

The Effect of Celebrity Endorsement and Halal Label on Purchase Intention of Wardah Products: A Study of Generation Z in Medan City

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ABSTRACT

The halal industry in Indonesia has experienced significant growth, extending beyond the food sector into industries such as cosmetics, driven by increasing consumer awareness of halal values. This study aims to examine the influence of celebrity endorsement and halal labels on the purchase intention of Wardah cosmetic products among Generation Z in Medan City. A quantitative research approach was employed using an online questionnaire distributed to respondents aged 13–28 years who had previously used Wardah products. The sample was selected using purposive sampling with a non-probability sampling technique. Data were analyzed using IBM SPSS Statistics version 26, including validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The findings indicate that celebrity endorsement and halal labels simultaneously have a significant effect on purchase intention. However, partial analysis reveals that celebrity endorsement does not significantly influence purchase intention, whereas the halal label has a positive and significant effect. Furthermore, the halal label emerges as the dominant factor influencing Generation Z consumers' purchase intention toward Wardah products. These findings suggest that Generation Z in Medan places greater emphasis on halal certification and product credibility than on celebrity influence when purchasing cosmetic products. Therefore, strengthening halal labeling may serve as an effective marketing strategy for enhancing consumer purchase intention in Indonesia's halal cosmetics market.

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INTRODUCTION

Indonesia is home to approximately 284.44 million people, of whom around 245.97 million are Muslims, making it the country with the largest Muslim population in the world. This demographic advantage has positioned Indonesia as one of the most strategic markets for the global halal industry. The concept of halal has evolved beyond its traditional association with food and beverages to encompass a wide range of sectors, including cosmetics, pharmaceuticals, finance, tourism, fashion, agriculture, and digital technology. Consequently, Muslim consumers increasingly evaluate products not only based on quality, price, and brand reputation but also on their compliance with Islamic principles through halal certification (Citra et al., 2025)

The rapid expansion of the global Muslim population further strengthens the economic potential of halal products. In 2023, the global Muslim population exceeded two billion people, accounting for more than one-quarter of the world's population. Reflecting

this growing market, the *State of the Global Islamic Economy (SGIE) Report 2024/2025* ranked Indonesia third globally in the Islamic economy with a score of 99.9. Indonesia achieved outstanding performance in several halal manufacturing sectors, ranking first in modest fashion (106.5), second in halal cosmetics and pharmaceuticals (85.8), and fourth in halal food (78.8) (Siregar & Sugianto, 2024). These achievements indicate that Indonesia has become a significant player in the global halal ecosystem, particularly in the halal cosmetics industry.

Among the various halal industries, the cosmetics sector has experienced particularly rapid growth. Increasing consumer awareness regarding halal, safety, and product quality has accelerated demand for halal-certified cosmetic products. According to the Halal Product Assurance Organizing Agency (BPJPH), cosmetic products are classified under the Indonesian Standard Industrial Classification (KBLI) 20232 for cosmetics intended for human use. As of 2025, more than 81,000 domestic cosmetic products and over 7,500 imported cosmetic products have obtained halal certification (BPJPH, 2025). Supported by a female population exceeding 141 million people and the continuous expansion of the global beauty industry, projected to reach USD 677.2 billion by 2025, Indonesia possesses substantial opportunities to become a leading producer and consumer of halal cosmetic products (LPPOM, 2025).

At the same time, digital transformation has fundamentally reshaped consumer behavior and marketing strategies. The widespread adoption of social media has transformed the way consumers search for information, evaluate products, and make purchasing decisions. Companies increasingly rely on digital marketing strategies, particularly celebrity endorsements, to enhance brand awareness, credibility, and purchase intention (Ilyas et al., 2025). Celebrity endorsers are expected to establish emotional connections with consumers, strengthen brand image, and encourage favorable purchasing behavior. Nevertheless, for halal products, consumers may prioritize religious compliance and product credibility over promotional appeals, making the effectiveness of celebrity endorsement an important issue for empirical investigation.

