Determinants of Purchasing Decisions Among Scarlett Whitening Consumers in Salatiga City With Purchase Intention as Mediation

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Article Info	ABSTRACT
	This research is motivated by the existence of cosmetic industry competition in Indonesia. The dominance of imported products dominates sales in retailers or department stores, making it difficult for local products to compete. The purpose of this study was to understand the determination of consumer purchasing decisions for Scarlett whitening in Salatiga City with purchase intention as mediation. This type of research is quantitative, the sample size is 100 respondents with sample determination using random sampling technique. The data collection method is by distributing Likert-scale questionnaires. Analysis includes instrument tests, statistical tests, classical assumption tests and path analysis. The results of the study Social media marketing has no effect on purchasing decisions, product quality has a positive and partially significant effect on purchasing decisions, halal labelling has no effect on purchasing decisions, buying interest is able to mediate the effect of product quality on purchasing decisions, and buying interest is stated to be unable to mediate the influence of social media marketing and halal labelling on purchasing decisions.

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INTRODUCTION

The cosmetics industry has been one of the growing industries over the years, and is projected to contribute high export value to the country. Although less exposed by the media, this industry continues to experience significant progress (Selvia et al., 2022). This can be seen from the increasing number of cosmetic products from various brands that have sprung up in the market, both imported and local brands..

Putri K. Wardhani, Chairperson of the Association of Cosmetics Companies and Associations (PPAK), stated that the dominance of imported products dominates

sales in retailers or department stores, making it difficult for local products to compete. As can be seen in Figure 1. imported cosmetic products from China will dominate the market share in Indonesia in 2022.

Figure 1. Development of skincare products in Indonesia.

Source: www.kumparan.com (2023)

Based on Figure 1.1 shows that local brands controlled 94.3 percent of the beauty product market share in Indonesia in 2020, while Chinese brands controlled 5.7 percent. In just two years, in 2022, the market share reversed, with Chinese brands accounting for 57.2 percent and local brands accounting for 42.8 percent. This change shows the rapid dynamics of the beauty industry in Indonesia and demonstrates the rapid popularity of Chinese brands among Indonesian customers.

Scarlett Whitening is one of the many skincare brands in Indonesia. Scarlett Whitening was established in 2017 and is one of the rising beauty products among teenagers today. The emergence of outside skincare brands, such as Skintific and Originote, has triggered fierce competition in the local cosmetics industry, especially for brands like Scarlett operating in Indonesia. This phenomenon has an impact on the level of purchasing decisions of all Scarlett Whaitening consumers. Kotler & Keller (2012) say purchasing decisions are a series of stages evaluating buyers in choosing several preferred potential brands. Different customer behaviors in terms of purchasing can be studied further using the Theory of Planned Behavior (TPB) approach. By conducting research on the effect of social media marketing, halal labeling and product quality on purchasing decisions with purchase intention as an intervening variable, this TPB model can find out a person's desires and attitudes when making consumers decide to buy.

Marketing through social media is an important consideration when making purchases, especially on online purchasing sites, the availability of social media, businesses can utilize it for marketing purposes. Businesses can use social media marketing to launch new goods or services, disseminate information, and increase sales significantly at minimal cost. The use of social media platforms to promote goods or services is known as social media marketing (Rahmawati, 2021).

Cahyaningtyas & Wijaksana (2021) pre-survey on 30 respondents on social media marketing content, 80% of the 30 respondents received a disagreeing response because they viewed social media marketing content on social media as providing

information that did not match reality. Many companies can reach a wider market thanks to the ease of marketing goods through social media. But unfortunately, with the development of social media platforms, there is a risk of worrying about the rise of fake Scarlett products. Rahmawati (2021) research proves that social media marketing has a significant effect on purchasing decisions. In contrast, Ayuningtyas (2020) concluded that social media marketing has a negative and insignificant effect..

In addition to marketing strategies through social media marketing, product quality is also an important factor that can influence consumer purchasing decisions. Kaharu & Budiarti (2016) the quality of a product is the added value of an item as unique from its competitors. Based on a daily news report issued by Jurnalpost. com (2022) it is said that the weakness of this Scarlett whitening product is its thick texture, which makes it take time to absorb in the skin and makes the whitening effect not so visible on the skin, to get a permanent bright effect this product must be used regularly. The problem arises that some consumers may be looking for whitening products that provide quick and immediate results, but when they find that Scarlett requires time and patience to see changes, they may be disappointed and think twice before buying it. From the results of previous research Fatlahah (2013) found a positive partial and simultaneous impact on product quality as the most dominant variable on increasing purchasing decisions. Research conducted by Supriyadi et al. (2017) shows a gap in research results regarding the effect of product quality and brand image on purchasing decisions, where the findings show that buying decisions are not influenced by product quality.

