

Instagram Reels, Influencer Credibility, and Halal Cosmetic Purchase Decisions

Aliya Vika Aliva*

Universitas Bina Nusantara, Jakarta, Indonesia

Ricardo Indra

Universitas Bina Nusantara, Jakarta, Indonesia

Muhammad Aras

Universitas Bina Nusantara, Jakarta, Indonesia

*Correspondence: aliya.aliva@binus.ac.id

ARTICLE INFO

Article History:

received: 08/01/2026

revised: 19/02/2026

accepted: 30/03/2026

Keywords:

Instagram Reels; Influencer Credibility; Brand

Awareness; Purchase

Decisions; Halal Cosmetics

DOI:

10.32509/mirshus.v6i1.161

ABSTRACT

This study aims to examine the influence of Instagram Reels and influencer credibility on purchase decisions in Indonesia's halal cosmetics market, with brand awareness serving as a mediating variable. A quantitative research approach was employed using an online survey of 400 Indonesian Instagram users who follow halal cosmetic brands and have prior purchasing experience. The data were analyzed using structural equation modeling with a partial least squares (PLS-SEM) approach to evaluate both direct and indirect relationships among variables. The findings indicate that Instagram Reels significantly influence brand awareness and purchase decisions, highlighting the persuasive role of visually engaging short-form video content. Influencer credibility significantly enhances brand awareness, while its effect on purchase decisions occurs indirectly through brand awareness. These results demonstrate the important role of brand awareness in translating digital engagement into purchasing behavior. This study contributes to the digital marketing communication literature by clarifying how short-form video content and influencer credibility interact to shape consumer decision-making and provides practical insights for developing effective marketing strategies in halal-oriented markets.

INTRODUCTION

The rapid advancement of internet technology has positioned social media as a central platform for digital communication and consumer interaction (Ayesha, 2024; Yang, 2024). In Indonesia, social media usage continues to expand significantly, with the number of users projected to reach 139 million in 2024, representing approximately 49.9% of the total population (Rokhmah et al., 2025). This high level of digital engagement enables consumers to actively participate in online interactions through activities such as liking, commenting, and sharing content, which increasingly shape consumer perceptions and purchasing behavior in digital environments (Lolita, 2025). Among various platforms, Instagram has emerged as a

visually oriented social medium that facilitates dynamic brand–consumer interactions and the formation of visual social networks (Yusop et al., 2022). The introduction of Instagram Reels in 2020 has further strengthened this ecosystem by enabling brands to distribute short-form video content that is engaging, interactive, and particularly appealing to younger audiences (Lolita, 2025; Menon, 2022). Within the cosmetics industry, such visual content has proven effective in increasing brand awareness and influencing consumer purchase behavior (Noor, 2024; Yupelmi et al., 2023).

Parallel to the growth of social media usage, the halal cosmetics industry has experienced substantial growth, driven by increasing Muslim consumer awareness of products that comply with Islamic principles while maintaining safety, quality, and ethical standards (Adlin Masood et al., 2023). Indonesia, as the world’s largest Muslim-majority country, represents a highly strategic market for halal cosmetic products (Virgiawan et al., 2024). Consequently, digital marketing strategies that utilize social media platforms and influencer engagement have become increasingly important tools for promoting halal products and strengthening consumer awareness in this sector (Rokhmah et al., 2025).

Previous studies have examined the influence of social media marketing and influencer engagement on consumer attitudes and purchasing behavior. Research has shown that visually engaging content on social media platforms can enhance brand awareness and positively influence consumer behavior (Noor, 2024; Yupelmi et al., 2023). Other studies highlight the role of influencer credibility in strengthening consumer trust and shaping favorable brand perceptions, particularly within halal-oriented markets (Rokhmah et al., 2025; Virgiawan et al., 2024). Additionally, brand awareness has been identified as a critical factor in the consumer decision-making process because it influences brand recall, trust, and purchase preference (Khasanah, 2024). However, most previous studies have examined these variables separately or have focused primarily on direct relationships between social media content, influencer marketing, and purchase decisions.

