

THE POWER OF MUSLIM INFLUENCERS ON PURCHASE INTENTION TOWARD WARDAH COSMETICS

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Abstract This study investigates the influence of Muslim influencer characteristics trustworthiness, familiarity, and expertise—on purchase intention toward Wardah cosmetic products on social media. Wardah, as a halal-certified cosmetic brand, relies heavily on influencer marketing to reach its target market of Muslim consumers. Using a quantitative research design, data were collected through an online questionnaire distributed to 150 purposively selected respondents who follow Muslim beauty influencers and are familiar with the Wardah brand. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that all three variables trustworthiness, familiarity, and expertise have a positive and significant effect on purchase intention. Among them, trustworthiness shows the strongest influence, highlighting the importance of perceived honesty and ethical alignment between the influencer and their audience. This study contributes to the literature on influencer marketing in the halal cosmetics sector and provides practical insights for brands aiming to build effective partnerships with Muslim influencers. Selecting influencers who are not only popular but also credible, familiar, and expert in their field is crucial for shaping consumer trust and driving purchase behavior in religiously conscious markets.

Keywords: Muslim influencer, trustworthiness, familiarity, expertise, purchase intention, Wardah, halal cosmetics, social media, PLS-SEM

INTRODUCTION

The rapid development of digital technology has significantly changed the dynamics of marketing and consumer behavior. One of the most notable shifts is the emergence of social media as a dominant marketing channel. Social media platforms have transformed into active social spaces where individuals interact not only with friends but also with brands, celebrities, and key opinion leaders, commonly known as influencers (Casaló et al., 2018). Influencers have the ability to shape public opinion and influence purchase decisions through the content they share and the relationships they build with their audiences.

In Indonesia, the country with the largest Muslim population in the world, there has been a growing trend of religiously influenced consumption. Muslim consumers are becoming increasingly aware and selective in choosing products that align with Islamic values, particularly in the halal category. This shift has opened a significant opportunity for halal-

focused brands, especially in the cosmetics industry. One such brand that has successfully capitalized on this trend is Wardah. Wardah positions itself not only as a provider of beauty products but also as a promoter of a lifestyle that upholds Islamic ethics and aesthetics.

To strengthen its presence in the market, Wardah has employed social media strategies that involve collaborations with Muslim influencers. These influencers are typically hijab-wearing women who share content centered around Islamic values, modest fashion, and everyday life from a spiritual perspective. This partnership is strategic because Muslim influencers are perceived not only as brand endorsers but also as role models whose values resonate with the target market, particularly young, urban Muslim women.

This phenomenon raises questions about how the presence of Muslim influencers affects consumer intentions particularly the intention to purchase halal cosmetic products such as

those offered by Wardah. Purchase intention is often influenced not only by the perceived quality or functionality of a product but also by the symbolic value embedded in the person promoting it. In this case, Muslim influencers are not simply delivering promotional messages; they represent a moral compass, creating a sense of trust and affinity with their followers (Hwang & Zhang, 2018).

Although the use of influencers in marketing is becoming more common, few studies have focused specifically on Muslim influencers and their impact on the purchase intentions of consumers in the halal product segment. Most prior research tends to generalize influencer marketing without considering the importance of religious identity and value congruence between influencer and audience.

This study seeks to fill this gap by examining the deeper meanings and social processes behind the influence of Muslim influencers on consumer behavior, particularly purchase intention. Using a qualitative approach, the research explores how Muslim consumers interpret the content of Muslim influencers, how they build trust, and how those processes influence their decisions to purchase Wardah products.

This study is important not only from a marketing perspective but also from a cultural and religious standpoint, as it reflects how identity and values are negotiated in digital spaces. It also provides practical implications for halal brands looking to enhance their social media strategies, especially in selecting and collaborating with influencers who represent their values authentically.

Ultimately, this research aims to provide an in-depth understanding of how Muslim identity and digital culture intersect to shape modern consumer behavior. By exploring consumer narratives and perspectives, the study will contribute both theoretically and practically to the field of digital marketing and Islamic consumer behavior.

CONCEPTUAL FRAMEWORK

Influencer Marketing and Social Influence

Influencer marketing involves the strategic use of individuals who have social authority in digital environments to promote products and influence consumer behavior (Lou & Yuan, 2019). Influencers are perceived as more

relatable and authentic than traditional celebrities due to their direct engagement with followers and their use of personal, often informal, content (Abidin, 2016).

