance, and enhancing its overall condition. Some common types of skincare products include facial cleansers, toners, moisturizers, sunscreens, facial serums, essences, and eye creams, among others ([Pratiwi, Budiman, & Hadisoebroto, 2016](#)). The changing times have had a significant impact on the behavior of Indonesian teenagers with respect to their skincare practices. When a beauty product becomes popular in Korea, for example, the trend tends to spread quickly and widely across Indonesia. Many young women in Indonesia now place a great deal of trust in skincare services and products that promise to improve their complexion, making their faces appear lighter and cleaner in order to achieve a more attractive appearance. In this context, the use of beauty products is viewed by many teenagers as a way to enhance their overall attractiveness ([Azmi, 2019](#)).

According to [Pew Research Center \(2021\)](#), millennials are the first generation to have grown up with access to the internet, making them highly tech-savvy and proficient in using social media platforms. They are also known to be a highly informed generation, with access to vast amounts of information at their fingertips. This information-seeking behavior extends to their consumer decisions, where they tend to research products and services extensively before making a purchase. As such, understanding the factors that influence their buying interest, such as celebrity endorsers, halal labels, and word of mouth, is crucial for businesses looking to market to this demographic.

This study is supported by previous research findings, including those of [Sinaga et al. \(2013\)](#) who found that Youtube Beauty Vlogger, an online customer review by beauty vloggers, has a significant effect on skincare buying interest. This suggests that the higher the credibility of Beauty Vlogger, the higher the skincare buying interest. However, the results of [Rahmi et al. \(2017\)](#) contradicted this finding, indicating that the credibility of information sources, including online customer reviews by beauty vloggers, does not significantly affect skincare buying interest. Similarly, [Khan et al. \(2020\)](#) found that the halal label has a significant effect on skincare buying interest, which contradicts the results of

[Kamilah & Wahyuati's \(2017\)](#) research. The latter found that the halal label does not significantly influence skincare buying interest.

Due to conflicting results from prior research, there is a need to further investigate the impact of celebrity endorsement, halal label, and Word of Mouth on the purchasing behavior. Therefore, the aim of this study is to examine the influence of these three variables on the skincare buying interest of millennials. This research aims to provide a clearer understanding of the factors that drive millennials' purchase behavior and offer insights to marketers on how to effectively target this demographic.

METHOD

This study belongs to the category of quantitative research. According to [Sugiyono \(2013\)](#), quantitative research methods are based on the philosophy of positivism and are used to study certain populations or samples. The data collection process involves the use of quantitative or statistical research instruments and aims to test predetermined hypotheses through data analysis.

This study uses Safi skincare as the observed product. According to a study by [Amala et al. \(2021\)](#), Safi is a beauty product originating from Malaysia, specifically designed for Muslim women and women who prioritize using safe and halal-certified products. Safi has obtained halal certification from Jabatan Kemajuan Islam Malaysia (JAKIM) and the Indonesian Ulama Council (MUI). Due to its halal certification and diverse product range catering to the needs of teenagers and parents, Safi skincare products are widely used by the community.

The population in this study is the millennial generation who use Safi cosmetics. Since the population size is unknown, Malhotra's calculation is used to determine the minimum sample size required for this study. According to [Malhotra \(2006\)](#), the sample size must be at least four to five times the number of questions. As this study has 32 question indicators, the number of indicators is multiplied by 5 to obtain the minimum required sample size. Therefore, based on Malhotra's calculation, a minimum of 160 respondents is needed for this study. To compensate for potential invalid data, the sample size is rounded up to 200 respondents. A sample size of 200 is considered representative as it exceeds the minimum required sample size.

The questionnaire used in this study is designed to collect data directly from the respondents. The measurement scale adopted in this study is the Likert scale, which provides a range of options to the respondents to indicate their level of agreement or disagreement with the given statements. The Likert scale used in

this study comprises of five variants: strongly disagree, disagree, neutral, agree, and strongly agree.

In this study, the SEM-PLS analysis method was used to analyze the data. This analysis method comprises two stages: the outer model, also known as the measurement model, and the inner model, also known as the structural model, which estimates the value of the latent variable ([Marliana, 2019](#)).