Therefore, an important gap remains in understanding how short-form video content and influencer credibility interact simultaneously to influence consumer purchasing behavior through brand awareness as a mediating variable. This gap is particularly relevant in the context of halal cosmetics markets, where purchasing decisions are influenced not only by marketing communication but also by religious values and ethical considerations. Without an integrated analytical framework, it remains difficult to fully explain how digital engagement on social media translates into purchasing decisions in culturally sensitive markets. This study is conceptually grounded in Source Credibility Theory and the Hierarchy of Effects Model, which explain how influencer credibility and brand awareness shape consumer purchasing decisions in digital marketing contexts.

To address this gap, this study investigates the influence of Instagram Reels and influencer credibility on purchase decisions in Indonesia’s halal cosmetics market, with brand awareness serving as a mediating variable. By examining both direct and indirect relationships among these variables using a structural model, this research provides a more comprehensive understanding of how short-form video content and influencer credibility shape consumer decision-making. The findings are expected to contribute to the development of digital

marketing communication theory by clarifying the mediating role of brand awareness in the relationship between short-form video content, influencer credibility, and consumer purchase decisions, while also offering practical insights for brands seeking to design more effective marketing strategies in halal-oriented markets.

METHOD

Research Design

This study adopts a quantitative research design grounded in a positivist paradigm to examine the causal relationships among Instagram Reels, influencer credibility, brand awareness, and purchase decisions. The positivist approach is particularly appropriate for testing theoretically derived hypotheses and empirically assessing observable relationships between constructs through rigorous statistical procedures (Fachrurrozie et al., 2023; Virgiawan et al., 2024). By emphasizing objectivity and measurement, this design enables a systematic evaluation of how digital marketing communication variables influence consumer decision-making behavior.

A survey method was employed to collect standardized data from respondents using structured questionnaires. This method allows for the objective measurement of individual perceptions and behavioral tendencies related to digital marketing communication and consumer purchasing behavior. In this research model, Instagram Reels and Influencer Credibility are conceptualized as exogenous variables, Brand Awareness functions as a mediating variable, and Purchase Decision is specified as the endogenous variable, enabling a comprehensive examination of both direct and indirect effects.

Data Collection Method

Data were collected through an online questionnaire distributed to Indonesian Instagram users who follow halal cosmetic brands and have prior experience purchasing halal cosmetic products. The questionnaire employed a four-point Likert scale ranging from *strongly disagree* to *strongly agree* to capture respondents' perceptions and attitudes. The use of a four-point scale was intended to encourage more decisive responses and reduce neutral response bias (Adiningtyas & Yunus, 2024).

The target population consisted of Instagram users in Indonesia who actively engage with halal cosmetic brand content on social media. Considering the large and geographically dispersed nature of this population, a purposive sampling technique was applied. Respondents were selected based on the following criteria: (1) residency in Indonesia, (2) following at least one halal cosmetic brand account on Instagram, and (3) having purchased halal cosmetic products.

The minimum sample size was calculated using Slovin's formula with a 5% margin of error. Based on this calculation, a total of 400 respondents were obtained. This sample size was deemed sufficient to represent the study population and to support multivariate statistical analysis using structural equation modeling techniques (Nugroho et al., 2022).

Data Analysis Technique

The collected data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. PLS-SEM was selected due to its suitability for predictive modeling, its ability to handle complex structural relationships, and its effectiveness in testing mediation effects within behavioral research models (Virgiawan et al., 2024).

The analysis process was conducted in two main stages: evaluation of the measurement model (outer model) and assessment of the structural model (inner model). The measurement model was examined through tests of convergent validity, discriminant validity, composite reliability, and Cronbach's alpha to ensure construct validity and internal consistency. Subsequently, the structural model was evaluated by analyzing path coefficients, the coefficient of determination (R^2), and the significance of both direct and indirect relationships using bootstrapping procedures (Fachrurrozie et al., 2023). This analytical framework enables a comprehensive assessment of the hypothesized relationships among Instagram Reels, Influencer Credibility, Brand Awareness, and Purchase Decision.

RESULT AND DISCUSSION

Respondent Profile

An initial descriptive analysis was conducted to examine the demographic characteristics of the respondents, including gender, age, domicile, and occupation. This profiling ensures that the sample aligns with the predetermined criteria namely, Indonesian Instagram users who follow halal cosmetic brand accounts and have prior purchasing experience. Understanding these characteristics is essential for contextualizing patterns of social media engagement and purchase behavior within Indonesia's halal cosmetics market.

