

The Influence of Social Media, Beauty Vlogger Reviews and Brand Image on Buying Interest in Wardah Cosmetic Products

Pengaruh Media Sosial, Review Beauty Vlogger dan Brand Image Terhadap Minat Beli Produk Kosmetik Wardah

Christinna Chen¹, Leonardo Chen², Willy Cahyadi³, Rizki Wulanita Batubara⁴

^{1,2,3,4} (STIE Bina Karya Tebing Tinggi, Sumatera Utara, Indonesia)

christinnachen68@gmail.com

DOI: 10.55963/jumpa.v12i2.778

Abstract - The cosmetics industry in Indonesia is growing rapidly, with Wardah emerging as a leading local brand that attracts student consumers through its halal and high-quality image. This study aims to examine the influence of social media, beauty vlogger reviews, and brand image on students' buying interest in Wardah cosmetics in Tebing Tinggi. Using a quantitative survey approach, 96 respondents were selected through purposive sampling based on the Cochran formula. Data collection was conducted via questionnaires and analyzed using instrument tests, including validity, reliability, and classical assumption tests (normality, multicollinearity, and heteroscedasticity), followed by multiple linear regression and hypothesis testing (T and F tests) using SPSS software. The results indicate that social media and brand image significantly affect buying interest, while beauty vlogger reviews do not show a significant influence. Collectively, the three variables contribute 48.4% to buying interest, with the remainder influenced by other factors not examined in this study. These findings highlight the importance of brand image and social media in shaping consumer behavior and are expected to support the development of more targeted and effective digital marketing strategies for local cosmetic brands like Wardah.

Keywords: Brand Image, Beauty Vlogger Reviews, Buying Interest, Social Media.

Abstrak - Industri kosmetik di Indonesia mengalami pertumbuhan pesat, dengan wardah sebagai salah satu merek lokal yang berhasil menarik perhatian konsumen, khususnya mahasiswa, melalui konsep halal dan kualitas tinggi. Penelitian ini bertujuan untuk menganalisis pengaruh media sosial, review beauty vlogger, dan brand image terhadap minat beli produk kosmetik Wardah di kalangan mahasiswa di Tebing Tinggi. Penelitian ini menggunakan pendekatan kuantitatif berbasis survei, melibatkan populasi ukuran sampel menggunakan rumus cochrane sehingga didapatkan jumlah sampel sebesar 96 responden yang dipilih secara purposive sampling. Data dikumpulkan melalui kuesioner dan analisis yang dilakukan yaitu uji instrumen, uji validitas, uji reliabilitas, uji asumsi klasik. Dalam uji asumsi klasik menggunakan uji normalitas, uji multikolinearitas, uji heteroskedastisitas lalu melakukan uji analisis regresi linier berganda dan uji hipotesis menggunakan uji T & uji F dengan software SPSS. Hasil penelitian menunjukkan bahwa media sosial berpengaruh signifikan terhadap minat beli, review beauty vlogger tidak berpengaruh signifikan terhadap minat beli, dan brand image berpengaruh signifikan terhadap minat beli. Secara simultan, ketiga variabel tersebut berkontribusi sebesar 48,4% terhadap minat beli. Temuan ini diharapkan dapat mendukung pengembangan strategi pemasaran digital yang lebih efektif di industri kosmetik.

Kata Kunci: Brand Image, Media Sosial, Minat Beli, Review Beauty Vlogger.

INTRODUCTION

In recent years, the cosmetics industry has experienced very rapid growth, both globally and nationally. In Indonesia, increasing awareness of the importance of self-care, beauty trends, and the influence of digital media has encouraged an increase in the consumption of cosmetic products, especially among the younger generation. One of the cosmetics brands that has managed to gain public attention is Wardah, which carries the concept of product quality, but also in its marketing approach that is adaptive to digital trends, making it relevant to the segment of age group students who are known to be very responsive to cosmetic trends and active on social media. Based on data from Kompas, (2023), in early February 2023, Wardah recorded sales of IDR 13.4 billion in two weeks on the marketplace platform, with the best-selling product in the form of facial moisturizer, worth IDR 1.8 billion (56 thousand transactions). In 2024, Wardah will continue to expand its product portfolio by launching several items

that immediately get the attention of consumers, such as Wardah UV Shield Essential Sunscreen Gel SPF 30, Wardah Hydra Rose Dewy Aqua Day Gel, and Wardah Crystal Secret Brightening Serum. These products are in great demand by students because they have a lightweight formula that is suitable for adolescent skin, and provide aesthetic and care benefits needed by young people.