Hypotheses development

Celebrity endorsers and buying interest

According to [Firman et al. \(2021\)](#), celebrity endorsement refers to the use of well-known individuals in society who utilize their fame to promote products to consumers by using their likeness in advertisements, particularly on television or social media. The message conveyed by the advertising celebrity is important to the success of the advertisement and the promotion of the product brand. [Dhaefina et al. \(2021\)](#) have found that celebrity endorsement significantly increases the likelihood of consumer purchase, as consumers are drawn in and feel compelled to purchase products due to the use of celebrity endorsers. Additionally, [Unud \(2017\)](#) suggests that celebrity endorser support can help consumers relate more to celebrities and develop a positive attitude towards brands, ultimately leading to increased consumer buying interest.

Based on this data, the hypotheses in this study as follows:

H1: Celebrity endorser has a significant positive effect on buying interest

Halal label and buying interest

Halal labeling refers to the practice of including a statement on the product packaging indicating that the product is halal-certified. Companies that have passed the halal certification process by MUI are able to display the halal label on their products. The inclusion of halal labeling on the product can influence consumer buying interest. According to [Kurniaputri \(2020\)](#)'s study on the role of halal certification on consumer buying interest in Malaysia, halal certification has a significant impact on the interest in purchasing a product for Malaysians. Similarly, in a study by [Paramita et al. \(2022\)](#), it was found that halal labeling, along with product image and price, had a significant and favorable impact on consumer interest in purchasing cosmetic products at the Ririnis Shop store.

Based on this data, the hypotheses in this study as follows:

H2: Halal label has a significant positive effect on buying interest

Word of Mouth and buying interest

Purchase intention can be influenced by various factors, including word of mouth and reference groups such as family, close friends, and partners. Word of mouth can be defined as the informal communication between individuals about products or services. As noted in a study by Karim and Istiyanto (2020), word-of-mouth communication is considered to be an effective means of creating consumer interest in making purchases, as it does not require a large budget and can create a positive image for the product, while also connecting with consumers' emotions. Additionally, reference groups can also impact purchase intention by serving as a source of information and influence. Thus, it is important to understand the role of both word of mouth and reference groups in shaping consumer behavior.

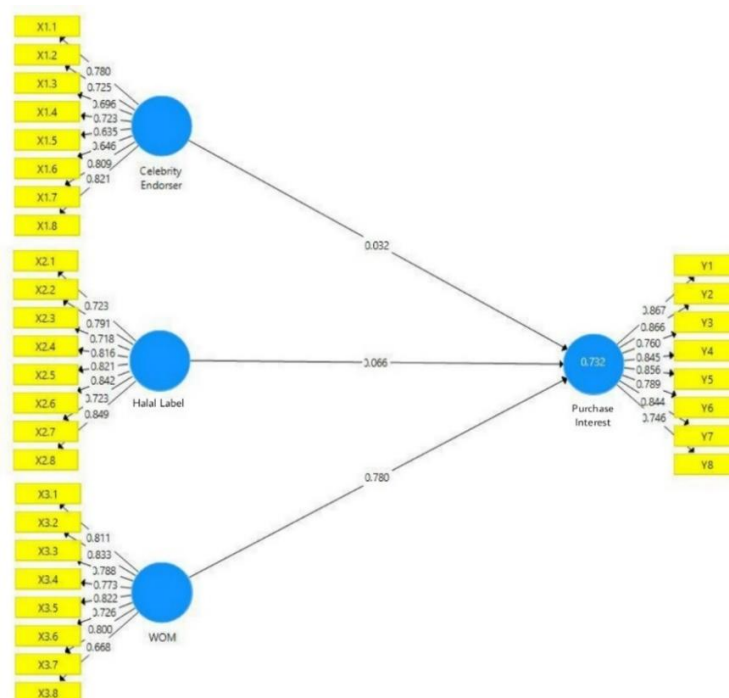
Based on this data, the hypotheses in this study as follows:

H3: Word of Mouth has a significant positive effect on buying interest

RESULT AND DISCUSSION

Structural model analysis (outer model)

Figure 2. Outer model



Source: SEM-PLS output (2023)

The outer model, also known as the measurement model, describes the relationship between the indicators and their associated latent variables (Marliana, 2019). The measurement model evaluation's main objective is to assess the accuracy and reliability of the construct or indicator measures, which is essential to establish the validity of the latent variables. In other words, the outer model analysis evaluates how well the indicators represent the underlying constructs they are supposed to measure. The outcomes of the inner model are presented in Figure 2.

