

Determination of Purchasing Decisions Cosmetics Wardah on Generation Z: The Role of Social Media Marketing, Quality Products and Halal Labels

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Abstract

Industry national halal cosmetics marked with competition dynamic competitive environment, where preferences and loyalties consumer Generation Z is very volatile as well as prone to shift follow trend beauty abroad, although concern to permanent halal guarantee high. Research This aim For analyze influence social media marketing, quality products, and halal labels for decision purchase product cosmetics Wardah in a way partial and simultaneous. With use approach quantitative associative, population in study This is consumer Active Generation Z in Mataram City digitally. Sample chosen use non-probability purposive sampling method with amount respondents as many as 160 people (aged 15–29 years). Criteria respondents covers domiciled in Mataram City, ever use product Wardah, as well as active interact with content beauty Wardah on Instagram and TikTok. Data collected through questionnaire distributed closed Likert scale online and analyzed using assumption tests classic as well as analysis multiple linear regression based on SPSS 25. Test results partial show that social media marketing ($b = 0.458$, $t = 9.523$, $p < 0.001$), quality product ($b = 0.375$, $t = 9.923$, $p < 0.001$), and halal label ($b = 0.579$, $t = 9.286$, $p < 0.001$) have an effect positive and significant to decision purchase, with a halal label as the most dominant determinant. In terms of simultaneous, third variables independent the influential significant ($F = 93.276$, $p < 0.001$) and capable explains 63.5% of the variation decision purchase (Adjusted R-Square = 0.635). Study This contribute in a way theoretical in expand application of the Theory of Planned Behavior (TPB) to behavior consumption halal products in the digital era, as well as give contribution managerial for manufacturer cosmetics local For synergize digital promotion strategies with innovation quality product as well as authenticity halal guarantee.

Keywords: social media marketing, quality product, halal label, purchasing decision, generation z, wardah

Introduction

Development digital technology has change method company designing activity marketing, where digital media is now become means main in build connection close with consumers. Modern marketing does not only focus on activities sale only, but emphasize ability company For integrate digital channels, increasing quality products, as well as build trust consumer use create superiority sustainable competitiveness. This fundamental change influence various sector industry globally, including industry halal cosmetics in the middle experience growth significant in a number of year final.

Industry halal cosmetics register tremendous expansion normal globally. Based on Fortune Business Insight report (2026), the global halal cosmetics market value reached USD 53.12 billion in 2025 and is projected to grow soaring to USD 143.02 billion in 2034 with level growth annual Compound Annual Growth Rate (CAGR) of 11.67%. Asia Pacific region give largest market contribution, driven by the massive Muslim population as well as improvement awareness consumer will importance product safe, quality cosmetics tall, and has certification halal official. State of the Global Islamic Economy Report 2024/2025 also included strengthen fact This with take notes expenditure Muslim consumers on products cosmetics reaching USD 87 billion in 2023 and is projected increase up to USD 118 billion by 2028. This is show that halal cosmetics or not Again just fulfillment aspect religiosity, but rather has develop become an integral part of style modern life.

Indonesia, as one of the countries with the world's largest Muslim population, experiencing growth of the cosmetics market a very dynamic national economy. Based on data from the Ministry of Industry, Indonesia's cosmetics market revenue will reach USD 2.09 billion in 2025, with projection growth by 4.73% per year. The industrial value cosmetics national touched Rp. 35.6 trillion until November 2025, while market value of cosmetics and products maintenance personal estimated reached Rp. 158 trillion in the year said. Very broad market potential This trigger competition tight, good from manufacturer cosmetics local and international, so that force every brand For develop innovative and sustainable digital marketing strategies quality the product in a way sustainable.