Among students, Wardah products that are often used have a beautiful, light formula that is suitable for adolescent skin, such as Wardah Acnederma Spot Treatment Gel, Wardah Everyday BB Cream SPF 30, Wardah Lightening Serum, Wardah Instaperfect Matte Fit Powder Foundation, Wardah Exclusive Matte Lip Cream, Wardah Colorfit Utralight Matte Lipstick, and Wardah Eyebrow Pencil. These products are in demand by students because they offer benefits such as protection against acne-prone faces, skin brightening and beautifying effects, as well as a natural and light appearance on the skin. The development of digital technology and ease of access to information have changed the way consumers, especially students, search for and evaluate cosmetic products. Social media is one of the dominant marketing channels used by cosmetics industry players. According to Syahputro, (2020) marketing, social media is effective because it is flexible, cost-effective, and able to reach the target market quickly. This strategy has been proven to increase brand awareness and build an emotional connection with consumers. In addition, according to Cahyadi, (2022), the success of a digital marketing strategy is also influenced by self-efficacy, namely the confidence of business actors in their ability to use digital media effectively. High self-efficacy encourages business actors to be more innovative and consistent in conveying marketing messages through digital platforms, so that the message is more easily accepted by the target market. On the other hand, reviews from beauty vloggers or beauty influencers also play an important role in the purchase decision-making process. Honest and relevant reviews from beauty vloggers can influence consumer perception and confidence in a cosmetic product.

In today's digital era, through social media, wardah covers various platforms such as Instagram, Tiktok, and YouTube. Through Instagram, Wardah actively shares interesting visual content such as makeup tutorials, product recommendations, and discount promotions that attract consumers' attention. On the Tiktok platform, wardah takes advantage of viral trends to create short and interesting content. Meanwhile, YouTube is used to deliver more complete content such as in-depth makeup tutorials and collaborate with beauty vloggers. According to Suhaemi & Setiawan (2023), social media has an important role as a means of supporting marketing because it allows business actors to reach a wider audience, introduce products more interactively, and increase sales through creative digital approaches. These marketing activities not only increase brand awareness but also strengthen emotional connections with consumers, especially among students. Beauty vloggers usually have loyal and loyal followers, and are trusted in providing beauty product recommendations. Positive reviews regarding cosmetic products can significantly increase consumer buying interest, while negative reviews can decrease it. Therefore, the existence of beauty vloggers in cosmetic product marketing strategies is increasingly considered crucial, especially for brands that want to penetrate a wider market. Research by Theodora Angella & M. Rahmadi (2020), shows that reviews submitted by beauty vloggers have a significant influence on consumers' buying interest in Wardah products, especially in terms of credibility and clarity of the information conveyed.

In addition, according to Lestiyani & Purwanto, (2024) influencer marketing has an important role in shaping consumer perception of a product because consumers tend to trust the opinions given by the figures they follow and like, especially if the communication is done authentically and relatably. Beauty vloggers have the advantage of attracting the attention of generation Z who tend to be more responsive to visual content, the latest trends, and relaxed and easy-to-understand language. Their presence on platforms such as TikTok and Instagram reels strengthens their influence in conveying information and recommendations for cosmetic products, including wardah. Some of the well-known beauty vloggers in Indonesia who are influential in shaping the image and purchase decisions of wardah products include Tasya Farasya, Rachel Goddard, Suhay Salim, and Abel Cantika. They are known for their informative, engaging content, and are able to convey product usage guidelines in a clear and effective way.

In addition, brand image is another important element that influences buying interest. A positive brand image can build consumer trust and create long-term loyalty. According to Efendi et al (2024), a strong brand image is able to provide a higher perception of quality and excellence of a product in the eyes of

consumers, thus encouraging interest in buying. Brands that are able to build a strong image and are in tune with consumer expectations and needs will be more effective in attracting buying interest, including among students who tend to consider reputation and brand image before making a purchase.

This data shows that Wardah not only has strong sales performance, but has also built a strong brand image in the student segment, especially because of its products that suit its needs and preferences for adolescent skin. The Wardah brand is also included in the category of world brands that are not only produced for Indonesians but also various skin types from various countries. Wardah won awards that reflect the level of brand awareness, preference level, and customer loyalty level. The following is data from the research results according to a survey from the Top Brand Award Indonesia website in the category of several types of cosmetics in 2024 and the Top Brand Index Phase 1 in 2025.

Table 1. Top Brand Index for Facial Moisturizer Category in 2024-2025

Facial Moisturizer			Facial Moisturizer		
Brand	TBI 2024		Brand	TBI 2025	
Garnier	18.10%	Top	Farm	12.10%	Top
Pounds	18.00%	Top	Wardah	11.80%	Top
Wardah	12.10%	Top	Pounds	8.60%	
Image	6.40%		Glow & Lovely	7.90%	
Nivea	4.20%		Image	6.30%	

Source: www.topbrand-award.com

Based on Top Brand Index data in the facial moisturizer category for 2024 to 2025, there has been a change in brand ranking. In 2024, Wardah will rank third with a percentage of 12.10%. Meanwhile, in 2025, Wardah will rank second with a percentage of 11.80%. This shows Wardah's consistency in maintaining its position as a top brand.