Convergent validity

To test for convergent validity, the loading factor or correlation between the item score/component score and the latent variable score is analyzed. Convergent validity is assessed using the Average Variance Extracted (AVE) value, with a threshold of $AVE > 0.5$ indicating statistical significance (Marliana, 2019).

Table 1. Outer loading factor

Variable	Indicator	Outer loading	Description
Celebrity Endorser Influence (X1)	CE 1	0,780	Valid
	CE 2	0,735	Valid
	CE 3	0,696	Valid
	CE 4	0,723	Valid
	CE 5	0,635	Valid
	CE 6	0,646	Valid
	CE 7	0,809	Valid
	CE 8	0,821	Valid
Influence of Halal Label (X2)	LH 1	0,723	Valid
	LH 2	0,791	Valid
	LH 3	0,718	Valid
	LH 4	0,816	Valid
	LH 5	0,821	Valid
	LH 6	0,842	Valid
	LH 7	0,723	Valid
	LH 8	0,849	Valid
Influence of Word Of Mouth (X3)	WOM 1	0,811	Valid
	WOM 2	0,833	Valid
	WOM 3	0,788	Valid
	WOM 4	0,773	Valid
	WOM 5	0,822	Valid
	WOM 6	0,726	Valid
	WOM 7	0,800	Valid
	WOM 8	0,668	Valid
Purchase Interest (Y)	MB 1	0,867	Valid
	MB 2	0,866	Valid
	MB 3	0,760	Valid

	MB 4	0,845	Valid
	MB 5	0,856	Valid
	MB 6	0,789	Valid
	MB 7	0,844	Valid
	MB 8	0,746	Valid

Source: SEM-PLS output (2023)

Table 1 shows that the outer loading value for each indicator in each latent variable is 0.5. To ensure subsequent analysis is accurate, it is necessary to assess the viability and validity of all indicators.

Discriminant validity

To evaluate the discriminant validity of the measurement model with reflexive indicators, cross loading of measurements with constructs is conducted. For each variable, the cross loading value must be greater than 0.7 to ensure discriminant validity. Another method that can be used is to compare the square root value of the average variance extracted (AVE) as shown in Table 2.

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Description
Celebrity Endorser (X ₁)	0,536	Valid
Halal Label (X ₂)	0,620	Valid
Word Of Mouth (X ₃)	0,677	Valid
Purchase Interest (Y)	0,607	Valid

Source: SEM-PLS output (2023)

Based on the results presented in Table 2, it is apparent that the AVE values for celebrity endorser, halal label, word of mouth, and purchase intention are 0.536, 0.620, 0.677, and 0.607, respectively. These values indicate that all variables have adequate discriminant validity. Specifically, the AVE values exceed the threshold of 0.5, indicating that the indicators are appropriately measuring their corresponding latent variables. Therefore, it can be concluded that the measurement model in this study has satisfactory discriminant validity.

Table 3. Cross loading

Item inquiry	Celebrity endorser (X1)	Halal label (X2)	Word of Mouth (X3)	Purchase interest (Y)
CE 1	0,780	0,499	0,546	0,463
CE 2	0,725	0,592	0,500	0,393
CE 3	0,696	0,568	0,513	0,413
CE 4	0,723	0,583	0,509	0,425

CE 5	0,635	0,537	0,413	0,356
CE 6	0,646	0,408	0,582	0,612
CE 7	0,809	0,529	0,621	0,558
CE 8	0,821	0,574	0,620	0,548
LH 1	0,577	0,723	0,449	0,393
LH 2	0,558	0,791	0,548	0,462
LH 3	0,497	0,718	0,478	0,411
LH 4	0,526	0,816	0,630	0,553
LH 5	0,605	0,821	0,595	0,549
LH 6	0,584	0,842	0,633	0,554
LH 7	0,602	0,723	0,643	0,606
LH 8	0,593	0,849	0,655	0,622
WOM 1	0,658	0,624	0,811	0,649
WOM 2	0,621	0,636	0,833	0,736
WOM 3	0,539	0,534	0,788	0,683
WOM 4	0,545	0,614	0,773	0,596
WOM 5	0,551	0,605	0,822	0,686
WOM 6	0,553	0,492	0,726	0,663
WOM 7	0,622	0,575	0,800	0,747
WOM 8	0,578	0,594	0,668	0,524
MB 1	0,570	0,605	0,763	0,867
MB 2	0,563	0,570	0,735	0,866
MB 3	0,548	0,462	0,646	0,760
MB 4	0,545	0,504	0,680	0,845
MB 5	0,537	0,548	0,721	0,856
MB 6	0,485	0,544	0,657	0,789
MB 7	0,564	0,563	0,724	0,844
MB 8	0,552	0,617	0,681	0,746