Realizing that Indonesia is a Muslim-majority country, the need for halal assurance in cosmetic products is very important. For Muslims, the halalness of a product is an important and main thing. According to Sahir et al. (2016) the halal label is given by an authorized institution, such as the Indonesian Ulema Council's Food, Drug and Cosmetic Assessment Institute (LPPOM-MUI), to ensure that these goods have gone through halal testing in accordance with Islamic law.

Based on the results of research conducted by Inayah et al (2023) the halal labeling variable has no influence on purchasing decisions. This is because people prefer a product based on the benefits and suitability of the product with facial skin. The problem arising in halal labeling is the fact in the field that there are Islamic consumers who do not pay much attention to the halal label when buying these products. Research on halal labeling has been conducted previously by Astuty (2021) the effect of halal labeling has a significant positive impact on consumer purchasing decisions. In contrast Anggraeni (2017) shows that halal labeling has no effect on purchasing decisions.

The object of this research is Scarlett Whitening consumers in Salatiga City. Based on a daily news report issued by Kompas.com (2023) Salatiga is the most wasteful city in Central Java, because people cannot resist the temptation of online shopping. People in Salatiga City spend more money than anyone else in the Central Java Region. Researchers can explore the various factors that influence Salatiga people's purchase intention when shopping, including the determination of purchase decisions for scarlett whitening consumers in Salatiga City. There needs to be a solution to solve the problem or examine it more deeply, in order to find

out the causes of problems in making purchasing decisions for scarlett whitening products in Salatiga City. This research is more focused on several factors that cause consumers to decide to buy. On the other hand, the author found differences in research results so that further research needs to be done. Researchers want to raise the title of determining purchasing decisions for Scarlett whitening consumers in Salatiga City with purchase intention as mediation.

LITERATURE REVIEW

Theory Of Planned Behavior

Theory of planned behavior (TPB) is one of the theories explaining consumer behavior in purchasing. TPB is a development of theory from Theory Reasonable Action (TRA) which deals with individual consumer behavior. This theory has a strong basis for the point of view of ideas that can persuade someone to act in a certain specific way (Seni & Ratnadi, 2017). This theory is very suitable for describing the desires and attitudes of an individual or consumer.

Theory of planned behavior (TPB) explains that attitude determines a person's behavior or actions, even so there needs to be consideration in attitude and always control the control of the individual's behavior (Pebrina et al., 2021). Ajzen (1991)1985, 1987 a person's behavior is influenced by a sense of intention, from this intention there are three factors that form the following explanation:

Attitude Toward Behavior

Attitude toward behavior is an attitude of a person who has the confidence to judge or see from his point of view in the decision-making process. This attitude that a person has can affect the good or bad behavior that a person does. Social media marketing is a marketing strategy that utilizes social media platforms to promote products or services to targeted audiences. The subjective norm factor is one of the constructs of planned behavior theory, playing an important role in influencing individuals' decisions to engage in this marketing strategy.

Normative subjectivity includes an individual's view of accepted social norms in their environment, such as recommendations from friends, family, or influence from prominent figures in the industry. With support or recommendations from those close to them, individuals are more likely to follow or participate in social media marketing activities, strengthening the effectiveness of the campaign.

Subjective Norm

Subjective norm is a person's behavioral action that expects something where it is influenced by the perceptions of others and the motivation to achieve what is expected. Subjective norm or subjective norm can cause social pressure where this can have an unfavorable impact on each individual.

Product quality is an important aspect that affects consumer perceptions and satisfaction. Factors such as reliability, performance, durability, and beauty of the product personally influence buyer preferences. However, it is also crucial to consider the Attitude toward behavior factor in this case. Attitude toward behavior

encompasses an individual's attitude towards the product, including beliefs, feelings, and evaluations of the product. a positive attitude towards the product can encourage repeat purchases and recommending the product to others.