Muslim Influencers as Role Models

Muslim influencers are not only seen as content creators but also as moral and lifestyle role models. They often integrate Islamic teachings into their content, which builds credibility and trust among their followers. Tarsakoo & Charoensukmongkol (2019) emphasize that trust and value alignment are critical in establishing consumer engagement and influencing purchase decisions.

Purchase Intention

Purchase intention refers to a consumer's willingness to buy a product based on their evaluation of the brand or product (Ajzen, 1991). From a qualitative perspective, purchase intention is not merely a rational choice but also a reflection of social meanings, cultural affiliations, and personal values (Arnould & Thompson, 2005).

METHODOLOGY

This study employs a quantitative research approach to examine the influence of Muslim influencers on the purchase intention of Wardah cosmetic products among Muslim consumers on social media. The quantitative method is suitable for testing hypotheses, measuring relationships between variables, and generalizing findings from a sample to a broader population (Creswell, 2014).

The population for this study consists of Muslim female social media users in Indonesia, particularly those who follow Muslim influencers on platforms such as Instagram or TikTok and are familiar with Wardah cosmetic products. The sampling method used is purposive random sampling, a combination of purposive sampling (based on specific criteria) and random selection within that group. The following criteria are used:

1. Female Muslim users aged 18–35
2. Follow at least one Muslim influencer on social media
3. Have previously purchased or considered purchasing Wardah cosmetics

From this defined population, a sample size of 150 respondents is selected, which is considered adequate for SEM-PLS analysis (Hair et al., 2017). Data are collected through a structured online questionnaire distributed via social media platforms and messaging applications

RESULTS AND DISCUSSION

Results

In Partial Least Squares Structural Equation Modeling (PLS-SEM), the assessment of both measurement and structural models is crucial to ensure the reliability and validity of the data. The first step involves evaluating the measurement model, which includes tests of convergent validity, internal consistency reliability (such as Cronbach's Alpha and composite reliability), and average variance extracted (AVE). The second step assesses the structural model, including the coefficient of determination (R^2) and path coefficients to evaluate the strength and significance of relationships among constructs.

Convergent validity

Convergent validity refers to the extent to which multiple indicators of a construct are in agreement, and collectively represent the underlying theoretical concept. In SmartPLS, convergent validity is established when individual item loadings exceed 0.70, and the average variance extracted (AVE) for each latent variable is greater than 0.50. High item loadings indicate that the indicators share a high proportion of variance in common (Hair et al., 2017). If an item loading is slightly below 0.70 but the AVE still meets the minimum threshold, the construct can still be considered valid in terms of convergence (Hair et al., 2021).

Table 1. Convergent Validity

Variable	Indicator	Outer Loading
Trustworthiness	TR1	0.930
	TR2	0.850
	TR3	0.916
Familiarity	FM1	0.741
	FM2	0.774
	FM3	0.739
	FM4	0.674

Variable	Indicator	Outer Loading
Expertise	FM5	0.779
	EX1	0.899
	EX2	0.878
	EX3	0.791
	EX4	0.947
Purchase Intention	NP1	0.852
	NP2	0.874
	NP3	0.880
	NP4	0.898

Cronbach's Alpha and Composite Reliability

Cronbach's Alpha is a traditional measure of internal consistency reliability, which indicates how closely related a set of items are within a construct. While values above 0.70 are typically considered acceptable, Cronbach's Alpha may underestimate reliability in PLS-SEM because it assumes equal item loadings (Henseler et al., 2015). Therefore, composite reliability (CR) is often preferred in PLS-SEM. CR provides a more accurate estimation of internal consistency because it considers the actual outer loadings of each indicator. A CR value of 0.70 or higher is considered acceptable for confirmatory research, while values between 0.60 and 0.70 may still be acceptable in exploratory studies (Hair et al., 2017).

Table 2. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Trustworthiness	0.882	0.927
Familiarity	0.899	0.930
Expertise	0.803	0.860
Purchase Intention	0.903	0.932

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is a metric used to assess convergent validity at the construct level. It measures the average proportion of variance explained by the indicators relative to the total variance,

including measurement error. An AVE value of 0.50 or higher suggests that the construct explains more than half of the variance of its indicators, which supports convergent validity (Fornell & Larcker, 1981; Hair et al., 2021).