Table 2. Top Brand Index for the Lipstick Category in 2024-2025

Lipstick			Lipstick		
Brand	TBI 2024		Brand	TBI 2025	
Wardah	22.40%	Top	Maybelline	16.70%	Top
Maybelline	19.30%	Top	Wardah	15.00%	Top
Caring	4.20%		Implory	8.30%	
Revlon	4.20%		Hanasui	5.40%	
Pixy	4.10%		Revlon	4.80%	

Source: www.topbrand-award.com

Based on Top Brand Index data in the lipstick category for 2024 to 2025, there has been a change in brand ranking. In 2024, wardah ranks first with a percentage of 22.40%. However, in 2025, wardah ranks second with a percentage of 15.00%. This shows Wardah's consistency in maintaining its position as a top brand.

Table 3. Top Brand Index Blush on Category in 2024-2025

Blush on			Blush on		
Brand	TBI 2024		Brand	TBI 2025	
Wardah	16.00%	Top	Maybelline	17.90%	Top
Maybelline	13.90%	Top	Wardah	17.80%	Top
Inez	9.10%		Inez	11.20%	Top
Etude House	8.40%		La Tulip	10.60%	
Loreal	7.80%		Caring Colours	7.50%	

Source: www.topbrand-award.com

Based on Top Brand Index data in the blush category for 2024 to 2025, there has been a change in brand ranking. In 2024, wardah ranks first with a percentage of 16.00%. However, in 2025, wardah will rank second with a percentage of 17.80%. This shows Wardah's consistency in maintaining its position as a top brand.

Table 4. Top Brand Index for Mascara Category in 2024-2025

Mascara			Mascara		
Brand	TBI 2024		Brand	TBI 2025	
Maybelline	35.30%	Top	Maybelline	38.20%	Top
La Tulip	14.40%	Top	La Tulip	15.50%	Top
Wardah	13.30%	Top	Wardah	10.30%	Top
Loreal	8.00%		Loreal	8.90%	
Mirabella	5.40%		Mirabella	5.30%	

Source: www.topbrand-award.com

Based on Top Brand Index data, in the mascara category for 2024 to 2025, there has been a change in brand ranking. In 2024, Wardah will rank third with a percentage of 13.30%, while in 2025, Wardah will maintain its position as the third place with a percentage of 10.30%. This shows Wardah's consistency in maintaining its position as a top brand.

Table 5. Top Brand Index of Sown Face Powder Category in 2024-2025

Face Powder Sprinkle			Face Powder Sprinkle		
Brand	TBI 2024		Brand	TBI 2025	
Wardah	19.70%	Top	Wardah	14.80%	Top
Marcks	15.70%	Top	Make Over	12.70%	Top
Make Over	11.70%	Top	Marcks	11.20%	Top
Inez	7.50%		Maybelline	6.70%	
Caring	4.50%		Viva	5.40%	

Source: www.topbrand-award.com

Based on Top Brand Index data, in the category of loose face powder for 2024 to 2025, there has been a change in brand ranking. In 2024, Wardah will rank first with a percentage of 19.70%, while in 2025, Wardah will maintain its position as the first rank with a percentage of 14.80%. This shows Wardah's consistency in maintaining its position as a top brand.

Even though Wardah has become one of the leading cosmetics brands in Indonesia and has a strong market segmentation among students, there are still dynamics related to the effectiveness of the use of social media in influencing students' buying interest, so it needs to be further researched. On the other hand, although reviews from beauty vloggers are often considered a trusted source of information, some studies show results that very depending on consumer perception. In addition, a strong Lutfiah, (2022),Gusniar, (2022) brand image is believed to be able to strengthen buying interest, but there have not been many studies that have simultaneously examined the interaction of these three variables (social media, beauty vlogger reviews, and brand image) in the context of local brands such as Wardah, especially among students in areas such as Tebing Tinggi. Some previous studies have only examined these variables partially, while other studies have also shown inconsistencies in the findings, for example on the influence of Batubara & Kisfa, (2024),Kholifah et al., (2023) beauty vlogger reviews on purchase decisions. Saputri & Novitaningtyas, (2022), (Lutfiah, 2022). Therefore, this research is designed to answer the question of whether social media, beauty vlogger reviews, and brand image have a partial or simultaneous effect on the interest in buying wardah cosmetic products among students. This research is expected to make a practical contribution to the development of more effective digital marketing strategies and novelty in the form of integrating these three variables into one quantitative model that has not been widely studied in the context of local brands such as wardah.