Generation Z represents one of the most influential consumer segments in Indonesia's beauty industry. According to Statistics Indonesia, approximately 34.7 million Indonesians belong to Generation Z. This generation is characterized by intensive internet use, high social media engagement, and strong exposure to digital marketing campaigns. The ZAP Beauty Index also reports that approximately 36% of Indonesian women began using cosmetics before the age of 19, with the highest usage occurring between the ages of 16 and 23 (Kirana et al., 2025). These characteristics make Generation Z a highly attractive market segment for cosmetic companies while simultaneously creating a unique context for examining how marketing communication and halal attributes influence purchase intention.

The increasing demand for halal cosmetics has encouraged the emergence of several prominent brands, including Wardah, Emina, and Safi, which consistently promote halal values alongside product innovation (Ningsih et al., 2025). Among these brands, Wardah has established itself as the pioneer of halal cosmetics in Indonesia since its establishment under Paragon Technology and Innovation in 1995. By integrating scientific innovation, product quality, and Islamic values, Wardah has successfully positioned itself as one of the most trusted cosmetic brands among Indonesian consumers, particularly young women.

Wardah's market performance further demonstrates its competitive advantage. In 2024, Wardah ranked among the Top Three Best-Selling Cosmetic Brands in Southeast Asia, capturing approximately 5.1% of the regional market share. Consumer perception studies conducted by Milieu Insight also identified Wardah as one of the most preferred cosmetic

brands in Southeast Asia. In addition, another Paragon brand, Make Over, entered the Top Ten Best-Selling Cosmetic Brands with a market share of 1.9%, highlighting Paragon's strong competitiveness within the regional cosmetics industry (Redaksi, 2025). These achievements indicate that Wardah has successfully combined product innovation, halal positioning, and effective marketing communication to strengthen its market leadership.

Medan City provides an important context for investigating consumer behavior toward halal cosmetics. As one of Indonesia's largest metropolitan areas, Medan possesses a heterogeneous demographic composition, a rapidly growing middle-class population, and increasing purchasing power. Previous studies conducted in Medan have found that factors such as lifestyle and halal labels positively influence consumers' decisions to purchase Wardah cosmetic products (Edji et al., 2025). However, despite the growing body of research on halal cosmetics, empirical evidence regarding the comparative influence of celebrity endorsement and halal labels on purchase intention, particularly among Generation Z consumers in Medan, remains limited. Most previous studies have focused on purchase decisions or examined these variables independently, leaving a gap in understanding their relative contribution to shaping consumers' purchase intention.

Addressing this research gap, the present study aims to examine the effects of celebrity endorsement and halal labels on the purchase intention of Wardah cosmetic products among Generation Z in Medan City. The findings are expected to contribute to the literature on halal consumer behavior and digital marketing while providing practical insights for cosmetic companies in designing more effective marketing strategies that align with the preferences and values of Muslim consumers.

LITERATURE REVIEW

Celebrity Endorsement

Celebrity endorsement has become one of the most widely adopted marketing communication strategies in the digital era. Companies frequently collaborate with celebrities, public figures, and influencers to increase brand awareness, enhance brand credibility, and influence consumers' purchase intentions. According to Shimp & Andrews (2012), a celebrity endorser is an individual who enjoys public recognition and uses that recognition to promote consumer products through advertising or other marketing communication channels. Similarly, Nuraini & Maftukhah (2015) argues that celebrity endorsement involves the use of well-known figures in various media platforms—including television, print media, and social media—to strengthen consumers' confidence in a product and improve its brand image.

The effectiveness of celebrity endorsement can be explained through the Source Credibility Theory proposed, which states that persuasive communication is more effective when the message originates from a source perceived as credible. This theory suggests that consumers are more likely to accept promotional messages delivered by celebrities who possess expertise, trustworthiness, and attractiveness (Wang & Scheinbaum, 2018). Mccracken (1989) further explains this phenomenon through the Meaning Transfer Model, arguing that celebrities transfer their symbolic meanings, lifestyles, and personalities to the brands they endorse, thereby shaping consumers' perceptions and behavioral intentions.