Perceived Behavioral Control

Perceived behavioral control or perception of behavioral control, which means that a person can control himself when he wants to do positive behavior or negative behavior. This perception of behavioral control is influenced by internal factors and external factors. In the Theory of Planned Behavior model, Perceived Behavioral Control refers to a person's view of the level of difficulty in carrying out a desired action. This action is closely related to beliefs about the availability of sources and the potential for realization (Ajzen, 1991)1985, 1987.

Halal labeling is the process of labeling or marking a product which indicates that the product is in accordance with the principles of halal in Islam. The perceived behavioral control factor in this context refers to an individual's perception of his ability to choose and consume halal products. This perception is influenced by various factors such as the availability of halal products, knowledge of halal standards, and the financial ability to buy these products. The higher the perceived behavioral control, the more likely individuals will choose products with halal labels, because they feel they have full control over their consumption choices in accordance with religious values and beliefs.

Social Media Marketing

Kotler & Keller (2014) Social media marketing is an online activity in the form of a program that is deliberately designed to engage consumers or potential customers implicitly or explicitly by increasing their awareness, improving their brand image to attract interest and transactions. Marketing is identifying and meeting human and social needs. One good and short definition of marketing is "meeting needs in a profitable way". Gunelius (2011) indicates the level of marketing success through social media can use the following variables:

1. Content Creation
2. Content Sharing
3. Connecting
4. Community Building

Product Quality

Kotler, P.,& Keller (2012), product quality is the ability of a product to achieve its intended purpose, including characteristics such as long-term use, reliability, consistency, usability, and repairability. This product value can satisfy consumers physically and emotionally by showing the characteristics and properties inherent in the goods, while increasing their value (Amstrong & Kotler, 2015). Sviokla in Sejati (2016) product quality has several indicators, namely:

1. Performance, which refers to the core product characteristics which include brand, attributes that can be measured from individual performance aspects;
2. Product diversity (features), which is measured subjectively by each individual

3. Serviceability, namely the serviceability of a product results in a conclusion of product quality
4. Conformance, which can be measured by the level of accuracy and completion time including error calculations

Halal Labeling

Halal labeling is a label listed on the product that explains that the product is halal and suitable for consumption because it does not contain ingredients that are forbidden in accordance with Islamic teachings (Bulan, 2016). Local products that already have a halal label on the packaging can compete with foreign products that are not necessarily clear about their halalness (Kamilah & Wahyuati, 2017). According to Rangkuti cited in (Kamilah & Wahyuati, 2017) the indicators of halal labeling are as follows:

1. In the form of pictures/photos
2. In the form of writing/notes
3. A combination of pictures and writing
4. Included in product packaging/packaging.

Purchase Decision

Kotler dan Amstrong (2008:181) state that purchasing decisions are an activity of buying a product that is desired or needed. In this purchasing decision-making process, product selection is involved first, product selection can be based on preferences for known product brands (Pradana & Hudayah, 2017). Purchasing decision is an attitude and behavior in the process of selecting two or more choices in making purchasing decisions, as well as considering several things that consumers will later make a final decision on the goods to be purchased (Kuswanto, 2021). Pradana & Hudayah (2017) there are four indicators of purchasing decisions, including the following:

1. Steadiness to buy, consumers feel confident in the product they have chosen after knowing the information contained in the product.
2. Deciding to buy, consumers are stable in choosing a product because the product is one of the brands that is quite popular and liked by the consumers themselves.
3. Buying because it suits what consumers need and want.
4. Buying products because they get advice from other people.

Purchase Intention

Mowen (1995) purchase interest is an action of someone who wants to have when they see goods or products with a certain brand, then a feeling of wanting to buy the item arises (Tanjung, 2020). This buying interest can arise because of a feeling of satisfaction from consumers, this satisfaction is obtained because they are attracted by the appearance of the product. According to Ferdinand (2012) purchase interest has four indicators, including the following:

1. Transactional Interest
2. Referential Interest

3. Preferential Interest
4. Explorative Interest

Figure 2 Research Framework
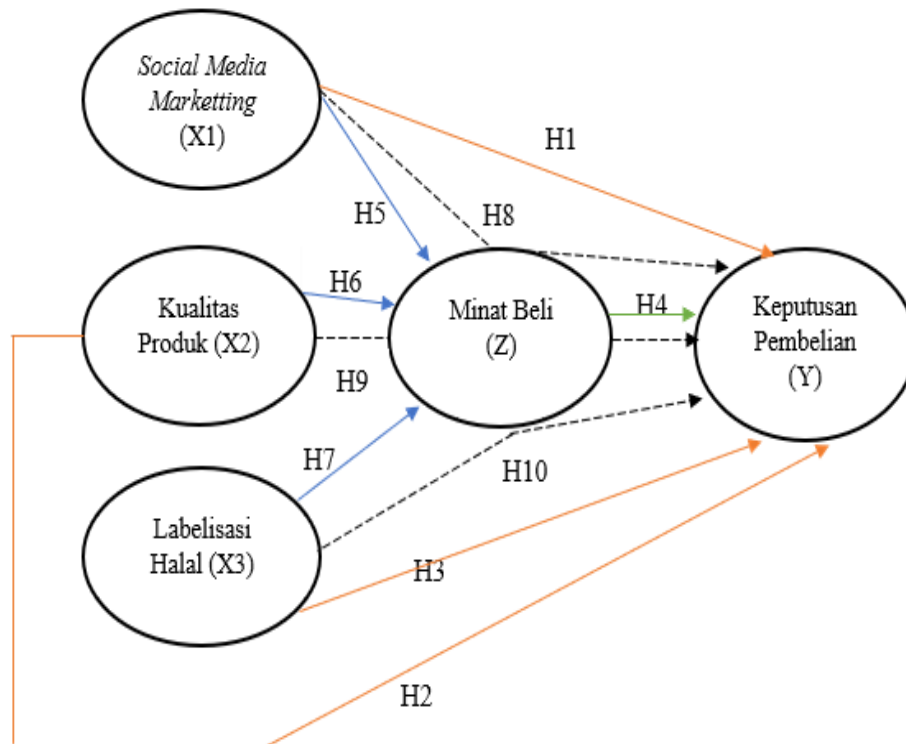
H1 : Social Media Marketing has a positive and significant effect on purchasing decisions.
H2 : Product quality has a significant positive effect on increasing purchasing decisions.
H3 : Halal Labeling has a positive and significant effect on increasing purchasing decisions.
H4 : Purchase Intention has a positive and significant effect on Purchasing Decisions
H5 : Social Media Marketing has a significant positive effect on increasing Purchase Intention
H6 : Product quality has a positive and significant effect on buying interest
H7 : Halal Labeling has a positive and significant effect on Purchase Interest
H8 : Social Media Marketing has a significant effect on Purchasing Decisions mediated by buying interest
H9 : Product quality has a positive and significant effect on purchasing decisions mediated by buying interest
H10: Halal Labeling has a positive and significant effect on purchasing decisions mediated by buying interest.

METHOD

The method used in this research is quantitative research. The type of data used in this research is primary data. In this case, the research was conducted on a specific group of individuals, namely Scarlett Whitening consumers in Salatiga City. However, the total number of this population is unknown and difficult to estimate, so to calculate the sample size, Lemeshow's formula was used:

$$N = \left(\left(\frac{\frac{Za}{2}.\sigma}{e} \right) \right)^2 = \left(\frac{1.96 \cdot 0,25}{5\%} \right)^2 = 96,04$$

N = 96,04 dibulatkan menjadi 100

This research sample will be rounded up to 100 respondents. The measurement scale used in this study is a Likert scale.

Weight	Skor
Strongly Agree (SS)	5
Agree (S)	4
Neutral (N)	3
Disagree (TS)	2
Strongly disagree (STS)	1

Source: Soegiyono, 2013

The data was processed using SPSS version 20. The analysis includes instrument tests, statistical tests, classical assumption tests and path analysis.

RESULT

Validity Test

Table 1. Validity Test Results

Variable	Question Item	R Count	R Table	Description
Social Media Marketing (X1)	Item 1	0,648		valid
	Item 2	0,846	0.196	valid
	Item 3	0,646		valid
	Item 4	0,856		valid
Product Quality (X2)	Item 1	0,792		valid
	Item 2	0,855	0.196	valid
	Item 3	0,825		valid
	Item 4	0,785		valid

Variable	Question Item	R Count	R Table	Description
Halal Labeling (X3)	Item 1	0,716	0.196	valid
	Item 2	0,686		valid
	Item 3	0,628		valid
	Item 4	0,714		valid
Purchase Decision (Y)	Item 1	0,752	0.196	valid
	Item 2	0,793		valid
	Item 3	0,658		valid
	Item 4	0,697		valid
Purchase Interest (Z)	Item 1	0,848	0.196	valid
	Item 2	0,853		valid
	Item 3	0,793		valid
	Item 4	0,793		valid

Source: processed data, 2024

According to the results of table 1. above, all questions in the questionnaire have r count> from r table 0.196 and a significant test of 0.05. From the above tests, it is concluded that all indicators of the questionnaire questions are valid.