LITERATURE REVIEW

Marketing Management

Marketing management is the process of planning, implementing, and controlling marketing activities that are carried out in an integrated manner to achieve organizational goals, especially in meeting consumer needs. According to Kotler & Armstrong, (2017), marketing management includes market analysis, strategy development, and effective implementation of marketing programs to create value for customers and build long-term relationships. Sedjati, (2018) He added that marketing management involves various activities, such as target market determination, product development, pricing, promotion, and distribution, which aim to deliver goods or services to consumers to meet their needs. Kotler & Keller, (2016) states that marketing management is also a societal process where individuals

and groups obtain what is needed through the creation, offering, and exchange of products and services, including activities such as purchasing, transportation, storage, and obtaining market information. In the context of Wardah, marketing management is implemented through digital strategies such as the use of social media and collaboration with beauty vloggers to increase students' buying interest, as well as strengthen halal and quality brand image.

Social Media

One of the grand theories that can be used to frame the role of social media in the context of marketing is the theory of social construction of reality put forward by (Berger & Luckmann, 1991). This theory states that social reality is formed through repeated social interactions, which then undergo institutionalization and are considered objective reality. In the context of social media, consumer perception of a brand or product is formed from the process of digital interaction such as comments, testimonials, and content shared by brands and other users. Therefore, social media is not only a one-way communication tool, but a social space where consumers actively shape the meaning and perception of products through digital social interaction. In cosmetic marketing, including Wardah products, social media is an important arena in building brand reality through content, engagement, and social influence formed from the shared experience of users.

In the era of digital transformation, the concept of digital marketing theory is an important foundation in understanding marketing activities through social media. This theory explains that digital marketing uses internet-based channels such as social media, email, websites and mobile applications to reach consumers directly, interactively, and personally. Social media allows companies to create two-way relationships with consumers and strengthen Chaffey & Ellis-Chadwick, (2019) brand awareness and brand image.

Social media has become a very effective strategy for reaching young consumers. According to Batubara & Kisfa, (2024) social media and brand image, it has a significant influence on purchasing decisions, with buying interest as an intervening variable. Social media includes product promotion, interaction with consumers, and brand image management. Research by Kholifah et al., (2023) shows that social media and brand awareness have a significant effect on consumer buying interest.

In addition, a study in Alves et al., (2016) the journal of strategic marketing shows that social media significantly influences brand performance through the role of customer engagement, which can also be assumed to be relevant in the context of the cosmetics industry that relies heavily on digital interaction. Thus, marketing through social media is believed to be able to significantly influence consumer buying interest, both through increasing engagement and strengthening brand perception.

Indicators of social media variables include: (1) frequency of promotional content uploads, which is how often brands upload promotional content on social media platforms to increase brand visibility and awareness. (2) Consumer involvement, which is the level of consumer interaction through likes, comments, and shares on the content uploaded by brands on social media. (3) The quality of information in the content is the extent to which the content presented provides clear, relevant, and interesting information to the audience. (4) Interaction between brands and consumers, namely the level of responsiveness and involvement of brands in responding to consumer comments, questions, or inputs on social media. (5) The use of influencers and KOLs (key opinion leaders), namely the effectiveness of brands in utilizing influencers or KOLs to strengthen marketing messages and reach a wider audience. Based on these findings, it is suspected that social media has a positive effect on buying interest in Wardah cosmetic products.

Review Beauty Vlogger

The reviews provided by beauty vloggers are a form of online consumer reviews, which are currently one of the important references for potential consumers in making purchase decisions, especially in the beauty industry. The content delivered by beauty vloggers, such as makeup tutorials, product comparisons, and personal experience testimonials, is considered to be able to convey more real and relevant information to the audience. Limbong et al., (2022) stating that reviews from influencers have a strong influence on consumer behavior because they are seen as more personalized, credible, and acceptable.

In the digital era, beauty vloggers play the role of influencers who are able to influence purchasing decisions through their product reviews. Research by Saputri & Novitaningtyas, (2022) shows that product reviews provided by beauty vloggers have a positive effect on purchasing decisions for cosmetic products. Positive reviews about products can increase positive perception and buying interest in the reviewed product.

In line with this, De Veirman et al., (2017) it was found that the credibility and suitability of influencer content with the promoted product significantly affected consumers' attitudes towards brands and purchase intentions. In addition, Sokolova & Kefi, (2020) it emphasizes the importance of parasocial interaction, emotional attachment or a sense of one-way familiarity between viewers and vloggers as the main factor influencing purchase intent, especially among the younger generation.