Source: SEM-PLS output (2023)

The results of the cross loading analysis, as presented in Table 2, indicate that each question item, namely celebrity endorser, halal label, word of mouth, and purchase interest, has produced a cross loading value greater than the value of other variables. This suggests that the questions used to represent each variable are effective in distinguishing between them and contribute to the discriminant validity of the measurement model.

Composite reliability

Table 4. Composite reliability

Variable	Composite reliability	Decision
Celebrity endorser (X1)	0,902	Reliable
Halal label (X2)	0,928	Reliable
Word of Mouth (X3)	0,925	Reliable
Purchase interest (Y)	0,944	Reliable

Source: SEM-PLS output (2023)

Based on the results presented in Table 4, it can be observed that all four variables, namely celebrity endorser, halal labeling, word of mouth, and purchase intention, have a composite reliability value greater than 0.7. Specifically, the composite reliability values are 0.902, 0.928, 0.925, and 0.944 for celebrity endorser, halal labeling, word of mouth, and purchase intention, respectively. These values indicate that the variables are reliable and can be used for subsequent analysis.

Tabel 5. Cronbach's alpha

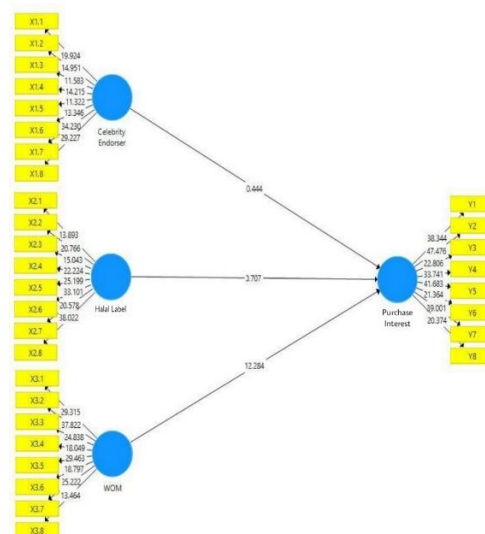
Variable	Cronbach's alpha	Decision
Celebrity endorser (X1)	0,876	Reliable
Halal label (X2)	0,912	Reliable
Word of Mouth (X3)	0,907	Reliable
Purchase interest (Y)	0,931	Reliable

Source: SEM-PLS output (2023)

Based on Table 5, the Cronbach's alpha values for all variables are above 0.7, which indicates good internal consistency reliability. The celebrity endorser variable has a Cronbach's alpha of 0.876, halal labeling has a Cronbach's alpha of 0.912, word of mouth has a Cronbach's alpha of 0.907, and purchase intention has a Cronbach's alpha of 0.931. These results demonstrate that the measures used in the study are reliable and consistent in measuring the intended constructs.

Structural model analysis (inner model)

Figure 3. Inner model



Source: SEM-PLS output (2023)

The structural model (inner model) depicts the relationship between independent latent variables (exogenous) and dependent latent variables (endogenous) (Marliana, 2019). The outcomes of the inner model are presented in Figure 3.

Model feasibility test

In order to evaluate the feasibility of the model, a blindfolding procedure in smart PLS 3.0 was carried out. The analysis results are considered good if they have a low value and a probability value greater than the cut-off value of 0.05 (Maryam et al., 2022). The Q-Square analysis results are presented in Table 6.

Table 6. Q-Square Analysis

Variable	Q ²	Decision
Purchase interest (Y)	0,489	Predictive relevance

Source: SEM-PLS output (2023)

Determination test (R²)

This test aims to assess the feasibility of the model formed for the study based on the results.

Table 7. NFI Analysis Results

	Saturated model	Estimated model
SRMR	0,077	0,077
d_ULS	3,154	3,154
d_G	1,096	1,096
Chi-Square	1198,461	1198,461
NFI	0,767	0,767

Source: SEM-PLS output (2023)

Based on the Table 7 above, it shows that the NFI value is greater than 0.1. It can be concluded that the model is considered good.