In the context of cosmetic products, celebrity endorsement plays an important role because beauty products are closely associated with appearance, lifestyle, and self-expression. Generation Z, as digital natives, is highly exposed to celebrity content through social media platforms such as Instagram, TikTok, and YouTube. Consequently, celebrity endorsement has become an influential marketing tool in attracting young consumers. However, Generation Z is also recognized as a critical consumer segment that actively seeks

product reviews, compares information across multiple sources, and values authenticity over mere popularity. Therefore, celebrity endorsement may not always translate into stronger purchase intention.

Previous empirical studies have produced inconsistent findings regarding the effectiveness of celebrity endorsement. Nur (2018) reported that celebrity endorsement positively influences consumers' purchase intention because celebrities possess attractiveness and credibility that encourage favorable consumer attitudes. Conversely, Astuti et al. (2021) found that celebrity endorsement did not significantly affect Generation Z's purchase intention for skincare products, suggesting that young consumers rely more heavily on product quality, peer recommendations, and online customer reviews than on celebrity promotion alone. These inconsistent findings indicate the need for further investigation, particularly within the context of halal cosmetic products.

Halal Label

A halal label is an official symbol or statement displayed on product packaging indicating that a product complies with Islamic law and has undergone a halal certification process by an authorized institution. For Muslim consumers, halal certification serves not only as evidence of religious compliance but also as a signal of product quality, safety, hygiene, and ethical manufacturing practices. Lada et al. (2009) emphasize that halal labels provide consumers with confidence regarding the ingredients and production process, thereby reducing perceived risk during purchasing decisions.

The significance of halal labels can be understood through Signaling Theory, argues that producers communicate product quality through observable signals that reduce information asymmetry between sellers and consumers. In the halal cosmetics industry, the halal logo functions as a credible quality signal, assuring consumers that the product has met religious and quality standards (Halim & Aghwan, 2024). Consequently, halal labels become an important extrinsic cue influencing consumers' purchase evaluations.

The Indonesian halal cosmetics market has experienced substantial growth alongside increasing awareness of halal lifestyles. Halal is no longer perceived solely as a religious obligation but also as a representation of safety, cleanliness, and product quality. This shift has encouraged cosmetic manufacturers to obtain halal certification as a strategic competitive advantage. Official certification issued by BPJPH ensures that products comply with halal standards throughout sourcing, manufacturing, storage, and distribution processes (Konoras, 2017)

Previous studies consistently demonstrate the importance of halal labels in shaping consumer behavior. Wahidiah & Latifah (2021) found that halal labels and product quality significantly influence consumers' intention to purchase halal cosmetics. Similarly, Samri et al. (2022) concluded that halal labels positively affect purchasing decisions because Muslim consumers prioritize products that align with their religious values. These findings indicate that halal labels serve not only as religious symbols but also as marketing instruments capable of strengthening consumer trust and encouraging purchase intention.

Purchase Intention

Purchase intention refers to an individual's willingness or tendency to purchase a particular product in the future after evaluating available alternatives. It represents the cognitive stage preceding the actual purchasing decision. Schiffman & Kanuk (2007) define purchase intention as the probability that consumers will purchase a product based on their evaluation of a particular brand..

From the perspective of the Theory of Planned Behavior (TPB), purchase intention is considered the strongest predictor of actual purchasing behavior. According to TPB,

consumers develop purchase intentions based on their attitudes toward the product, subjective norms, and perceived behavioral control. Within the halal cosmetics market, purchase intention may therefore be influenced not only by promotional activities such as celebrity endorsement but also by consumers' religious beliefs, trust in halal certification, and perceptions of product quality (Wibisono & Simanjuntak, 2025).

In the cosmetics industry, purchase intention has become an important indicator of marketing effectiveness because it reflects consumers' likelihood of purchasing a product before an actual transaction occurs. For Generation Z consumers, purchase intention is shaped by multiple factors, including digital marketing exposure, peer influence, brand reputation, online reviews, product quality, and halal certification. Consequently, understanding the determinants of purchase intention provides valuable insights for companies in designing effective marketing strategies targeting young Muslim consumers.