Beauty vlogger reviews are a form of digital testimonials for cosmetic products, especially Wardah, through digital platforms such as YouTube and Instagram. These variables include: (1) beauty vlogger credibility, which is the level of consumer trust in beauty vloggers who submit reviews, both in terms of knowledge, experience, and objectivity in providing information. (2) Clarity of information in the review, namely how understandable and easy to understand the information provided in the review, including how the product is used, benefits, and perceived results. (3) The effect of reviews on purchase decisions, namely the extent to which the reviews provided affect consumers in considering and making decisions to buy the reviewed product. (4) Product visualization in video, which is the visual display of the product in the video, such as packaging, texture, how to apply, to before-after use that helps consumers understand the product more realistically. (5) Consistency of reviews with other users' experiences, namely the alignment between beauty vlogger reviews and testimonials from other users, which strengthens the credibility of information and increases consumer confidence.

Brand Image

Brand image is the perception that consumers have of a brand, which is formed through product use experience, information received, and consumer interaction with company promotions and communications. A strong brand image can build loyalty and trust, as well as differentiate products from competitors.

According to Batubara & Kisfa, (2024) brand image, it has a significant influence on purchase decisions, with buying interest as an intervening variable. A positive brand image can create consumer trust and loyalty, which in turn impacts their purchasing decisions. Similar results were also found by Ginting et al., (2025), which shows that brand image not only has a direct effect on buying interest, but can also be a factor that reduces the negative influence of other variables such as price and bad reviews. This means that the stronger a brand's brand image, the higher the likelihood that consumers will remain interested in buying even though there are external influences that are less supportive. Research by Alfairoza, (2022) also reinforces that a strong brand image contributes to buying interest and forms a positive image in the minds of consumers.

Indicators of brand image variables include: (1) brand image as halal cosmetics, namely consumer perception that wardah is a product that is in accordance with halal values and principles, and safe to use. (2) The perceived product quality is the level of product quality experienced directly by consumers after using wardah products. (3) Innovation and trends in products are the extent to which wardah is able to keep up with the development of beauty trends and innovate in presenting new products. (4) Consumer trust in the brand is the level of consumer confidence that wardah is a reliable brand and provides benefits as promised. (5) Differentiation compared to other brands, namely the ability to look unique and different from other cosmetic brands in the market.

Buying Interest

Buying interest is the tendency of consumers to make a purchase of a product or service based on various factors. Buying interest reflects the consumer's readiness to buy a product after going through the information evaluation stage and consideration of the benefits that will be received. According to Fasha et al., (2022) brand ambassadors and brand image, it has a significant influence on purchasing decisions through consumer buying interest. These findings emphasize the importance of a good understanding of products and brands, as well as previous positive experiences, in shaping consumer buying interest. International research by Wu, (2024) also shows that consumer perceptions of product

value and brand value contribute greatly to shaping buying interest in local cosmetics. Brand value becomes an important mediator that strengthens the effect of consumer perception on purchase intent. In addition, Supriani et al., (2025) it was found that influencer trust and expertise, as well as perceived behavioural control, have a significant influence on attitudes towards influencers, which ultimately influences consumers' buying interest in cosmetic products. These findings are relevant in the context of Wardah as a halal cosmetics brand targeting young consumers in Indonesia.

Based on this theoretical understanding, there is a frame of thought that shows that social media, beauty vlogger reviews, and brand image are interconnected and have a significant influence on the interest in buying Wardah cosmetic products. Social media as an interactive marketing channel allows companies to build engagement with consumers. On the other hand, beauty vloggers provide additional trust through reviews that can influence purchasing decisions. Meanwhile, a positive brand image strengthens consumer perception of product quality and excellence.

This research is expected to provide a clearer picture of the relationship between these three variables and buying interest among students, as well as provide practical recommendations for marketers in the cosmetics industry. Indicators of the variable of buying interest in wardah cosmetic products include: (1) the desire to try the product, namely the desire of consumers to make the first purchase of wardah products because of curiosity or interest after seeing promotions or reviews. (2) Recommendations to others, namely the willingness of consumers to recommend products to others after having a positive experience with the product. (3) Interest in promotions or discounts, namely consumer attraction to special offers given, such as discounts, bonuses or product bundling. (4) The willingness to buy again is the consumer's intention to buy the same product again because he is satisfied with the quality or benefits. (5) The preference for wardah over other brands is the choice of consumers who are more inclined to wardah compared to other similar cosmetic brands.

Research Framework

This research is based on the assumption that social media, beauty vlogger reviews, and brand image have an influence on consumers' buying interest in Wardah cosmetic products. Social media (X_1) is expected to influence buying interest (Y) due to digital platforms, companies can interact directly with consumers, form positive perceptions, and encourage the desire to buy through engaging and interactive content. Furthermore, reviews from beauty vloggers (X_2) are assumed to help shape consumer opinions through reviews, testimonials, and product demonstrations that are delivered personally and visually, so that they can influence purchase intentions. In addition, brand image (X_3) is also expected to contribute significantly to buying interest because a strong and positive brand image can increase consumer trust and create loyalty to the brand. These three independent variables are assumed to have an influence both partially and simultaneously on the bound variable, namely buying interest (Y), as described in the following frame of mind.