Wardah, brand cosmetics local below under the auspices of PT Paragon Technology and Innovation which was introduced since 1995, recognized in a way wide as one of the pioneer halal cosmetics in Indonesia. During for years, Wardah succeed build image brand safe and quality halal cosmetics, obtain trust big in the domestic market, and competitive strict with various brand national and international. In fact, Wardah recognized as one of the brand cosmetics local leading in the region, enter in Top 10 Beauty Brands in Southeast Asia with regional market share reached 5.1%. However, the strength image owned brands No necessarily free Wardah from challenge competition increasingly domestic aggressive. Change fast behavior consumers and presence brands competitors new influence preference consumer to product Wardah, which is visible from fluctuations Wardah Top Brand Index (TBI) value in a number of year final. Decline loyalty consumer domestic seen clear on index data brands below This :

Table 1. Comparison of Top Brand Index (TBI) Products Wardah (2023-2024)

Category Product	TBI 2023	TBI 2024	Change
Foundation	13,8%	4,2%	-9,6 poin
Lipstik	26,0%	22,4%	-3,6 poin
BB Cream	26,5%	16,7%	-9,8 poin
Eye Cream	9,9%	7,7%	-2,2 poin
Masker Wajah	9,2%	8,0%	-1,2 poin
Pelembab Wajah	15,3%	12,1%	-3,2 poin
Pembersih Wajah	9,5%	7,5%	-2.0 points

Based on the Top Brand Award data (2024) in Table 1, there was decline index loyalty consumers are evenly distributed in almost all over line product maintenance personal Wardah. Decrease highest recorded in the Foundation and BB Cream categories, each of which declined by 9.6 and 9.8 points percentage, whereas category moisturizer face down 3.2 points. Consistency decline in various category This indicates existence shift comprehensive in preference consumer domestic, which is in contrast with achievement brilliant Wardah in the regional scene as a Top 10 Beauty Brand in Southeast Asia with market share of 5.1%. Gap performance domestic and regional trigger urgency he did study This.

Competition strict Wardah with brand newcomers new also seen clearly in the e-commerce channel, especially in the category cleaner facial cleanser. According to Enciety's market monitoring data (2026), the map competition fourth quarter of 2024 shows dynamics following :

Table 2. Market Share of Facial Cleanser Category in Indonesian E-commerce (Q4 2024)

Brand	Market share	Information
Skintific	16.5%	Market leader
Wardah	8.5%	2nd position
Cetaphil	4.6%	Brand international
Skin1004	4.5%	Brand from South Korea
Something	3.7%	Brand local

Based on monitoring data Enciety (2026) in Table 2, Wardah's market share (8.5%) is linked Enough Far from Scintifi (16.5%) which is relatively new to the Indonesian market. In fact, in the cosmetics marketplace leading like Sociolla, Wardah's market share recorded only by 2.97%, is below Skintific (7%) and MS Glow (6.9%). This is show that as pioneer halal cosmetics, Wardah face challenge heavy from brands very aggressive new in digital marketing and innovation product functional.

Challenge competitive challenges faced Wardah is greatly influenced by changes behavior and preferences consumers, in particular segment Generation Z (born 1997-2012, aged 15-29 years) as a very dynamic key market group. Based on research Populix (2025), although 87% of respondents millennials and Generation Z use product maintenance local skincare, 72 % of respondents make South Korea a Qibla trends and innovations beauty, and 31% of them active use product from South Korea. This is indicates that loyalty Generation Z is very fluid, dynamic and vulnerable. to influence trend exposed abroad in a way constant through visual social media platforms.

On the other hand, there are inconsistency crucial empirical (research gap) about influence halal certification for decision purchase. Survey GoodStats (2024) shows that the halal label occupies order first (74%) as consideration main buying skincare among Indonesian consumers. However, the findings empirical in Journal Islamic Economics and Business (EJEB, 2025) shows results contradictory, where the existence of the halal label does not always influential significant to intention purchase repeat cosmetics among part Generation Z, because they tend more prioritize results instant functional. The gap empirical between high halal

awareness in a way general with fluctuations influence real halal label on taking decision purchase current Generation Z needs investigation deep.