METHODS

This study employed a quantitative approach with a descriptive and associative research design to examine the effects of celebrity endorsement and halal labels on Generation Z consumers' purchase intention toward Wardah cosmetic products in Medan City, Indonesia.

The target population consisted of Generation Z consumers in Medan City. Respondents were selected using purposive sampling, a non-probability sampling technique, based on the following criteria: (1) aged 13–28 years, and (2) having used Wardah cosmetic products. Primary data were collected through an online questionnaire distributed via Google Forms using social media platforms, particularly WhatsApp. All questionnaire items were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The study examined two independent variables, namely celebrity endorsement and halal label, and one dependent variable, purchase intention. The measurement indicators were adapted from previous studies to ensure content validity. Data were analyzed using IBM SPSS Statistics version 26. The analysis included validity and reliability tests, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression analysis. Hypotheses were tested using the t-test, F-test, and coefficient of determination (R^2) with a significance level of 5% ($p < 0.05$).

RESULT AND DISCUSSION

Results

Based on the results of data analysis using the SPSS program, a Pearson correlation test was conducted to determine the relationship between items within each variable, namely Celebrity Endorsement, Halal Branding, and Purchase Intention. The results of the correlation test are presented in the following figure:

Correlations				
		ITEM CE 1	ITEM CE 2	ITEM CE 3
ITEM CE 1	Pearson Correlation	1	.693**	.752**
	Sig. (2-tailed)		.000	.000
	N	79	78	79
ITEM CE 2	Pearson Correlation	.693**	1	.694**
	Sig. (2-tailed)	.000		.000
	N	78	78	78
ITEM CE 3	Pearson Correlation	.752**	.694**	1
	Sig. (2-tailed)	.000	.000	
	N	79	78	79

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 1. Correlation of Celebrity Endorsement Variable

The results in Figure 1 show that all items of the Celebrity Endorsement variable have correlation values above 0.60 with a significance value of 0.000 (<0.05). This indicates that the items Celebrity Endorsement 1, Celebrity Endorsement 2, and Celebrity Endorsement 3 have strong and significant relationships.

		Correlations		
		ITEM HB 1	ITEM HB 2	ITEM HB 3
ITEM HB 1	Pearson Correlation	1	.630**	.608**
	Sig. (2-tailed)		.000	.000
	N	79	79	79
ITEM HB 2	Pearson Correlation	.630**	1	.792**
	Sig. (2-tailed)	.000		.000
	N	79	79	79
ITEM HB 3	Pearson Correlation	.608**	.792**	1
	Sig. (2-tailed)	.000	.000	
	N	79	79	79

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 2. Correlation of Halal Branding Variable

Based on Figure 2, all items of the Halal Branding variable show strong and significant correlations with a significance value of 0.000 (<0.05). This indicates that the items Halal Branding 1, Halal Branding 2, and Halal Branding 3 are interrelated in measuring the Halal Branding variable.

		Correlations		
		ITEM HB 1	ITEM HB 2	ITEM HB 3
ITEM HB 1	Pearson Correlation	1	.630**	.608**
	Sig. (2-tailed)		.000	.000
	N	79	79	79
ITEM HB 2	Pearson Correlation	.630**	1	.792**
	Sig. (2-tailed)	.000		.000
	N	79	79	79
ITEM HB 3	Pearson Correlation	.608**	.792**	1
	Sig. (2-tailed)	.000	.000	
	N	79	79	79

** . Correlation is significant at the 0.01 level (2-tailed).

Figure 3. Correlation of Purchase Intention Variable

Figure 3 shows that all items of the Purchase Intention variable have high and significant correlation values. The highest correlation value was found between Purchase Intention 1 and Purchase Intention 2, with a value of 0.878, indicating a very strong relationship.