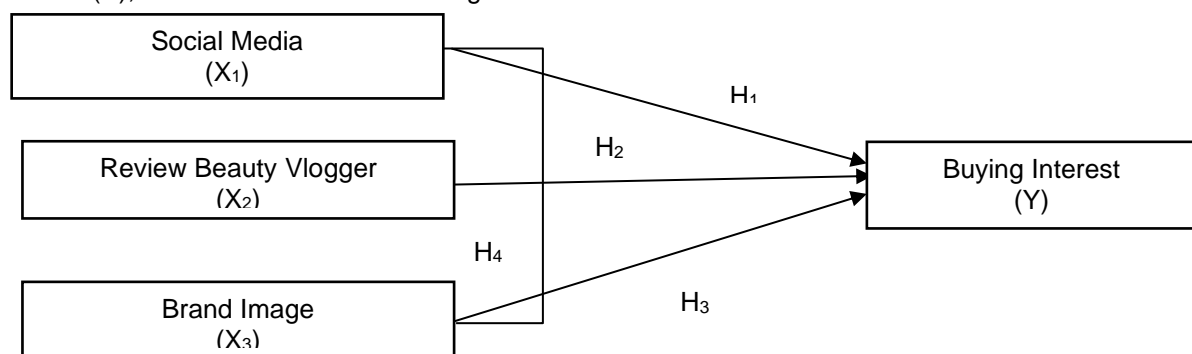


Figure 1. Research Framework

Source: Data processed by the author.

Research Hypothesis

Based on the framework of thought that has been explained earlier, the hypothesis in this study is formulated as follows:

H₁: Social media has a positive effect on the interest in buying Wardah cosmetic products among

students.

H2: Beauty vlogger review has a positive effect on the interest in buying Wardah cosmetic products among students.

H3: Brand image has a positive effect on buying Wardah cosmetic products interest among students.

H4: Social media, beauty vlogger reviews, and brand image simultaneously have a positive effect on Wardah's cosmetic product buying interest among students.

RESEARCH METHOD

This research methodology is designed to answer research questions regarding the influence of social media, beauty vlogger reviews, and brand image on the interest in buying Wardah cosmetic products among students. The methodology includes several stages, including the type of study, population and sample, operational definition of variables, as well as data analysis.

Variable Operational Definition

In this study, the independent variables are social media (X_1), review beauty vlogger (X_2), brand image (X_3), and the dependent variable is the interest in buying Wardah cosmetic products (Y).

Table 6. Variable Operational Definition

Variable	Operational Definition	Indicators
Social media (X_1)	Marketing strategies carried out by Wardah through social media platforms to attract consumer attention and increase interaction. Research by (Monicca & Widayatmoko, 2018).	<ol style="list-style-type: none"> 1. Frequency of uploading promotional content, 2. Consumer engagement (likes, comments, <i>shares</i>), 3. Quality of information in content, 4. Interaction between brands and consumers, 5. Use of influencers and KOLs (key opinion leaders). Research by (Zahro & Paramita, 2025).
Review beauty vlogger (X_2)	Reviews or testimonials about Wardah products provided by beauty vloggers through digital platforms. Research by (Gulo et al., 2024).	<ol style="list-style-type: none"> 1. Beauty vlogger credibility, 2. Clarity of information in the review, 3. The effect of reviews on purchase decisions, 4. Product visualization in video, 5. Consistency of reviews with other users' experiences. Research by (Rosara & Luthfia, 2020).
Brand image (X_3)	Consumer perception of the Wardah brand is formed from the company's experience, promotion, and communication. Research by (Kurniawati et al., 2018).	<ol style="list-style-type: none"> 1. Brand image as halal cosmetics 2. Perceived product quality 3. Innovations and trends in products 4. Consumer trust in the brand 5. Differentiation compared to other brands Research by (Sudaryana & Basri, 2022).
Interest in buying Wardah cosmetic products (Y)	The desire and tendency of students to buy and use Wardah cosmetic products. Research by (Fasha et al., 2022).	<ol style="list-style-type: none"> 1. Desire to try products 2. Recommendations to others 3. Interest in promotions or discounts 4. Willingness to buy again 5. Preference for Wardah over other brands Research by (Purnapardi & Indarwati, 2022).

Source: Data processed by the author.