Context sociocultural region also becomes factor crucial determining factor behavior consumers. Mataram City, as center government West Nusa Tenggara Province has characteristics unique demographic and social characteristics. Based on data from the Central Statistics Agency (BPS) of Mataram City (2023), the number of residents of Mataram City reached 441,147 people, with details composition age resident as following :

Table 3. Total Population Based on Category Age in Mataram City (2023)

Range Age	Number (of Souls)	Percentage (%)
0 – 14 years	118,373	26.8%
15 – 19 years	34,734	7.9%
20 – 24 years old	35,652	8.1%
25 – 29 years old	35,400	8.0%
30 – 54 years	153,651	34.8%
≥ 55 years	63,337	14.4%

Referring to Table 3, approximately 105,786 people (or around 24% of the total population, while referring to the analysis range more sociocultural wide reached 115,547 people or 26.2% of the total population of Mataram City) is in the range age Generation Z (15-29 years old). Characteristics the religious people of Mataram City with percentage a very dominant Muslim population make aspect halal product cosmetics are very sensitive and relevant in life everyday, side by side close with level adoption digital technology is high among age young. This is trigger question scientific about How digital interactions on social media synergize with evaluation physique product as well as mark religious observance in the region.

Study This positioning the Theory of Planned Behavior (TPB) developed by Ajzen (1991) as lens theoretical supporting theoretical lens for explain How stimulation external (social media), evaluation attributes (quality products), and spiritual guarantees (halal labels) are converted in a way psychological become decision purchase actual. TPB states that behavior man is results from planned intentions, formed by attitudes, norms subjective and perceptual control behavior. In context This : (1) Attitude is represented by perception consumer to quality product ; (2) Subjective Norms are formed through influence environment digital social media ; and (3) Control Behavior Perception (Perceived Behavioral Control) is strengthened by the presence of a halal label which minimizes spiritual doubt.

Novelty study This lies in the distinction firm between novelty theoretical and novelty contextual. In terms of theoretical, research This testing explanatory models comprehensive evaluation in a way simultaneous influence interaction social media marketing, perception performance product in a way real, and guaranteed halal certification below framework integrated TPB. In contextual, study This take a place in Mataram City that is characterized by ties religious very strong sociocultural However own exposure intensive to trend digital beauty. This is different from research the previous majority done in a way partial or focused on secular metropolitan cities.

Based on background behind said, research This aim For analyze influence of social media marketing, quality products, and halal labels for decision purchase product Wardah on Generation Z in Mataram City, both in a way partial and simultaneous. Benefits theoretical from study This is expand literature behavior Muslim consumers in the digital era, while benefit practically is give recommendation strategic for PT Paragon Technology and Innovation to maintain leadership its market in the segment Generation Z.

Theory of Planned Behavior (TPB) as Lens Conceptual Supporters

The Theory of Planned Behavior (TPB) formulated by Ajzen (1991) suggests that that action aware man determined by intention For do behavior behavioral intention. Intention This determined by three determinant conceptual main. First, attitude to attitude toward behavior, which refers to the extent to which a person own evaluation profitable or No profitable to behavior concerned. Second, the norms subjective (subjective norm), which reflects perception pressure social from important people around him For do or No do behavior Third, control behavior perception (perceived behavioral control), which is related with perception convenience or difficulties experienced in do behavior said, reflecting past experiences as well as anticipated obstacles.

In study this, TPB does not operationalized in a way rigid For test construct psychological pure, but rather used as lens supporters For understand decision purchase halal cosmetics among Active Generation Z digitally. Variable Quality Product represent consumer attitudes, where the evaluation functional to quality intrinsic product give birth to attitude positive to brand Wardah. The Social Media Marketing variable represents former norm subjective norms, where interactions social and recommendations peers on Instagram and TikTok create encouragement social normative For buy. Halal Label Variable acts as amplifier control behavior perceived behavioral control, where the existence of official halal certificate reduce obstacle psychological, provides a sense of security, and makes it easier Muslim consumers for decide purchase.

Development Hypothesis

The Influence of Social Media Marketing on Purchasing Decisions

Social media marketing is the process of building awareness, interest, and decision purchase through an interactive digital platform. In context Generation Z is highly dependent on social media, exposure visual content and reviews on Instagram and TikTok functioning as a social stimulus that influences norm subjective they. SMM makes it easier consumer get information product in a way transparent and interactive two direction with manufacturer. Based on matter said, submitted hypothesis First :

H1: Social Media Marketing has an influence positive and significant to decision purchase product Wardah on Generation Z in Mataram City.