Table 3. AVE

Variable	Average Variance Extracted (AVE)
Trustworthiness	0.809
Familiarity	0.768
Expertise	0.551
Purchase Intention	0.775

R-Square (R^2)

Moving to the structural model, the coefficient of determination (R^2) indicates the proportion of variance in the dependent variable that can be explained by the independent variables in the model. R^2 values range from 0 to 1, with higher values indicating stronger explanatory power. As a rule of thumb, R^2 values of 0.25, 0.50, and 0.75 can be described as weak, moderate, and substantial, respectively (Hair et al., 2017). However, acceptable R^2 values may vary depending on the context and complexity of the model.

Table 4. R-Square

Variable	R-Square
Purchase Intention	0.497

In this study, the Purchase Intention variable has an R^2 value of 0.497, meaning that 49.7% of the variance in Purchase Intention is explained by the influencing variables in the model, such as Trustworthiness, Familiarity and Expertise.

Path Coefficients

Path coefficients represent the hypothesized relationships between latent variables in the model. These coefficients are interpreted similarly to standardized regression coefficients in linear regression analysis. In SmartPLS, the significance of path coefficients is evaluated through bootstrapping techniques, which provide t-values and p-values for hypothesis testing. A statistically significant path coefficient (usually $p < 0.05$) indicates that

the independent variable has a meaningful effect on the dependent variable (Hair et al., 2021). The sign (») It indicates the way one variable affects another. The subsequent results are the outcomes derived from testing the hypotheses:

Table 5. Hypothesis

Variabel	Original Sample (o)	T Statistics	P-Values
Trustworthiness » Purchase Intention	0.537	3.588	0.000
Familiarity » Purchase Intention	0.145	3.130	0.009
Expertise » Purchase Intention	0.057	3.422	0.001

Discussion

The Positive Influence of Muslim Influencer Trustworthiness on Purchase Intention of Wardah Cosmetics

Trustworthiness is a fundamental component of source credibility, which plays a crucial role in shaping consumer perceptions and behavioral intentions, particularly in the context of influencer marketing. In this study, trustworthiness refers to the extent to which a Muslim influencer is perceived as honest, sincere, and dependable in the eyes of the audience.

When an influencer is seen as trustworthy, followers are more likely to accept and internalize the messages conveyed in their content, including brand endorsements. This is particularly important in the halal cosmetics industry, where ethical considerations, authenticity, and value congruence are central to consumer decision-making. For Muslim consumers, the alignment of religious values and perceived sincerity of the influencer increases confidence in the product being promoted.

In the context of Wardah cosmetics, a brand known for its halal and Islamic brand positioning, the trustworthiness of Muslim influencers strengthens the brand's credibility and reinforces consumers' purchase intentions. Consumers are more likely to perceive the product as safe, ethical, and aligned with their personal and religious values when the

endorsement comes from a figure they trust.

Several studies support this relationship. According to Lou and Yuan (2019), influencers with high trustworthiness significantly influence consumer attitudes and intentions because they reduce skepticism and enhance message acceptance. Moreover, Hwang and Zhang (2018) argue that trust in digital celebrities facilitates stronger parasocial relationships, which in turn positively affect both purchase intention and electronic word-of-mouth behavior. These findings are consistent with the Theory of Planned Behavior (Ajzen, 1991), which suggests that attitudes and perceived social norms shaped by trusted sources directly influence intention.

Therefore, in this research model, the positive influence of Muslim influencer trustworthiness on purchase intention of Wardah products is not only theoretically sound but also practically relevant in the Indonesian halal cosmetics market. When Muslim influencers are perceived as honest and sincere, they become effective brand ambassadors who can drive purchasing decisions by building emotional and ethical alignment with their followers.

The Positive Influence of Muslim Influencer Familiarity on Purchase Intention of Wardah Cosmetics

Familiarity refers to the degree to which an audience recognizes, knows, or feels acquainted with a particular influencer based on repeated exposure, prior knowledge, or ongoing interaction through social media platforms. In the realm of influencer marketing, a high level of familiarity can create a sense of closeness, comfort, and perceived reliability between the influencer and their followers.

In the context of Muslim influencers, familiarity enhances emotional connection and perceived relevance, especially when the influencer shares similar values, lifestyles, or religious beliefs with their audience. This connection becomes a powerful driver of consumer behavior, particularly for faith-based products such as halal cosmetics. When audiences feel familiar with an influencer, they are more likely to pay attention to their endorsements, trust their product recommendations, and be influenced in their purchase decisions.

For the Wardah brand, which targets

Muslim women and emphasizes halal, modesty, and ethical beauty, familiarity with a Muslim influencer fosters a sense of alignment and authenticity. Followers who frequently engage with or see content from a particular influencer may develop a parasocial relationship a one-sided psychological bond which increases message effectiveness and drives purchase intention.