Reability Test

Table 2. Reability Test Results

Variable	Cronbach's alpha	Description
Social Media Marketing (X1)	0,748	Reliabel
Product Quality (X2)	0,830	Reliabel
Halal Labeling (X3)	0,625	Reliabel
Purchase Decision (Y)	0,695	Reliabel
Purchase Interest (Z)	0,838	Reliabel

Source: Processed data, 2024

Based on the data in table 2 above, the results of the Cronbach's alpha value> the limit value of 0.60. This value indicates that the variables of social media marketing, product quality, Halal labeling, purchasing decisions and purchase intention are declared reliable.

Statistical Test

T test

Table 3. Equation T Test Results 1 & 2

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,138	1,201		2,613	,010
Sosial Media Marketing	,018	,029	,033	,602	,548
Product Quality	,171	,075	,183	2,262	,026
Halal Labeling	-,001	,046	-,001	-,019	,985
Purchase Interest	,646	,075	,702	8,666	,000
a. Dependent Variable: Purchase Decision					

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,437	1,605		2,141	,035
Sosial Media Marketing	,011	,040	,018	,265	,792
Product Quality	,747	,070	,737	10,732	,000
Halal Labeling	,039	,063	,042	,616	,539
a. Dependent Variable: Purchase Interest					

Source: processed data, 2024

Social Media Marketing (X1), the results of t count 0.602 < t table 1.985 and sig results 0.548> 0.05 so that partially social media marketing has no influence on purchasing decisions. Product Quality (X2), the results of t count 2.262> t table 1.985 and sig results 0.026 <0.05 so that partially product quality has a positive and significant influence on purchasing decisions. Halal Labeling (X3), the result of t count -0.019 < t table 1.985 and sig result 0.985 > 0.05 so that partially halal labeling has no influence on purchasing decisions. Purchase interest (Z), the results of t count 8.666> t table 1.985 and sig results 0.000 <0.05 so that partially purchase interest has a positive and significant influence on purchasing decisions.

Social Media Marketing Variable (X1), the t value is 0.265 < t table 1.985 and the sig value is 0.792> 0.05 so that social media marketing partially has no influence on buying interest. Product Quality Variable (X2), t value 10.732 < t table 1.985 and sig value 0.000 < 0.05 so that partially product quality has a positive and significant influence on buying interest. Halal Labeling Variable (X3), the t value is 0.616 < t table 1.985 and the sig value is 0.539> 0.05 so that partially halal labeling has no influence on buying interest.

F Test

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Table 4. F Test Results Equation 1 & 2

ANOVA^a

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Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	287,252	4	71,813	60,407	,000^b
	Residual	112,938	95	1,189		
	Total	400,190	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Minat Beli, Sosial Media Marketing, Labelisasi Halal, Kualitas Poduk

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	258,718	3	86,239	38,752	,000b
Residual	213,642	96	2,225		
Total	472,360	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Halal Labeling , Product Quality , Sosial Media Marketing

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Source: Processed Date, 2024

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In table 4. above, it is known that the sig result is 0.000 <0.05 and the results of F count so that simultaneously all independent variables have a significant effect on purchasing decisions.

Determinant Coefficient Test

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Table 5. Result of R Square Equation 1 & 2

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Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,847^a	,718	,706	1,09033

a. Predictors: (Constant), Purchase Intention, Sosial Media Marketin, Halal Labeling , Product Quality

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,740a	,548	,534	1,49179

a. Predictors: (Constant), Halal Labeling, Product Quality, Sosial Media Marketing

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Source: processed data, 2024

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Based on table 5. it is concluded that the Adjusted R Square value is 0.706 or 70.6%, meaning that simultaneously social media marketing, product quality and halal labeling have an influence on purchasing decisions by 70.6% and the remaining 29.4% is influenced by other variables.