As presented in Table 1, the study involved 400 respondents selected through purposive sampling (Creswell, 2014). The majority of respondents were female (73.5%), while male respondents accounted for 26.5%, reflecting the gender composition typically observed in cosmetic consumption markets. In terms of age distribution, the largest proportion fell within the 23–26 age group (27.5%), followed by respondents aged 19–22 (24.5%) and those above 26 years (23%). Geographically, respondents were primarily located in Jakarta (26.5%), followed by Surabaya (13.25%), Yogyakarta (10.25%), Semarang (10%), Bandung (9.75%), Makassar (9%), and Medan (8.75%), indicating broad urban representation. Occupationally, housewives constituted the largest segment (25.75%), followed by entrepreneurs (23%), students (21.75%), private employees (14.5%), and government employees (10%).

Table 1. Demographic Profile of Respondents

Variable	Category	Frequency (%)
Gender	Male	26.5%
	Female	73.5%
Age	< 15 Years	10.75%
	15–18 Years	14.25%
	19–22 Years	24.5%
	23–26 Years	27.5%

Variable	Category	Frequency (%)
Domicile	> 26 Years	23%
	Jakarta	26.5%
	Bandung	9.75%
	Surabaya	13.25%
	Yogyakarta	10.25%
	Medan	8.75%
	Semarang	10%
	Makassar	9%
	Others	12.5%
Occupation	Student	21.75%
	Government Employees	10%
	Entrepreneur	23%
	Private Employees	14.5%
	Housewife	25.75%
	Others	5%

Measurement Model Evaluation

The measurement model (outer model) was assessed to ensure construct validity and reliability. Convergent validity was examined through factor loadings and Average Variance Extracted (AVE). Indicators with loading values between 0.60 and 0.70 were considered acceptable, and all retained indicators met the required threshold. Furthermore, the AVE values for all constructs exceeded 0.50 Instagram Reels (0.591), Influencer Credibility (0.550), Brand Awareness (0.646), and Purchase Decision (0.556) indicating adequate convergent validity.

Discriminant validity was evaluated by comparing AVE values with the squared inter-construct correlations, following established criteria (Putri, 2024). The results confirmed satisfactory discriminant validity across constructs. Reliability analysis demonstrated strong internal consistency, with composite reliability (CR) values exceeding 0.70 and Cronbach's alpha values above 0.80 for all constructs. The highest reliability was observed for Brand Awareness (CR = 0.959) and Instagram Reels (CR = 0.945), as summarized in Table 2.

Table 2. Measurement Model Summary

Construct	AVE	Composite Reliability
Instagram Reels	0.591	0.945
Influencer Credibility	0.550	0.931
Brand Awareness	0.646	0.959
Purchase Decision	0.556	0.946

These results indicate that the measurement model demonstrates satisfactory validity and reliability, thereby supporting further structural model evaluation.

Structural Model Analysis

Following confirmation of measurement adequacy, the structural model (inner model) was assessed to evaluate predictive power and hypothesized relationships. The coefficient of determination (R^2) was examined to determine the proportion of variance explained in the endogenous constructs (Hair et al., 2017).

As presented in Table 3, the R^2 value for Brand Awareness was 0.775, indicating that 77.5% of the variance in brand awareness is explained by Instagram Reels and Influencer Credibility. This value reflects substantial explanatory power of the proposed structural model. Meanwhile, the R^2 value for Purchase Decision reached 0.995, suggesting that a very large proportion of the variance in purchase decisions is explained by the predictor variables included in the model. In partial least squares structural equation modeling, such a high coefficient of determination may occur when the examined constructs are theoretically and behaviorally closely related and when the measurement indicators capture highly correlated aspects of consumer perception and behavior. Consequently, the strong predictive power observed in this model may reflect the interconnected nature of Instagram Reels exposure, influencer credibility, and brand awareness in shaping purchase decisions within the same digital marketing environment. Nevertheless, although the model demonstrates very strong predictive capability, the results should be interpreted with caution to avoid overstating causal relationships among the constructs.