Effect size test (F²)

The Effect Size (F²) test is employed to examine the model as a whole and to assess the collective influence of the independent variables on the dependent variables. The results of the F² calculation yield values of 0.02, 0.15, and 0.35. The F² analysis is presented in Table 8 below.

Table 8. F-square analysis

Variable	Purchase Interest
Celebrity endorser	0,001
Halal label	0,006
Word of Mouth	0,799

Source: SEM-PLS output (2023)

The results obtained in the table above indicate that the variable of celebrity endorser produces an F^2 value of 0.001, which is less than 0.02, 0.15, and 0.35. Therefore, it can be concluded that the celebrity endorser variable has no significant effect on the interest of the millennial generation in buying Safi skincare products.

The F^2 value for the halal label variable is 0.006, which is less than 0.02, 0.15, and 0.35, indicating that the halal label variable does not have a significant effect on the purchase intention of Safi skincare products among the millennial generation.

The F^2 value of the word of mouth variable is 0.799, which indicates that it has a significant effect on the purchase intention of Safi skincare products among the millennial generation, as it exceeds the threshold values of 0.02, 0.15, and 0.35.

Hypotheses testing

The t-test is one of the analytical methods used to demonstrate the extent to which exogenous factors individually explain endogenous variables. A significance level of 5% is used in this study, with a corresponding t-value of 1.96. The results of the t-test analysis are presented in Table 9 below.

Table 9. T-test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P values
Celebrity endorser → Purchase interest	0,032	0,038	0,069	0,456	0,649
Halal label → Purchase interest	0,066	0,068	0,099	0,671	0,502
Word of Mouth → Purchase interest	0,780	0,777	0,067	11,690	0,000

Source: data processed (2023)

Based on Table 9, it is evident that the value for celebrity endorsers is less than the t-value, i.e., $0.456 < 1.96$. This indicates that celebrity endorsers do not have

a significant effect on the purchasing interest of Safi skincare products by the millennial generation. Consequently, the hypothesis stating that celebrity endorsers have a significant effect on the purchasing interest of Safi skincare products by the millennial generation (H1) is not supported.

Similarly, the halal label has a t-statistic value less than the t-value, i.e., $0.671 < 1.96$. The findings of this study indicate that the presence of a halal label does not have a statistically significant impact on the purchasing intention of Safi skincare products among the millennial demographic. As a result, the hypothesis that posited a positive relationship between the halal label and the purchasing interest of Safi skincare products among millennials (H2) has not been supported.

Furthermore, the statistical analysis reveals that word-of-mouth communication has a significant influence on purchasing behavior, with a t-statistic of 11.690, exceeding the critical value of 1.96. The empirical evidence from this study indicates that word of mouth has a significant impact on the purchasing intention of the millennial generation towards Safi skincare products. Therefore, the hypothesis (H3) proposing that the millennial generation's purchasing interest in Safi skincare is driven by word of mouth communication is supported.

Discussion

Celebrity endorsers on buying interest

Celebrity endorsers are typically utilized to convey messages through advertisements, and are considered direct sources of communication ([Widyaningrum, 2016](#)). The first hypothesis of this study aimed to examine the impact of celebrity endorsers on the buying interest of Safi skincare among the millennial generation. However, the results of the analysis revealed a negative and non-significant effect of celebrity endorsers on buying interest in Safi skincare among the millennial generation.

Celebrity endorsement has been noted as an attribute that can enhance the quality and acceptance of a product or service, thus increasing consumer trust and confidence in the brand ([Biswas et al., 2006](#)). By using celebrity endorsers, companies aim to attract the attention of their target audience and enhance buying interest by creating a perception that consumers can emulate the lifestyle and status of celebrities. However, in this study, the use of celebrity endorsers did not have a direct influence on buying interest because the popularity of celebrity endorsement did not significantly impact consumer buying interest. This may be due to the fact that the popularity of celebrity endorsement has not

been fully utilized to promote Safi skincare products, leading to low levels of consumer interest.