Influence Quality Product on Purchasing Decisions

Quality product is ability something product For fulfil or exceed expectation consumer through performance functional and characteristics physical. For Generation Z, quality intrinsic

cosmetics like comfortable texture, power stand usage, security material free irritation, as well as practicality packaging become determinant main formation attitude positive to brand. When consumers feel performance product Wardah stable and quality, attitude positive they will crystallize become decision purchase actual. Based on matter said, submitted hypothesis second : H2: Quality Product influential positive and significant to decision purchase product Wardah on Generation Z in Mataram City.

The Influence of the Halal Label on Purchasing Decisions

The halal label is certification officially issued by the authorities authorized For ensure that product produced in accordance Islamic law, free from material unclean and safe consumed. In SDG framework, guarantees halal This strengthen control behavior perception Muslim consumers with eliminate moral anxiety and giving convenience psychological For transactions. In Mataram City with characteristics religious society, the presence of the halal logo becomes an absolute filter that directs decision purchase without spiritual doubt. Based on matter said, submitted hypothesis third :

H3: Halal label has an effect positive and significant to decision purchase product Wardah on Generation Z in Mataram City.

Influence Simultaneous Social Media Marketing, Quality Products and Halal Labels

In a way simultaneous, decision purchase cosmetics by Generation Z is not triggered by one variables single, but rather integration harmonious between stimulation digital interactive (social media marketing), satisfaction performance functional (quality product), and certainty spirituality (halal label). Synergy third dimensions This in a way together form complete belief for consumer young For decide buy product Wardah in a way planned without obstacle psychological and rational. Based on matter said, submitted hypothesis fourth :

H4: Social Media Marketing, Quality Products, and Halal Labels in general simultaneous influential positive and significant to decision purchase product Wardah on Generation Z in Mataram City.

Method

Study This use approach quantitative associative For test connection causality and contribution variables independent to variables dependent. Research held in Mataram City, West Nusa Tenggara, which was selected in a way on purpose Because represent regional characteristics with level religiosity high society at a time own adoption rapid digital technology among youth. Primary data collection was carried out start month July 2026.

Population in study This defined in a way explicit as consumer Generation Z who live in Mataram City, were born in the period 1997–2012, and are active digitally. Because the number of population real consumer cosmetics Wardah segment Generation Z in Mataram City No known in a way certain, determination size sample referring to Ferdinand's formula (2006). This formula recommend size ideal sample range between 5 to 10 times the amount indicators tested. Research This using 16 indicators operational, so that size sample set as many as 160 respondents, with calculation : $n = 10 \times 16 \text{ indicators} = 160 \text{ respondents}$.

Taking technique sample using non-probability sampling with purposive sampling method. Criteria respondent screening set in a way strict as the following : (1) domiciled in Mataram City ; (2) aged between 15 to 29 years (represent Generation Z); (3) ever buy and use product cosmetics Wardah at least once in 6 months lastly ; and (4) mandatory active using social media Instagram or TikTok, and has see, be exposed to, or interact in a way active with account official, content promotions, advertisements, and video reviews product Wardah on the platform in 3 months last. Justification Instagram and TikTok selection based on the main strategy of PT Paragon Technology and Innovation which focuses on both visual platforms For build connection close and involvement community with consumer young in a way dynamic.

Data collected use questionnaire closed and distributed digitally via Google Form. Item measurements using Likert Summated Ratings (LSR) method scale 1 (Very Disappointed) to 5 (Strongly Agree). Variables and indicators operations used explained in a way details in the table grid following:

Table 4. Instrument Grid Study

Variables	Indicator	Question Items	Scale
Social Media Marketing (X1)	1. Content (Context)	X1.1 - X1.2	Likert 1-5
	2. Communication	X1.3 - X1.4X1.5 -	
	3. Interaction	X1.6X1.7 - X1.8	
	4. Intensity Information		
Quality Product (X2)	1. Texture	X2.1 - X2.2	Likert 1-5
	2. Daya Tahan	X2.3 - X2.4X2.5 -	
	3. Keamanan Bahan	X2.6X2.7 -	
	4. Kemasan		
	5. Kenyamanan Penggunaan		
Label Halal (X3)	1. Pengetahuan	X3.1 - X3.2	Likert 1-5
	2. Kepercayaan	X3.3 - X3.4X3.5 -	
	3. Penilaian	X3.6	
Keputusan Pembelian (Y)	1. Choice Product	Y.1 - Y.2	Likert 1-5
	2. Options Brand	Y.3 - Y.4Y.5 -	
	3. Choice Place	Y.6Y.7 - Y.8	
	4. Choice of Purchase Time		

Data analysis techniques used includes : (1) Analysis Descriptive For describe response respondents based on range category Sudjana interval class (interval width 0.8); (2) Testing Quality Instrument in the form of a Validity Test (valid if $r\text{-count} > r\text{-table}$ 0.155 on $df = 158$, α 5%) and a Reliability Test (reliable if Cronbach's $\alpha > 0.7$); (3) Assumption Test Classical ones include Normality Test (Kolmogorov-Smirnov), Multicollinearity Test (Tolerance > 0.1 and $VIF < 10$), and Heteroscedasticity Test (Glejser Test); (4) Analysis Multiple Linear Regression ; and (5) Testing Hypothesis in a way partial (t-test) and simultaneous (F-test) at the level significance $\alpha = 0.05$ using help device soft SPSS 25 statistics.

Results and Discussion

Characteristics Demographic Respondents

Successful questionnaire data collected in a way complete from 160 respondents analyzed its characteristics based on aspect age and type sex as presented in Table 5 and Table 6 below This :

Table 5. Distribution Respondents Based on Age

Age (Years)	Number (Respondents)	Percentage (%)
15 – 19 years	9	5.63%
20 – 24 years old	136	85.00%
25 – 29 years old	15	9.38%

Table 6. Distribution Respondents Based on Type Sex

Type Sex	Number (Respondents)	Percentage (%)
Woman	116	72.50%
Man	44	27.50%

Based on profile demographic said, respondents study This dominated by women as many as 116 people (72.50%) with range age mature young productive namely 20–24 years as many as 136 people (85.00%). Structure sample This considered very representative For evaluate the industrial market halal beauty, remembering Woman young at age college and early Work is users cosmetics active who has proximity highest with utilization of digital media.

Analysis Descriptive Variables Study

In accordance formula Sudjana interval class (interval width 0.8), category response respondents grouped to be: 1.00 - 1.80 (Very Low); 1.81 - 2.60 (Low); 2.61 - 3.40 (Sufficient); 3.41 - 4.20 (High); and 4.21 - 5.00 (Very High). Calculation results descriptive average variable served as following :

Variables Social Media Marketing (X1) has average total value of 2.99 (Category Enough). All indicator items, starting from from Power pull content (2.99), clarity information (2.99), activity communication (3.00), up to intensity interaction (3.05), is in category moderate. This is indicates that even though Wardah's SMM strategy assessed adequate by Generation Z in Mataram, intensity and innovation presentation content Still need improvements in order to be able to trigger more interest strong.

Variables Quality Product (X2) recorded average total value of 2.95 (Category Enough). Consumers evaluate texture comfort (2.91), power hold (3.02), security ingredients (2.91), packaging protector (2.94), as well as aspect comfort usage daily (3.05) in category moderate. Indicator with mark lowest is aesthetics Power pull packaging (2.87), which becomes signal for manufacturer For do visual improvements to the packaging to make it more in accordance with appetite modern minimalist Generation Z.

Variable (X3) recorded the average total value is 2.91 (Category Enough). Confidence suitability sharia get score 2.96 and trust halal logo accountability obtained score 2.92, while understanding the meaning of the halal label is 2.94. Numbers This show that perception guarantee halal product Wardah has formed with Enough stable in mind consumer young people of Mataram City.