Table 3. Structural Model (R^2 Values)

Endogenous Variable R^2	
Brand Awareness	0.775
Purchase Decision	0.995

These findings indicate strong predictive capability of the proposed structural model.

Hypothesis Testing

Hypothesis testing was conducted using path coefficient analysis with bootstrapping procedures to assess the statistical significance and direction of both direct and indirect relationships among the research constructs (Hair et al., 2017). Statistical significance was evaluated based on t-statistics and p-values, while greater emphasis was placed on the consistency, direction, and theoretical coherence of the relationships within the proposed structural model.

The structural relationships among constructs are illustrated in Figure 1, which presents the bootstrapping results and the direction of the hypothesized paths. The detailed statistical results of the direct effects are summarized in Table 4.

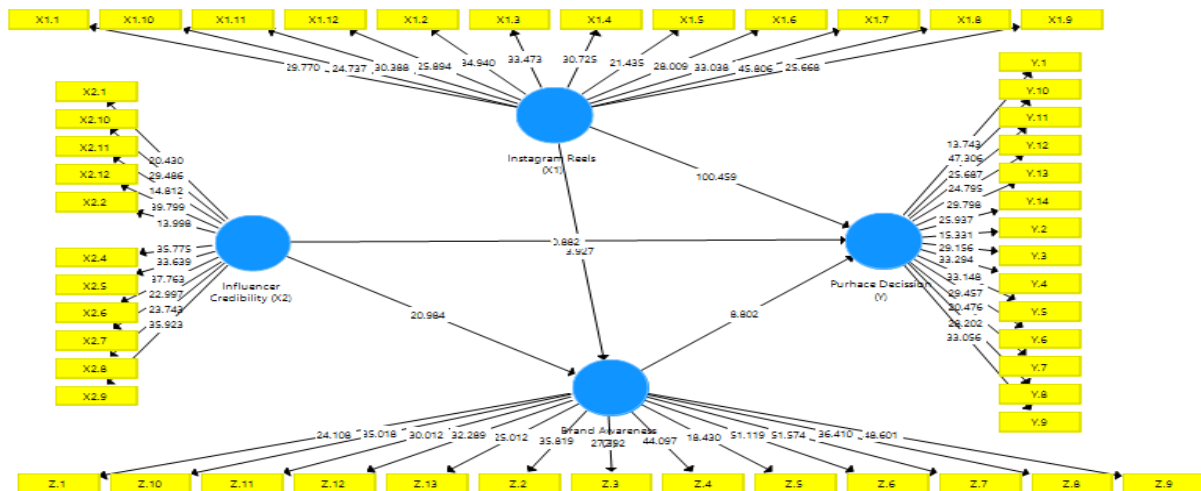


Figure 1. Bootstrapping Test Results

Table 4. Direct Effect Hypothesis Testing

Path	T-Statistic	P-Value	Result
Instagram Reels → Brand Awareness	3.927	0.000	Supported
Instagram Reels → Purchase Decision	100.459	0.000	Supported
Influencer Credibility → Brand Awareness	20.984	0.000	Supported
Influencer Credibility → Purchase Decision	0.882	0.378	Not Supported
Brand Awareness → Purchase Decision	8.802	0.000	Supported

The findings indicate that Instagram Reels have a statistically significant positive effect on Brand Awareness ($T = 3.927$, $p < 0.001$), suggesting that exposure to persuasive short-form video content enhances consumers' recognition and recall of halal cosmetic brands. Instagram Reels also demonstrate a statistically significant direct effect on Purchase Decision ($p < 0.001$), indicating that engaging visual content contributes meaningfully to consumers' purchasing behavior within the halal cosmetics market.

Influencer Credibility was found to have a significant positive effect on Brand Awareness ($T = 20.984$, $p < 0.001$), highlighting the importance of expertise, trustworthiness, and attractiveness in strengthening brand familiarity. However, its direct effect on Purchase Decision was not statistically significant ($T = 0.882$, $p = 0.378$), suggesting that influencer credibility alone does not immediately lead to purchasing actions without the formation of prior brand awareness.