Path Analysis

Social Media Marketing (X1) to Purchase Decision (Y) through Purchase Interest (Z) as an Intervening Variable

$$Sp2p3 = \sqrt{p3^2 Sp2^2} + \sqrt{p2^2 Sp3^2} + \sqrt{Sp2^2 Sp3^2}$$

$$= \sqrt{(0,646)^2(0,040)^2} + \sqrt{(0,011)^2(0,075)^2} + \sqrt{(0,040)^2(0,075)^2}$$

$$= \sqrt{0,417316 \ x \ 0,0016} + \sqrt{0,000121 \ x \ 0,005625} + \sqrt{0,417316 \ x \ 0,005625}$$

$$= \sqrt{0,0006677056} + \sqrt{0,000000680625} + \sqrt{0,0023474025}$$

$$= \sqrt{0,003015788725}$$

$$= 0,0549161972918737$$

$$t = \frac{p2p3}{Sp2p3} = \frac{0,007}{0,054} = 0,129$$

The calculation above shows the acquisition of the t count < t table with a value of 0.129 < 1.985. The conclusion from the results of these calculations is that buying interest has not been able to bridge the influence of independent 1 on the dependent increase.

Product Quality (X2) to Purchase Decision (Y) through Purchase Intention (Z) as an Intervening Variable

$$Sp2p3 = \sqrt{P3^2 SP2^2} + \sqrt{P2^2 SP3^2} + \sqrt{SP2^2 SP3^2}$$

$$= \sqrt{(0,646)^2(0,070)^2} + \sqrt{(0,747)^2(0,075)^2} + \sqrt{(0,070)^2(0,075)^2}$$

$$= \sqrt{0,417316 \ x \ 0,0049} + \sqrt{0,558009 \ x \ 0,005625} + \sqrt{0,0049 \ x \ 0,005625}$$

$$= \sqrt{0,0020448484} + \sqrt{0,003138800625} + \sqrt{0,0000275625}$$

$$= \sqrt{0,003015788725}$$

$$= 0,005211211525$$

$$t = \frac{p2p3}{Sp2p3} = \frac{0,482}{0,005} = 92,600$$

From the calculations that have been carried out, the acquisition of the t value> t table with a number of 92.600> 1.985. So, proving the involvement of buying interest is able to bridge product quality affects the increase in purchasing decisions.

Halal Labeling (X3) on Purchasing Decision (Y) through Purchase Interest (Z) as an Intervening Variable

Sp2p3 = $\sqrt{P3^2 SP2^2}$ + $\sqrt{P2^2 SP3^2}$ + $\sqrt{SP2^2 SP3^2}$

= $\sqrt{(0,646)^2(0,063)^2}$ + $\sqrt{(0,039)^2(0,075)^2}$ + $\sqrt{(0,063)^2(0,075)^2}$

= $\sqrt{0,417316 \; x \; 0,003969}$ + $\sqrt{0,001521 \; x \; 0,005625}$ + $\sqrt{0,003969 \; x \; 0,005625}$

= $\sqrt{0,001656327204}$ + $\sqrt{0,000008555625}$ + $\sqrt{0,000022325625}$

= $\sqrt{0,001687208454}$

= 0,0410756430746982

t = $\frac{p2p3}{Sp2p3}$ = $\frac{0,025}{0,041}$ = 0,609

The calculation above shows the acquisition of the t count < t table with a value of 0.609 < 1.985. The conclusion from the results of these calculations is that buying interest has not been able to bridge the independent influence on the dependent increase.

DISCUSSION

The Effect of Social Media Marketing (X1) on Purchasing Decisions (Y)

The results of data processing for the social media marketing variable (X1) have a t value of 0.602 < t table 1.985 and the significance value shows 0.548> 0.05, meaning that the social media marketing variable (X1) does not affect purchasing decisions (Y). So it can be concluded that in this study H1 is rejected.

The results of this study are supported by research from Ayuningtyas (2020) and Hariyanto et al. (2024) Which they wrote that Social Media Marketing has no significant effect on purchasing decisions. Although promotion through social media can increase awareness of products and reach a wider audience, the decision to buy beauty products such as Scarlett Whitening is usually more influenced by product quality and product reviews Consumers often rely on direct experience or reviews from friends and family rather than advertisements on social media. This finding is supported by a pre-survey conducted by Cahyaningtyas & Wijaksana (2021) on 30 respondents on social media marketing content as many as 80% of the 30 respondents obtained a disagreeing response because they viewed social media marketing content on social media as providing information that did not match reality.