The findings of this study are consistent with previous research conducted by [Potu et al. \(2022\)](#), which reported no discernible impact of celebrity endorsement on purchase intention. These findings also align with the research conducted by [Putri and Patria \(2018\)](#), which found that celebrity endorsement did not significantly affect consumer propensity to buy. As a result, it may be concluded that the findings of this study do not support earlier research in this area.

Halal label on buying interest

The halal labeling discussed in this study refers to the halal logo displayed on the safi skincare product packaging after being certified by MUI. This logo is considered a reference for consumers to determine whether the product is in accordance with Islamic law, thereby potentially increasing their buying interest ([Putri & Patria, 2018](#)). However, the inclusion of the halal label alone is not sufficient to increase buying interest in millennial generation consumers, as other factors such as product quality and usefulness are also important considerations.

As described by [Kotler \(2000\)](#), a label can be a simple display or a complex image that is an integral part of the product packaging, and it may include brand or informational content. The findings of this study indicate that the halal label displayed on the safi skincare packaging has no significant effect on the buying interest of the millennial generation. This suggests that the presence of the halal label alone may not be a strong enough factor to influence consumer behavior.

These findings are in line with those of other studies, such as [Khalil et al. \(2021\)](#) and [Hendradewi et al. \(2021\)](#), who also found no significant relationship between the halal label and purchasing interest. Therefore, it may be concluded that the presence of a halal label may not be a key factor in influencing consumer behavior, and that other factors such as product quality and usefulness should also be taken into consideration.

Word of Mouth and buying interest

According to [Goyette et al. \(2010\)](#), Word of Mouth (WOM) refers to the exchange, flow of information, or conversation between two individuals. Word of mouth communication is a communication channel often utilized by many companies because it is considered highly effective in expediting the marketing process and

provides benefits to the company. The phenomenon of word of mouth is believed to encourage consumer buying interest, influence the community, be efficient due to its low cost, and create a positive product image.

This suggests that the distribution of word of mouth information has a significant impact on buying interest due to the advice of individuals with product experience. Additionally, individuals tend to trust others' opinions more than their own ([Sunyoto, 2015](#)). Customers frequently share their experiences using purchased products with other customers or individuals, making word of mouth an effective reference for advertising purposes. Despite its simplicity, word of mouth is a surefire strategy to sell products.

The findings of this study align with those of previous research, including that of [Ekowati and Saputra \(2015\)](#), who found that word of mouth has a positive effect on buying interest, and [Mahendrayasa et al. \(2014\)](#), who found that word of mouth has a significant positive effect on purchase intention. Therefore, it can be concluded that the present study's results support earlier research.

CONCLUSION

The present study aimed to examine the impact of celebrity endorsers, halal labels, and word of mouth on the buying interest of millennials towards Safi skincare. Based on the results of the analysis and subsequent discussion, the researchers found that the first and second hypotheses, which posited that celebrity endorsers and halal labels would have a positive effect on buying interest, were not supported by the data. Rather, the results indicated a negative relationship between these variables and buying interest in Safi skincare by the millennial generation. In contrast, the third hypothesis, which proposed a positive effect of word of mouth on buying interest, was supported by the data. This suggests that the spread of word of mouth information has a significant influence on the buying interest of millennials due to the advice of someone who has experience with the product.

The results of this study can serve as valuable input for companies that market their products to millennials, especially in the skincare industry. The finding that celebrity endorsers and halal labels have a negative effect on buying interest can help companies reevaluate their marketing strategies and consider alternative approaches. On the other hand, the positive effect of word of mouth on buying interest highlights the importance of cultivating positive customer experiences and encouraging satisfied customers to share their experiences with others. By understanding these factors that influence buying interest, companies can better

plan and evaluate their marketing efforts, potentially leading to improved sales and customer satisfaction.

This study only analyzed a limited number of independent variables, specifically celebrity endorsers, halal labels, and word of mouth, and their impact on purchase intention. For future research, it would be beneficial to include additional variables that were not considered in this study. By broadening the scope of the research variables, a more comprehensive understanding of the phenomenon under investigation can be achieved.

Moreover, for greater accuracy, future research could consider employing interview-based methods. This approach would enable researchers to obtain more detailed and nuanced insights from participants, as well as to clarify any ambiguities that may arise from survey-based methods. Overall, the inclusion of additional variables and employment of different research methods would provide a more comprehensive and accurate understanding of the factors that impact consumer behavior in the context of skincare products.

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