Furthermore, Brand Awareness exhibited a significant positive effect on Purchase Decision ($T = 8.802$, $p < 0.001$), reinforcing its role as a central mechanism in the consumer decision-making process. These findings underscore that purchasing behavior in the halal cosmetics context is more strongly driven by accumulated brand recognition and cognitive familiarity than by direct exposure to promotional stimuli alone.

Table 5. Indirect Effect Hypothesis Testing

Path	T-Statistic	P-Value
Instagram Reels → Brand Awareness → Purchase Decision	3.294	0.001
Influencer Credibility → Brand Awareness → Purchase Decision	8.551	0.000

Mediation analysis, as presented in Table 5, reveals significant indirect effects. Instagram Reels exert a statistically significant indirect influence on Purchase Decision through Brand Awareness ($T = 3.294$, $p = 0.001$). Similarly, Influencer Credibility significantly affects Purchase Decision indirectly via Brand Awareness ($T = 8.551$, $p < 0.001$). These results confirm that Brand Awareness serves as a key mediating variable that translates digital content exposure and influencer credibility into concrete purchasing behavior.

It is important to note that the strength of certain direct effects observed in the model should be interpreted within the broader structural context of the study. Given the close conceptual relationships among Instagram Reels exposure, brand awareness formation, and purchase decision-making within the same digital marketing environment, high explanatory power reflects theoretical interconnectedness rather than a deterministic or absolute causal mechanism. Accordingly, the findings are interpreted in line with established structural equation modeling principles, emphasizing relational coherence and theoretical plausibility.

DISCUSSION

Interpretation of Findings

The findings of this study demonstrate that Instagram Reels exert a significant direct influence on both Brand Awareness and Purchase Decision, highlighting the strategic importance of short-form video content in shaping consumer behavior within Indonesia's halal cosmetics market. The strong effect of Instagram Reels on Brand Awareness suggests that visually engaging and emotionally resonant content enables consumers to recognize and recall halal cosmetic brands more effectively. This aligns with the evolving nature of digital consumption, where short, immersive video formats are increasingly central to information processing and brand evaluation (Caraecle & Raopan, 2024; Tobing et al., 2024). However, these relationships should be interpreted within the context of the proposed model and the close conceptual linkages among the examined constructs.

In contrast, Influencer Credibility was found to have a significant direct effect on Brand Awareness but not on Purchase Decision. This finding indicates that while credible influencers characterized by expertise, trustworthiness, and attractiveness are effective in enhancing brand familiarity and positive brand associations, they do not necessarily translate immediately into purchase actions. Instead, influencer credibility appears to operate at a cognitive and affective level, shaping awareness and perception before influencing actual purchasing behavior. This pattern reflects the growing consumer skepticism toward overt promotional messages, particularly in socially conscious markets such as halal cosmetics, where trust and value alignment are critical (Marzuki & Kadir, 2025).

Furthermore, Brand Awareness demonstrated a significant direct effect on Purchase Decision, confirming its role as a foundational stage in the consumer decision-making process.

Consumers are more inclined to purchase brands that are familiar and top-of-mind, especially in product categories involving personal use and religious considerations. This finding reinforces the notion that awareness functions not merely as recognition but as an accumulation of trust, perceived quality, and value congruence over time (Imanuddin et al., 2025).

Mediation analysis revealed that Brand Awareness significantly mediates the relationship between both Instagram Reels and Influencer Credibility and Purchase Decision. This indicates that exposure to short-form video content and credible influencers enhances purchasing behavior primarily by strengthening brand awareness. In this regard, Brand Awareness acts as a psychological bridge that transforms digital engagement into concrete consumption behavior (Attirmidzi, 2025).

Theoretical Contributions

This study contributes to the literature by integrating Source Credibility Theory, the Hierarchy of Effects Model, the Elaboration Likelihood Model (ELM), and Uses and Gratifications Theory within the context of short-form social media content and halal cosmetics. Source Credibility Theory explains how the perceived expertise, trustworthiness, and attractiveness of a message source shape audience attitudes and responses in persuasive communication. In line with this perspective, the findings demonstrate that influencer attributes such as expertise and trustworthiness significantly enhance Brand Awareness, even though their influence on immediate purchase decisions tends to occur indirectly (Qulaibah et al., 2025; Wardhani, 2023).