Prior to hypothesis testing, the validity and reliability of the research instrument were evaluated to ensure the quality of the collected data. Pearson Product-Moment correlation analysis revealed that all questionnaire items measuring Celebrity Endorsement, Halal Label, and Purchase Intention achieved correlation coefficients greater than 0.60, with significance values below 0.05. These findings indicate that each measurement item adequately represents its respective construct and satisfies the validity requirement. In addition, the reliability analysis using Cronbach's Alpha demonstrated satisfactory internal consistency for all variables, confirming that the research instrument was reliable and suitable for further statistical analysis.

After confirming the validity and reliability of the instrument, multiple linear regression analysis was conducted to examine the proposed hypotheses. The simultaneous significance test (F-test) produced an F-value of 257.119 with a significance level of 0.000 ($p < 0.05$). This result indicates that Celebrity Endorsement and Halal Label, when considered simultaneously, significantly influence consumers' purchase intention toward Wardah cosmetic products. Therefore, the regression model is statistically appropriate for explaining the relationship between the independent variables and purchase intention.

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.084	.184		.455	.651		
	CE	.163	.103	.158	1.578	.119	.170	5.883
	HB	.829	.105	.788	7.889	.000	.170	5.883

a. Dependent Variable: MB

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.008	2	32.004	257.119	.000 ^b
	Residual	9.460	76	.124		
	Total	73.468	78			

a. Dependent Variable: MB

b. Predictors: (Constant), HB, CE

Figure 4. Multiple Linear Regression Test

The partial regression analysis (t-test) produced different findings for the two independent variables. The Celebrity Endorsement variable generated a significance value of 0.119 ($p > 0.05$), indicating that celebrity endorsement does not significantly affect purchase intention. Conversely, the Halal Label variable demonstrated a positive and statistically significant effect on purchase intention ($t = 7.889$; $p < 0.001$). Furthermore, the standardized beta coefficient ($\beta = 0.788$) indicates that the halal label is the strongest predictor of purchase intention within the proposed regression model.

The estimated regression model is expressed as follows:

$$\text{Purchase Intention} = 0.084 + 0.163 (\text{Celebrity Endorsement}) + 0.829 (\text{Halal Label})$$

The regression equation indicates that every one-unit increase in consumers' perception of the halal label increases purchase intention by 0.829 units, assuming the celebrity endorsement variable remains constant. Meanwhile, although celebrity endorsement has a positive regression coefficient (0.163), its contribution is not statistically significant. These findings suggest that halal certification plays a much greater role than celebrity endorsement in shaping Generation Z consumers' intention to purchase Wardah cosmetic products.

Discussion

The findings of this study demonstrate that Celebrity Endorsement and Halal Label simultaneously influence consumers' purchase intention toward Wardah cosmetic products. This result indicates that consumers evaluate cosmetic products by considering both marketing communication and product attributes simultaneously. In other words, promotional strategies alone are insufficient to stimulate purchase intention unless they are supported by product characteristics that meet consumers' expectations and values. These findings reinforce the notion that purchase intention is a multidimensional construct influenced by various marketing and psychological factors rather than by a single determinant.

Despite the significant simultaneous effect, the present study reveals that Celebrity Endorsement does not have a significant partial effect on purchase intention. This finding suggests that Generation Z consumers in Medan are relatively independent in making purchasing decisions and are not easily persuaded solely by celebrity popularity. Although celebrities may successfully increase brand awareness and attract initial attention, they are not necessarily capable of encouraging consumers to purchase cosmetic products. This phenomenon can be explained by the characteristics of Generation Z, who have grown up in the digital era with unlimited access to information from multiple online sources. Before purchasing a product, this generation tends to compare product specifications, examine online reviews, evaluate customer testimonials, and seek recommendations from peers rather than relying exclusively on celebrity endorsements.

These findings are consistent with the study conducted by Astuti (2021), which reported that celebrity endorsement did not significantly influence Generation Z's purchase intention for skincare products. Instead, product quality, authenticity, and customer reviews were found to be more influential factors. The present findings therefore suggest that celebrity endorsement functions primarily as a tool for enhancing brand exposure rather than directly motivating purchase intention. Consequently, companies should carefully select celebrity endorsers whose values, credibility, and expertise genuinely align with the brand identity and target market.