Types of Research

This study uses a quantitative approach with a survey method. This type of research produces numerical data that will be analyzed statistically to test the hypothesis that has been established. The survey was conducted using questionnaires as the main data collection instrument. Research by Agustina & Abdillah, (2022), shows that a quantitative approach through survey methods is effectively used in explaining the relationship between variables using statistically analyzed numerical data. In their study

of user satisfaction of the Bintang Cash & Credit app, the questionnaire was used as the main tool to collect data from 96 respondents, which were then analyzed using statistical techniques to test hypotheses. The use of questionnaires as survey instruments facilitates the collection of data from large numbers of respondents, allowing for broader statistical analysis and can be applied to a larger population.

Population and Sample

The population in this study is students who study at various universities in Tebing Tinggi who use Wardah cosmetic products and the number is unknown. Samples will be taken using non-probability sampling techniques, especially purposive sampling. According to Subhaktiyasa, (2024) purposive sampling, it is a technique of determining a sample based on certain considerations, such as selecting individuals who are considered to have knowledge or experience relevant to the purpose of the research. In this study, respondents were selected based on certain criteria, namely: students aged 18-25 years and students who have used Wardah cosmetic products. The sample size population used the Cochran formula so that the sample size was 96 students. This research is planned to be carried out from February to May 2025.

Data Analysis

After the data is collected, data analysis will be carried out using statistical software such as SPSS. The analysis steps to be carried out include: (1) validity and reliability test checking the validity of the questionnaire using factor and reliability analysis using cronbach's alpha method. (2) The Classical assumption test is carried out to ensure that the linear regression model used meets the basic assumptions so that the analysis results are not biased, namely: the normality test ensures that the data is distributed normally, the multicollinearity test ensures that there is no high correlation between independent variables (X_1 , X_2 , X_3), and the heteroscedasticity test ensures that the distribution of residual data is homogeneous (not patterned). (3) Multiple regression analysis: to test the simultaneous influence of social media marketing activities, beauty vlogger reviews, and brand image on buying interest in Wardah cosmetic products. (4) Hypothesis test: using T test and F test.

FINDINGS AND DISCUSSION

Findings

Test Instruments

Measuring instruments in research are usually called research instruments. According to Sugiyono, (2015), a research instrument is a tool used to measure observed natural and social phenomena. The instrument test was carried out using 2 tests, namely the validity test and the reliability test.

Reliability Test

Reliability is an index that shows the extent to which a measuring device is trustworthy or reliable. According to Sugiyono, (2013) a factor is declared reliable if *the* cronbach alpha is greater than 0.6. Based on the results of data processing using SPSS 25.00, the following results were obtained:

Table 7. Reliability Test Results

Variable	Cronbach Alpha	Constant	Reliability
Buying interest variable (Y)	0,822	0,6	Reliable
Social media variables (X_1)	0,800	0,6	Reliable
Variable review beauty vlogger (X_2)	0,820	0,6	Reliable
Variable brand image (X_3)	0,827	0,6	Reliable

Source: Data processed by SPSS 2025.

Based on the reliability test using cronbach alpha, all research variables are reliable/reliable because cronbach alpha is greater than 0.6, so the results of this study show that the measurement tool in this study has met the reliability test (reliable and can be used as a measuring tool).

Validity Test

This test was carried out on 30 respondents, then $df = 30 - k = 27$, with $\alpha = 5\%$ the r-value of the table was obtained of 0.367 Ghozali, (2016), then the r-value of the calculation will be compared with the r-value of the table as in table 8. next:

Table 8. Validity Test Results

Variable Y (Buying Interest)			
Statement	Calculation	Rtable	Validity
1	0,879	0,367	Valid
2	0,913	0,367	Valid
3	0,853	0,367	Valid
4	0,935	0,367	Valid
5	0,805	0,367	Valid
Variable X ₁ (Social Media)			
Statement	Calculation	Rtable	Validity
1	0,874	0,367	Valid
2	0,822	0,367	Valid
3	0,817	0,367	Valid
4	0,706	0,367	Valid
5	0,665	0,367	Valid
Variable X ₂ (Review Beauty Vlogger)			
Statement	Calculation	Rtable	Validity
1	0,866	0,367	Valid
2	0,893	0,367	Valid
3	0,754	0,367	Valid
4	0,948	0,367	Valid
5	0,861	0,367	Valid
Variable X ₃ (Brand Image)			
Statement	Calculation	Rtable	Validity
1	0,938	0,367	Valid
2	0,923	0,367	Valid
3	0,886	0,367	Valid
4	0,905	0,367	Valid
5	0,898	0,367	Valid

Source: Data processed by SPSS 2025.

Table 8 shows that all statement points, both the purchase interest variable, the social media variable, the beauty vlogger review variable, and the brand image variable, have a greater calculation r value than the niai r table, so that it can be concluded if all statements of each variable are declared valid.