Purchase Decision Variable (Y) obtains average total value of 2.90 (Category Enough). Choice brand on reputation Good take notes score 2.88, while decision buy on the spot official platform to obtain score highest of 2.98. This is indicates existence enough encouragement strong among respondents For prioritize originality product moment take decision buy.

Testing Quality Instruments and Assumptions Classic

Testing validity instrument with compare r - value to r - table limit ($df = 158$, 5% significance = 0.155) yields conclusion that all 16 indicator items is valid, because own r - value range between 0.853 to 0.908 (far above 0.155). Furthermore, testing reliability prove that all over variables the research is very reliable, as shown by the value Cronbach's Alpha coefficient which is far above threshold limit 0.70 ($X1 = 0.959$; $X2 = 0.969$; $X3 = 0.950$; $Y = 0.957$).

Before estimation of multiple linear regression models, was carried out testing assumptions classic For ensure validity estimate unbiased (BLUE - Best Linear Unbiased Estimator). (1) Normality Test : Kolmogorov-Smirnov Test one sample produce statistics significance Asymp. Sig. (2-tailed) is 0.200. Since the p -value is > 0.05 , the residual model is proven. distributed normally. (2) Multicollinearity Test : Tolerance value for variables $X1$ (0.998), $X2$ (0.994), and $X3$ (0.992) all be on top limit tolerance 0.10. While VIF values for $X1$ (1.002), $X2$ (1.006), and $X3$ (1.008) are far below limit critical 10.00, which confirms No There is correlation between variables free (free) multicollinearity). (3) Heteroscedasticity Test : Glejser Test produce level significance p -value for $X1$ (0.388), $X2$ (0.762), and $X3$ (0.502) all of which is above 0.05, proving No existence symptom heteroscedasticity.

Analysis Multiple Linear Regression and Testing Hypothesis

Based on data processing using SPSS 25, obtained results estimate coefficient regression multiple that have been equipped with coefficient Standardized Beta and 95% Confidence Interval for Unstandardized B as following :

Table 7. Analysis Results Multiple Linear Regression (t-Test)

Variables	B (Unstd.)	Std. Error	Beta (Std.)	95% CI for B	t-count	Sig.
Social Media Marketing (X1)	0.458	0.048	0.385	[0.363, 0.553]	9,523	0,000
Quality Product (X2)	0.375	0.038	0,477	[0,300, 0,450]	9,923	0,000
Label Halal (X3)	0,579	0.062	0.412	[0,457, 0,701]	9,286	0,000

Based on Table 7, obtained the equation model multiple linear regression as follows :
 $Y = -8.881 + 0.458X_1 + 0.375X_2 + 0.579X_3 + e$ Constant amounting to 8,881 represents condition hypothesis where if all over variables free worth zero, decision purchase be on the numbers negative. Interpretation partial from testing hypothesis is :

First, Social Media Marketing (X_1) in general partial influential positive and significant to decision purchase ($b = 0.458$, standardized Beta = 0.385, $t = 9.523 > t\text{-table } 1.975$, Sig = $0.000 < 0.05$, 95% CI [0.363, 0.553]). Coefficient positive This indicates that every improvement performance marketing on Instagram and TikTok will increase decision purchase product Wardah in a way real. With Thus, H1 is accepted in a way empirical.

Second, Quality Product (X_2) in partial influential positive and significant to decision purchase ($b = 0.375$, standardized Beta = 0.477, $t = 9.923 > 1.975$, Sig = $0.000 < 0.05$, 95% CI [0.300, 0.450]). This show that improvement evaluation functional product will increase decision purchase in a way significant. With Thus, H2 is accepted. in a way empirical.

Third, the Halal Label (X_3) is partial influential positive and significant to decision purchase ($b = 0.579$, standardized Beta = 0.412, $t = 9.286 > 1.975$, Sig = $0.000 < 0.05$, 95% CI [0.457, 0.701]). This result show that the more strong guarantee and accountability of the halal logo, increasingly tall decision purchase consumers. The unstandardized coefficient ($b = 0.579$) records mark the biggest, making it variables with weight change the biggest to decision purchase. With Thus, H3 is accepted. in a way empirical.