In contrast, the Halal Label was found to have a positive and highly significant influence on purchase intention, making it the strongest predictor in the regression model. This finding indicates that halal certification has become an essential consideration for Generation Z consumers when selecting cosmetic products. Although this generation is frequently characterized as modern, digitally connected, and highly adaptive to global trends, religious values continue to play an important role in shaping their purchasing behavior. The halal label not only represents compliance with Islamic principles but also serves as a symbol of product safety, cleanliness, quality assurance, and ethical production standards.

From a theoretical perspective, these findings support Signaling Theory (Spence, 1973), which argues that firms communicate product quality through observable signals capable of reducing information asymmetry. Within the halal cosmetics industry, halal

certification functions as a credible signal indicating that a product has undergone rigorous evaluation and complies with established halal standards. Consequently, consumers perceive halal-certified products as more trustworthy and are more willing to purchase them. This mechanism explains why the halal label exerts a stronger influence than celebrity endorsement in determining purchase intention.

The findings are also consistent with previous studies conducted by Lada et al. (2019), Wahidyah and Latifah (2021), and Samri et al. (2022), all of which concluded that halal certification positively influences consumers' intention to purchase halal cosmetic products. However, the present study extends the existing literature by demonstrating that, within the context of Generation Z consumers in Medan City, the influence of halal labels is substantially stronger than that of celebrity endorsement. This finding enriches the growing body of literature on halal consumer behavior by highlighting that religious product attributes remain highly relevant even among younger consumers who are intensively exposed to digital marketing and celebrity culture.

From a managerial perspective, these findings provide several practical implications for cosmetic companies, particularly those operating in the halal beauty industry. Companies should continue strengthening their halal positioning by maintaining halal certification, ensuring transparency regarding product ingredients and manufacturing processes, and consistently communicating the added value of halal-certified products. Celebrity endorsement should still be utilized as part of an integrated marketing communication strategy to enhance brand awareness; however, it should not become the primary focus of promotional efforts. Instead, companies should prioritize building consumer trust through product quality, certification credibility, and transparent communication, as these factors have a more substantial impact on purchase intention among Generation Z consumers.

Overall, this study demonstrates that Generation Z consumers in Medan exhibit purchasing behavior that is increasingly rational, information-oriented, and value-driven. Rather than relying solely on celebrity influence, they prioritize product credibility and halal assurance when evaluating cosmetic products. These findings suggest that, in Indonesia's rapidly growing halal cosmetics market, sustainable competitive advantage depends not only on effective promotional strategies but also on maintaining consumers' trust through credible halal certification and consistently high product quality.

CONCLUSION

This study concludes that celebrity endorsement and halal labels simultaneously have a significant influence on the purchase intention of Wardah cosmetic products among Generation Z consumers in Medan City, indicating that marketing communication and product attributes collectively shape consumers' purchasing intentions. However, the partial analysis reveals that celebrity endorsement does not significantly affect purchase intention, suggesting that Generation Z consumers tend to make purchasing decisions based on more rational considerations, such as product credibility, quality, and reliable information, rather than relying solely on celebrity influence. In contrast, the halal label has a positive and significant effect and emerges as the most influential factor in encouraging purchase intention, highlighting that halal certification functions not only as an indicator of compliance with Islamic principles but also as a symbol of product quality, safety, and trustworthiness. These findings imply that cosmetic companies should prioritize strengthening halal certification, maintaining transparency regarding product ingredients and production processes, and enhancing consumer trust while positioning celebrity endorsement as a complementary marketing strategy rather than the primary driver of purchase intention. Future research is recommended to incorporate additional variables, such

as brand image, electronic word-of-mouth (e-WOM), product quality, and consumer trust, as well as to involve broader geographical areas and more diverse consumer segments to enrich the understanding of purchase intention in the halal cosmetics industry.

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