Effect of Product Quality (X2) on Purchasing Decisions (Y)

From the data processing, the product quality variable (X2) has a t value of 2.262> t table 1.985 and the significance value shows 0.026 <0.05, meaning that the product quality variable (X2) has a positive and significant effect on purchasing decisions (Y). So it can be concluded that in this study H2 is accepted..

These results are in accordance with the research of Hidayat & Rayuwanto (2022) and Fatlahah (2013) that the results show product quality (X2) has a positive and also significant effect on purchasing decisions (Y). This means that the higher the quality of Scarlett Whitening products, the higher the consumer's decision to buy Scarlett Whitening products. Consumer decisions about what they buy depend heavily on product quality. Product quality can be judged by the ability to achieve the expected goals. Consumers tend to trust brands that have been proven to produce products consistently. Therefore, the quality of Scarlett Whitening products greatly influences customer purchasing decisions.

The Effect of Halal Labeling (X3) on Purchasing Decisions (Y)

Based on the t test of the effect of halal labeling (X3) on purchasing decisions (Y), it is known that the coefficient value is -0.001 with a significance value of 0.985> 0.05 and t count -0.019 < 1.985. In conclusion, halal labeling (X3) does not have a positive and insignificant influence on purchasing decisions (Y) and H3 is rejected.

Research in Desmayonda & Trenggana (2019) results state that halal labeling does not have a positive influence on increasing consumer decisions to buy. Some customers don't care that a product is halal. Instead, they choose it because it is suitable for their facial skin (Inayah et al., 2023).

The Effect of Purchase Intention (Z) on Purchasing Decisions (Y)

The findings of the t test show the t value of 8.666 < 1.985 and a coefficient of 0.646 with a significance value of 0.000> 0.05 regarding the effect of buying interest (Z) on purchasing decisions (Y). The conclusion is that purchasing decisions (Y) are positively and significantly influenced by purchase intention (Z), and H4 is accepted.

The results of these findings are supported by research researched by Rahmawati (2022) showing that consumer purchasing decisions are partially influenced by consumer buying interest. This means that consumer buying decisions will increase along with the increase in buying interest. On the other hand, consumer buying decisions will decrease as buying interest decreases. A high level of buying interest shows how satisfied a customer is with his purchase (Sari, 2020).

Effect of Social Media Marketing (X1) on Purchase Intention (Z)

The results of data processing for the social media marketing variable (X1) have a t value of 0.265 < t table 1.985 and the significance value shows 0.792> 0.05, meaning that the social media marketing variable (X1) does not affect buying interest (Z). So it can be concluded that in this study H5 is rejected.

This study confirms the findings of Satriyo (2019) which states that doing social media marketing has little impact on increasing buying interest. This is because not all Scarlett whitening customers often use social media. Some of its clients consist of private sector workers who rely on referrals from their closest acquaintances who are current clients. Customers are not aware of social media product sales marketing (Satriyo et al., 2021).

Effect of Product Quality (X2) on Purchase Interest (Z)

From data processing, the product quality variable (X2) has a t value of 10.732> t table 1.985 and the significance value shows 0.000 <0.05, meaning that the product quality variable (X2) has a positive and significant effect on buying interest (Z). So it can be concluded that in this study H6 is accepted.

This study supports the findings of Susanto & Realize (2022) who found a strong and beneficial correlation between product quality and interest in making purchases. In Susanti (2017)durability, features of product, comformance to specification and reability toward consumer's interest in buying Tupperware at Griya Tika Utama Housing in Pekanbaru. The population of this research was less than 100 so that there were 74 respondences used as the sample of this research. Technique of analyzing data used here was multiple linear regression. In the study the researcher used a partial hypothesis test (t test which shows that the quality of a product is determined by its ability to meet consumer expectations, reinforcing these findings. Quality is one of the factors that influence consumer buying interest. Product quality creates a positive perception among consumers. If the product has a good reputation in terms of its quality, consumers tend to believe that the product will deliver the promised benefits, such as effectiveness in brightening the skin. Thus consumers will be more likely to be interested in buying Scarlett Whitening products.