The Role of Explanation Combined Social Media Marketing, Quality Products and Halal Labels

Testing influence combination in a way simultaneous analyzed using the F-test and level of significance test accuracy model explanation is evaluated through coefficient determination (Adjusted R-Square) as presented in Table 12 and Table 13 below This :

Table 8. Significance Test Results Simultaneous (F Test)

Model	Sum of Squares	df	F- count / Sig.
Regression	5357,857	3	93.276 (Sig. 0.000)
Residual	2986,918	156	-

Table 9. Coefficient Test Results Determination (R^2)

R	R Square	Adjusted R Square	Standard Error of the Estimate
.801a	0,642	0,635	4,37572

Simultaneous test in Table 8 shows the F- count of $93.276 > F\text{-table } (2.66)$ with mark significance $p\text{-value} = 0.000 < 0.05$. Findings This prove in a way sturdy that H4 is accepted in a way empirical : Social Media Marketing, Quality Products, and Halal Labels in general together synergize and influence significant to decision purchase cosmetics Wardah on Generation Z in Mataram City. The results of the regression model estimation in Table 9 produce coefficient Adjusted R-Square determination of 0.635. This show that variation synergistic combination

third variables free capable explains 63.5% of the total variation decision purchase consumer Generation Z. For ensure accuracy scientifically, concluded that by 36.5% of variance decision purchase still No can explained (unexplained variance/residual variance) by the research model moment this, and is room for factors external that is not tested in a way empirical in draft study This.

For measure strength practical from the regression model integrated this, done estimate size effect model (effect size) using Cohen's f^2 statistic, which is formulated as : $f^2 = R^2 / (1 - R^2) = 0.642 / (1 - 0.642) = 0.642 / 0.358 = 1.793$ According to guidelines Cohen's conventional approach, an f^2 value above 0.35 is categorized as as size large effect size. The score obtained was 1.793 in study This confirm that combination simultaneous from social media marketing, evaluation quality functional products and guarantees halal certification has contribution very strong practical in direct action purchase cosmetics Wardah.

Discussion of Research Results

1. The Influence of Social Media Marketing on Purchasing Decisions : Test Results partial prove influence positive and significant social media marketing to decision purchases ($b = 0.458$, $t = 9.523$, $p < 0.001$). Based on lens theoretical Theory of Planned Behavior (TPB), tactics social media promotion act as the main stimulator former norm subjective norms. Through exposure content interactive repeat, broadcast demonstration live streaming, education beauty integrated on the visual platforms Instagram and TikTok, as well as beauty influencer recommendations, created pressure normative social -digital from group reference (peer-group). This norm motivating decision buy Generation Z in Mataram that use Wardah is recognized actions in a way social. Findings This in line with study Alifia & Samboro (2025), Pradana et al. (2020), and Siregar et al. (2024), which highlights effectiveness two-way digital interaction direction in trigger action buy among young.

2. Influence Quality Product on Purchasing Decisions : Variables Quality Product proven influential positive and significant to decision purchase ($b = 0.375$, $t = 9.923$, $p < 0.001$). Based on TPB, the evaluation performance functional product represent individual personal attitude to brand. Confidence consumer to aspect physique cosmetics including comfort texture, stability of daily formula, guarantee security material free irritation, as well as efficiency packaging protector — in direct form attitude affective strong positive, which is then converted become decision purchase. Findings This supported by Samri et al. (2022), Handayani & Susanti (2021), and Rinaldi & Sari (2022) who position stability quality as a fundamental pillar in structure consideration purchase. According to with principle methodology scientific, necessary emphasized difference fundamental between evaluation absolute consumer with association statistics in regression. Based on descriptive data Table 8, total average quality value product is in the ' Sufficient ' category (2.95). However, the regression test multiple produce t- statistic value quality product of 9.923 (the highest t- value among all over variable). The gap This show that although consumer moment This evaluate performance functional product Wardah at a moderate level, quality product still act as variables guard gatekeeper variable that is very sensitive ; that is, every decline small only on the stability of the formula or comfort texture product will had a very drastic impact on the decline decision purchase current Generation Z.