Consistent with the Hierarchy of Effects Model, which suggests that consumers progress through stages from awareness to purchase behavior, the results confirm that Brand Awareness precedes and significantly influences Purchase Decision. From an ELM perspective, Instagram Reels appear to operate primarily through peripheral processing routes, where visual appeal, emotional resonance, and entertainment value shape consumer responses without extensive cognitive evaluation. At the same time, Uses and Gratifications Theory is reflected in consumers' active engagement with Reels content that fulfills informational, entertainment, and social validation needs, particularly within culturally sensitive consumption contexts (Riswandi et al., 2025; Wahab et al., 2023).

By empirically demonstrating the mediating role of Brand Awareness, this study extends existing digital marketing communication research by clarifying the mechanisms through which short-form video content and influencer credibility jointly influence consumer behavior in halal-oriented markets (Virgiawan et al., 2024).

Practical Implications

From a practical standpoint, the findings offer valuable insights for marketers and brand managers in the halal cosmetics industry. Instagram Reels should be strategically utilized as a core communication tool for delivering authentic, value-driven, and emotionally

engaging content that reinforces brand identity and cultural relevance. Rather than focusing solely on promotional messaging, brands should emphasize storytelling, product education, and visual narratives that resonate with consumers' religious and ethical values (Darojatun & Busro, 2024).

Influencer collaborations should prioritize credibility over popularity. Brands are encouraged to partner with influencers whose expertise, lifestyle, and personal values align with halal principles, as their primary contribution lies in building trust and strengthening brand awareness rather than driving immediate sales. Campaign performance should be evaluated using meaningful indicators such as quality of engagement, brand recall, and consumer trust, rather than superficial metrics such as reach or follower count alone (Identiti et al., 2024).

Limitations and Future Research Directions

Despite its contributions, this study is subject to certain limitations. The cross-sectional research design restricts the ability to capture changes in consumer behavior over time, while the focus on Instagram users limits the generalizability of the findings across other digital platforms. Additionally, the reliance on self-reported data may introduce response bias (Fachrurrozie et al., 2023).

Future research is encouraged to adopt longitudinal or experimental designs to examine the long-term effects of short-form video exposure and influencer credibility on consumer behavior. Expanding the scope to include other halal product categories or social media platforms would also provide a more comprehensive understanding of digital marketing dynamics in diverse cultural and industrial contexts (Nugroho et al., 2022).

CONCLUSION

This study investigates the influence of persuasive short-form video content on Instagram Reels and influencer credibility on brand awareness and purchase decisions within Indonesia's halal cosmetics market. The findings demonstrate that Instagram Reels play a decisive role in shaping both brand awareness and consumer purchase decisions, highlighting the strategic importance of visually engaging and emotionally resonant short-form content in contemporary digital marketing communication. In contrast, influencer credibility contributes to purchase decisions indirectly by strengthening brand awareness, underscoring its role as a trust-building mechanism rather than an immediate driver of consumer action.

By integrating Source Credibility Theory, the Hierarchy of Effects Model, the Elaboration Likelihood Model, and Uses and Gratifications Theory, this study provides a nuanced understanding of how digital content and influencer attributes interact to influence consumer behavior in culturally and ethically sensitive markets. The results suggest that effective digital marketing strategies in the halal cosmetics sector should prioritize value-based storytelling, authenticity, and alignment with consumer beliefs, while leveraging credible influencers to foster long-term brand trust and engagement.

Overall, this research contributes to the growing body of knowledge on digital marketing communication by clarifying the mediating role of brand awareness in transforming

social media engagement into purchasing behavior. It also offers practical guidance for marketers seeking to design impactful short-form video strategies and influencer collaborations that resonate with consumer values in the evolving halal market context.