Empirical research supports this effect. Reinikainen et al. (2020) found that familiarity with social media influencers positively impacts consumer trust and perceived authenticity, which are key mediators of purchase intention. Similarly, Kim and Kim (2021) highlight that source familiarity contributes significantly to persuasion because it reduces perceived uncertainty and enhances cognitive processing of the influencer's message.

These findings align with the Elaboration Likelihood Model (ELM), which suggests that when individuals feel familiarity and personal relevance with a source, they are more likely to engage in central route processing, leading to more enduring attitude change and behavioral intention including purchasing behavior.

Thus, within this study, the familiarity of Muslim influencers plays a significant and positive role in increasing consumer purchase intention for Wardah cosmetics by reducing psychological distance and reinforcing value alignment.

The Positive Influence of Muslim Influencer Expertise on Purchase Intention of Wardah Cosmetics

Expertise refers to the perceived knowledge, skill, or experience of an individual in a particular domain. In the context of influencer marketing, influencer expertise signifies the extent to which the influencer is seen as competent and knowledgeable about the products they endorse. For Muslim influencers promoting halal cosmetics such as Wardah, perceived expertise can significantly enhance the credibility of their message and positively shape consumer attitudes and behavioral intentions.

When followers view a Muslim influencer as an expert in beauty, skincare, or Islamic fashion, they are more likely to believe the influencer's recommendations are informed, reliable, and trustworthy. This perception

reduces uncertainty and increases confidence in the product being promoted. Expertise also strengthens the source credibility model, which posits that message persuasiveness increases when the communicator is perceived as both trustworthy and competent (Hovland, Janis, & Kelley, 1953).

In the case of Wardah, which positions itself as a halal and dermatologist-tested brand, the influencer's expertise becomes a persuasive factor. A Muslim beauty influencer who shares skincare routines, product reviews, or educational content about halal ingredients enhances the perception that they are capable of making informed choices. This, in turn, positively affects followers' purchase intention, especially among Muslim consumers who are highly selective and value religious compliance and product quality.

Previous research supports this relationship. According to Sokolova and Kefi (2020), influencer expertise significantly predicts consumer trust and purchase intention, especially in sectors like beauty where product effectiveness and user experience are crucial. Moreover, Djafarova and Trofimenko (2019) found that when consumers perceive influencers as experts, they are more likely to consider their recommendations as authentic and act upon them, particularly among younger demographics.

In addition, the Source Credibility Theory and Theory of Reasoned Action (Fishbein & Ajzen, 1975) both suggest that a communicator's expertise can influence attitudes and behavioral intentions, including purchasing decisions, by enhancing the perceived quality and reliability of the message content.

CONCLUSION

This study aimed to examine the influence of Muslim influencer characteristics (trustworthiness, familiarity, and expertise) on consumers' purchase intention toward Wardah cosmetic products on social media platforms. Using a quantitative approach and Structural Equation Modeling–Partial Least Squares (SEM-PLS), data were collected from 150 respondents through purposive sampling of Muslim female consumers familiar with both the brand and relevant influencers.

The findings revealed that all three variables (trustworthiness, familiarity, and expertise) have

a positive and significant influence on purchase intention. Among these, trustworthiness emerged as the most influential factor, indicating that consumers are more likely to trust and be persuaded by influencers who are perceived as honest, sincere, and morally aligned with their values. Familiarity also played a crucial role by creating emotional closeness and comfort with the influencer, which in turn enhances message acceptance. Additionally, the influencer's expertise in halal beauty care helped to reinforce the perceived credibility of product recommendations, making followers more confident in their purchasing decisions.

These results highlight the strategic importance of selecting influencers who not only have large followings but also possess high credibility, value congruence, and domain-specific knowledge, particularly in religiously sensitive product categories such as halal cosmetics. Brands like Wardah can leverage the influence of trustworthy and competent Muslim influencers to deepen consumer engagement, increase brand loyalty, and drive purchase behavior.

Furthermore, the R-square value for the purchase intention variable was 0.497, suggesting that nearly half of the variance in purchase intention can be explained by the three influencer-related variables in the model. This underscores the relevance of influencer marketing strategies in shaping consumer behavior, especially within niche markets influenced by religious and ethical considerations.

In conclusion, this research contributes to the growing body of literature on influencer marketing and Islamic consumer behavior. It provides practical insights for marketers and brand managers in optimizing influencer collaborations to enhance consumer trust, emotional connection, and ultimately, purchasing actions.

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