3. The Influence of Halal Labels on Purchasing Decisions : The Halal Label Variable is proven influential positive and significant, at the same time record coefficient the largest unstandardized regression ($b = 0.579$, $t = 9.286$, $p < 0.001$). Based on TPB, the halal label acts as amplifier control behavior perception (perceived behavioral control). For Muslim consumers, certainty halal official reduce moral anxiety (anxiety reduction) and eliminate spiritual barriers, so that make it easier control self For decide buy in a way safe. In Mataram City with sociocultural religiosity very thick society (Muslim population $>90\%$), aspects certification religious occupy absolute primary filter position. This is in line with findings of Aini & Maulana (2022) in Mataram, Siaw & Wijaya (2021), as well as Hidayat et al. (2023) which confirms importance guarantee compliance sharia in build loyalty. However, the findings This contrast with a number of studies in other areas that tend to more secular or dominated by segments purchase repurchase behavior. As For example, EJEB research (2025) shows that the halal label does not Again influential significant to intention purchase repeat cosmetics Because consumers who do purchase repeat more focus on results end beauty physical (performance product) and price rational. Difference This give contribution very valuable theoretical : halal label acts as driver decision purchase main (purchase decision) phase initiation beginning or in areas with identity religious strong collective (such as Mataram City), where the official halal logo reduce the feared initial spiritual risk Muslim consumers. Meanwhile, in the phase purchase post-consumption repurchase, the role of halal labels shifts become factor hygienic (a must) basis) and evaluation functional quality product take over role determination decision.

4. The Role of Explanation Combined (Synergy Model): In general simultaneous, influence combination third variables proven significant ($F = 93.276$, $p < 0.001$). Synergy third dimensions This prove that taking decision purchase cosmetics by Generation Z in Mataram is results integration from three pillars of behavior planned : stimulation digital visual social (norms subjective), satisfaction performance physique product (attitude), and guarantee compliance religious (control behavior perception) that is unified in a way harmonious form decision steady and uninterrupted consumption doubt.

Conclusion

Based on the results of the data analysis and hypothesis testing, the purchasing decisions of Generation Z consumers for Wardah cosmetics in Mataram City are shaped by the combined influence of digital interaction, perceived product quality, and halal assurance. Partially, Social Media Marketing, Product Quality, and Halal Labeling were found to have positive and significant effects on purchasing decisions. Among these variables, Halal Labeling emerged as the strongest determinant ($\beta = 0.579$), followed by Social Media Marketing ($\beta = 0.458$) and Product Quality ($\beta = 0.375$). Simultaneously, the three variables had a significant effect on purchasing decisions ($F = 93.276$, $p < 0.001$) and explained 63.5% of the variance in purchasing decisions (Adjusted $R^2 = 0.635$), while the remaining 36.5% was explained by other factors outside the scope of this study.

PT Paragon Technology and Innovation is encouraged to develop an integrated marketing strategy that combines these three key factors. Considering that Halal Labeling was the most influential determinant, Wardah should maintain and strengthen consumer education regarding

the authenticity and credibility of its halal products. This effort should go beyond merely displaying a halal logo on product packaging and should include educational content about clean and halal production processes as part of a *halal clean beauty* positioning strategy. In addition, the relatively moderate evaluations of product quality, particularly packaging (mean = 2.87) and texture (mean = 2.91), indicate the need for further product improvement. This may include the development of minimalist, aesthetically appealing, and environmentally friendly packaging, as well as improvements in cosmetic texture and formulation to better suit tropical skin conditions. Furthermore, Wardah should optimize Instagram and TikTok through interactive short-form video content, Reels, live-streaming activities, and community-based digital engagement involving local consumers.

Future studies are recommended to explore the remaining 36.5% of unexplained variance by incorporating other potentially relevant variables, such as brand image, price perception, brand ambassador attractiveness, electronic word of mouth, or consumer trust. Comparative studies across different regions with varying religious and sociocultural characteristics are also recommended to examine the broader applicability and generalizability of the proposed research model.

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