REFERENCE

- Adiningtyas, Y., & Yunus, E. (2024). The Influence of Consumer Knowledge of Halal Supply Chain Practices on Purchase Intention in Halal Personal Care & Beauty Products. *Jurnal Aplikasi Bisnis Dan Manajemen*, 10(3), 823. <https://doi.org/10.17358/jabm.10.3.823>
- Adlin Masood, Sri Rahayu Hijrah Hati, & Alina Abdul Rahim. (2023). HALAL COSMETICS INDUSTRY FOR SUSTAINABLE DEVELOPMENT: A SYSTEMATIC LITERATURE REVIEW. *International Journal of Business and Society*, 24(1), 141–163. <https://doi.org/10.33736/ijbs.5609.2023>
- Attirmidzi, F. (2025). The Influence of Sharia Corporate Social Responsibility (Sharia CSR) on Corporate Image in the Halal Industry. *Seriati Ekonomisi*, 2(3), 99–107. <https://doi.org/10.35335/0x7kr53>
- Ayesha, N. (2024). THE IMPACT OF SOCIAL MEDIA ON CONSUMER BEHAVIOUR: TRENDS, CHALLENGES, AND OPPORTUNITIES. *ShodhKosh: Journal of Visual and Performing Arts*, 5(1). <https://doi.org/10.29121/shodhkosh.v5.i1.2024.1696>
- Caraecle, A. J. B., & Raopan, M. R. D. (2024). THE INFLUENCE OF HALAL LOGO ON THE PURCHASING BEHAVIOR OF MUSLIM FILIPINOS: A STRUCTURAL EQUATION MODELLING. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 6(19), 01–13. <https://doi.org/10.35631/AIJBS.619001>
- Darojatun, R., & Busro, B. (2024). Commodification of Religion in Marketing Communication for Sharia-Compliant Properties. *Communicatus: Jurnal Ilmu Komunikasi*, 8(1), 39–62. <https://doi.org/10.15575/cjik.v8i1.33784>
- Fachrurrozie, Muhsin, Nurkhin, A., Mukhibad, H., & Mohd Daud, N. (2023). Determinants of halal food purchase decisions for Go Food and Shopee Food users. *Innovative Marketing*, 19(1), 113–125. [https://doi.org/10.21511/im.19\(1\).2023.10](https://doi.org/10.21511/im.19(1).2023.10)
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Thousand Oaks, CA: Sage Publications.
- Identiti, I., Rimet, R., Suryadi, N., & Museliza, V. (2024). Halal Label and Purchasing Decisions in Fast Food Restaurants in Pekanbaru, Riau. *INVEST : Jurnal Inovasi Bisnis Dan Akuntansi*, 5(1), 26–33. <https://doi.org/10.55583/invest.v5i1.810>
- Imanuddin, F., Ahyakudin, A., Pardiansyah, E., & Ginanjar, R. A. F. (2025). THE INFLUENCE OF ISLAMIC LIFESTYLE, HALAL CERTIFICATION, AND SOCIAL MEDIA EXPOSURE ON PURCHASING DECISIONS AT MIXUE OUTLETS IN SERANG CITY. *Ekonomi Islam*, 16(1), 121–140. <https://doi.org/10.22236/jei.v16i1.15098>
- Khasanah, M. (2024). Boycotts and brand perception of mineral water affecting generation Z Muslim purchases.