The Effect of Halal Labeling (X3) on Buying Interest (Z)

Based on the partial test results of the effect of halal labeling (X3) on increasing buying interest (Z). it is known that the coefficient value is 0.039 with a significance value of 0.539> 0.05 and t count 0.616 < 1.985. In conclusion, halal labeling (X3) does not have a positive and significant influence on buying interest (Z). it can be concluded that in this study H7 is rejected.

These results are in accordance with the research of Yanti & Darwanto (2021) and the results show that the involvement of halal labeling does not have a good influence on increasing consumer buying interest in buying products. This means that consumer buying interest in buying Scarlett Whitening products is not influenced by the halal labeling factor. Students of the FT-UNP Cosmetology and Beauty Education Study Program have not really thought about the halal label before choosing to buy a certain cosmetic product, according to the results of data analysis regarding the halal label variable which has a percentage of 55% in 2017 in the low category (Yasnita, 2015). Sesuitable with the findings of the author's search which shows that the people of Salatiga City generally make purchasing decisions based on their impression of cosmetics and skin type. If they like what they see, they buy it right away.

The Effect of Social Media Marketing (X1) on Purchasing Decisions (Y) mediated by Purchase Interest (Z)

Based on the t test of social media marketing (X1) on purchasing decisions (Y) which are mediated by buying interest (Z). It is known that t count 0.129 < t

table value 1.985. The conclusion is that the purchase interest variable (Z) does not mediate social media marketing (X1) on consumer decisions to buy (Y) and H8 is rejected.

These findings contradict the previous findings of Welsa et al. (2022) who found that purchase intention acts as an intervening variable in the relationship between social media marketing and purchasing decisions. The use of social media as a marketing tool does not always affect consumer purchasing decisions. This happens because some consumers do not pay attention to the content of social media promotions, and because consumers usually make purchases based on their desires, social media promotions do not always influence consumers to buy a product; instead, consumers make purchases based on their own desire to own the product (Ngadimen & Widyastuti, 2021).

Effect of Product Quality (X2) on Purchasing Decisions (Y) mediated by Purchase Interest (Z)

Based on the t test of product quality (X2) on purchasing decisions (Y) mediated by buying interest (Z). It is known that t count 92.600> t table value 1.985. The conclusion is that the purchase interest variable (Z) is able to mediate product quality (X2) on consumer decisions to buy (Y) and H9 is accepted.

This is in accordance with the research of Puspita & Budiatmo (2020) combined and concluded that product quality has an influence on purchasing decisions with purchase intention as an intervening variable. The capacity of a product to perform its intended function which includes such things as ease of maintenance, precision, longevity, and reliability is referred to as its quality. From a marketer's point of view, quality needs to be evaluated from the customer's point of view regarding quality itself. In this case, personal preference is very influential, so that in terms of product quality management, the function must be as expected (Hidayat & Rayuwanto, 2022).

The Effect of Halal Labeling (X3) on Purchasing Decisions (Y) mediated by Purchase Intention (Z)

The calculation results in the path analysis test obtained the value of t count < t abel of 0.609 < 1.985 with sig guidelines. 0.05 (5% significance). Therefore, this can support the hypothesis (H10) which states that the purchase interest variable (Z) is able to mediate the involvement of halal labeling (X3) on increasing purchasing decisions (Y) is rejected.

Febrianti (2023) supports the conclusion of this study which states that the involvement of the halal label in driving purchasing decisions cannot be mediated by purchase intention. Halal labeling is a reference for choosing a product to be used by consumers. The halalness of a product creates a desire to buy in consumers. However, some people prefer to ignore the halal label when buying a product. Rather than considering the halalness of a product, consumers are more concerned with its benefits and suitability for facial skin (Inayah et al., 2023).

CONLUSION

In accordance with the discussion that has been presented, it is concluded that social media marketing has no influence on increasing purchasing decisions. Product quality has a positive and significant effect on purchasing decisions. Halal labeling has no effect on purchasing decisions. Purchase interest has a positive and significant effect on purchasing decisions. Social media marketing has no effect on buying interest. Product quality has a positive and significant effect on buying interest. Halal labeling has no effect on buying interest. Social media marketing has no influence on purchasing decisions through buying interest. Product quality has an influence on purchasing decisions through buying interest. Halal labeling has no influence on purchasing decisions through buying interest.

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