- Lolita, T. L. V. (2025). Instagram Reels as a Digital Tool for Business-to-Business Engagement. *Jurnal ILMU KOMUNIKASI*, 22(1). <https://doi.org/10.24002/jik.v22i1.7999>
- Marzuki, S. N., & Kadir, S. (2025). The effect of Sharia green marketing and environmental awareness in fostering buying interest of Halal beauty product. *Journal of Islamic Economics Lariba*, 11(1), 507–542. <https://doi.org/10.20885/jielariba.vol11.iss1.art20>
- Menon, D. (2022). Factors influencing Instagram Reels usage behaviours: An examination of motives, contextual age and narcissism. *Telematics and Informatics Reports*, 5, 100007. <https://doi.org/10.1016/j.teler.2022.100007>
- Noor, D. R. (2024). Influence of Instagram Reels on Marketing Tactics of Small Businesses: Insights from Pakistan. 13.
- Nugroho, A. J. S., Ihalauw, J. J. O. I., & Kristian, N. A. N. A. (2022). The Moderating Effect of Trust and Product Involvement on Antecedents of Halal Brands to Purchase Intention towards the Competitiveness of the Sharia Economic System in Indonesia. *Journal of System and Management Sciences*. <https://doi.org/10.33168/JSMS.2022.0522>
- Putri, R. N. A. (2024). Halal Labels and Religious Commitment: Their Impact on Bottled Water Purchases. *Journal of Business and Management Review*, 5(8), 670–690. <https://doi.org/10.47153/jbmr.v5i8.1077>
- Qulaibah, C., Shafia, T., & Akhtar, A. (2025). Analysis of Consumer Decisions in Using Sharia-Based Digital Payment Services (Sharia E-Wallet). *Seriat Ekonomisi*, 2(2), 61–68. <https://doi.org/10.35335/p190r625>
- Rahmadini, C. L., Sangun, E., & Sari, N. N. (2025). INSTAGRAM CONTENT EXPOSURE @JASTIP_DONGKA AND FOLLOWERS' CONSUMER BEHAVIOR PATTERNS. *Moestopo International Review on Social, Humanities, and Sciences*, 5(1), 161–170. <https://doi.org/10.32509/mirshus.v5i1.119>
- Riswandi, M. F., Nawawi, K., & Hakim, N. (2025). Pengaruh Gaya Hidup dan Sertifikasi Halal terhadap Keputusan Pembelian Produk Perawatan Kecantikan Marketplace TikTokShop Mahasiswa Universitas Ibn Khaldun Bogor. *AHKAM*, 4(3), 870–886. <https://doi.org/10.58578/ahkam.v4i3.6821>
- Rokhmah, F. N., Oktari, M., & Widiastuti, T. (2025). Social media influencers on halal cosmetic purchase intention among Gen Z Muslims. *Asian Journal of Islamic Management (AJIM)*, 113–132. <https://doi.org/10.20885/AJIM.vol7.iss1.art7>
- Tobing, F., Fajrillah, R., Amanda, & Melany. (2024). Analysis of Factors Affecting the Intention to Buy Halal Cosmetics. *Jurnal Ekonomi, Manajemen, Akuntansi Dan Keuangan*, 6(1), 10. <https://doi.org/10.53697/emak.v6i1.2017>
- Virgiawan, R., Amda Anisa, R., & Pusparini, M. D. (2024). Consumer buying behavior towards point-of-sale material of halal cosmetic products. *Cogent Business & Management*, 11(1), 2322020. <https://doi.org/10.1080/23311975.2024.2322020>
- Wahab, W., Wijayanti, R., Kristiyani, D., & Prawoto, E. (2023). Halal Lifestyle and Consumer Decisions: The Role of Halal Labels, Religious Values, and Word of Mouth in Purchasing

- Wardah Cosmetics at Islamic Boarding Schools. *Economica: Jurnal Ekonomi Islam*, 14(2), 137–153. <https://doi.org/10.21580/economica.2023.14.2.26084>
- Wardhani, N. E. (2023). Existence of Fatwa of the National Sharia Council of the Indonesian Ulema Council (DSN-MUI) No. 108/DSN-MUI/X/2016 Concerning Guidelines for Organizing Tourism Based on Sharia Principles: Between Spiritual and Regulatory. *Journal of Social Research*, 2(9), 3162–3168. <https://doi.org/10.55324/josr.v2i9.1373>
- Yang, Y. (2024). The Impact of Social Media on Consumer Purchasing Decisions. *Transactions on Economics, Business and Management Research*, 8, 179–187. <https://doi.org/10.62051/bk13z779>
- Yupelmi, M., Yulastri, A., Ganefri, Giatman, Effendi, H., & Muskhir, M. (2023). A Comprehensive Exploration of Entrepreneurial Strategies in The Makeup and Beauty Industry: The Role of Social Media Marketing. *Indonesian Journal of Computer Science*, 12(5). <https://doi.org/10.33022/ijcs.v12i5.3439>
- Yusop, S. R. M., Rasul, M. S., Mohamad Yasin, R., Hashim, H. U., & Jalaludin, N. A. (2022). An Assessment Approaches and Learning Outcomes in Technical and Vocational Education: A Systematic Review Using PRISMA. *Sustainability*, 14(9), 5225. <https://doi.org/10.3390/su14095225>