Classic Assumption Test

Normality Test

The normality test aims to test whether in the regression model, the disruptive or residual variables have a normal distribution (Ghozali, 2016). Testing the normality of data can be done using two methods, graphs and statistics.

Table 9. One Sample Kolmogorov Smirnov Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			96
Normal parameters ^{a,b}	Mean		.0000000
	Std. Deviation		2.35805057
Most extreme differences	Absolute		.098
	Positive		.070
	Negative		-.098
Test statistic			.098
Asymp. Sig. (2-tailed)			.025c
Monte carlo sig. (2-tailed)	Sig.		.417d
	99% Confidence Interval	Lower Bound	.287
		Upper Bound	.546

a. Test distribution is normal.

b. Calculated from data.

c. Lilliefors significance correction.

d. Based on 96 sampled tables with starting seed 2000000.

Source: Data processed by SPSS 2025.

From the output, it can be seen that the value of significance (monte carlo sig.) of all variables by 0.417. If the significance is more than 0.05, then the residual value is normal, so it can be concluded if all variables are normally distributed.

Multicollinearity Test

The multicollinearity test aims to find out whether there is a correlation between independent variables in the regression model. The multicollinearity test in this study is seen from the value of tolerance or variance inflation factor (VIF).

Table 10. Multicollinearity Test Results

Type	Coefficient	
	Collinearity Statistics	
	Tolerance	VIVID
1 (Constant)		
Social media marketing	.403	2.479
Review beauty vlogger	.323	3.095
Brand image	.367	2.725

a. Dependent variable: buying interest

Source: Data processed by SPSS 2025.

Based on the output, it can be seen that the tolerance value of the social media variable is 0.403, the beauty vlogger review variable is 0.323 and the brand image variable is 0.367 where all of them are greater than 0.10 while the VIF value of the social media variable is 2.479, the beauty vlogger review variable is 3.095 and the brand image variable by 2,725 where all are smaller than 10. Based on the results of the calculation above, it can be seen that the tolerance value of all independent variables is greater than 0.10 and the VIF value of all independent variables is also less than 10 so that there are no correlation symptoms in the independent variables. Therefore, it can be concluded that there is no symptom of multicollinearity between independent variables in the regression model.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether from the regression model there is an unevenness of variance from one residual observation to another. A good regression model is one that is homogeneous or non-heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is with glejser. Based on the results of data processing, the heteroscedasticity test in this study is shown in the following table:

Table 11. Glover Test

Type	Coefficient				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	3.149	1.095		2.875	.005
Social media marketing	-.100	.082	-.195	-1.217	.227
Review beauty vlogger	.152	.084	.325	1.818	.072
Brand image	-.123	.088	-.235	-1.403	.164

a. Dependent variable: ABS_RES

Source: Data processed by SPSS 2025.

Table 11 shows the significance value of the social media marketing variable of 0.227, the beauty vlogger review variable of 0.072 and the brand image of 0.164 where the three are larger and 0.050 so that it can be concluded if there are no symptoms of heteroscedasticity.

Multiple Linear Regression

Multiple linear regression testing explains the magnitude of the role of more than one independent variable on the bound variable. Data analysis in this study uses multiple linear regression analysis using SPSS 25.00 for windows. The analysis of each variable is explained in the following description:

Table 12. Multiple Linear Regression Results

Type	Coefficient		
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	2.012	1.753	
Social media marketing	.338	.131	.300
Review beauty vlogger	-.046	.134	-.045
Brand image	.578	.140	.501

a. Dependent variable: buying interest

Source: Data processed by SPSS 2025.

Based on these results, the multiple linear regression equation has the formulation:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + \varepsilon, \quad (1)$$

$$\text{So that the equation is obtained: } Y = 2.012 + 0.338X_1 - 0.046X_2 + 0.578X_3 + \varepsilon \quad (2)$$

The description of the multiple linear regression equation above is as follows: the value of constant (a) of 2.012 indicates the magnitude of the buying interest variable if the variables of social media marketing, variable review beauty vlogger, and variable brand image are equal to zero. The value of the regression coefficient of the social media variable (b1) of 0.338 shows the large role of social media marketing variables on the buying interest variable, the beauty vlogger review variable, and the constant brand image variable. This means that if the variable factor of social media marketing increases by 1 unit of value, then it is predicted that the variable of buying interest will increase by 0.338 units of value assuming the variable of the review of beauty vlogger, and the variable of brand image is constant.

The value of the regression coefficient of the beauty vlogger review variable (b2) of -0.046 shows the large role of the beauty vlogger review variable on the purchase interest variable assuming the social media marketing variable and the constant brand image variable. This means that if the variable factor of beauty vlogger reviews increases by 1 unit of value, then it is predicted that the variable of buying interest will decrease by 0.046 units of value assuming that the variable of social media marketing and the variable of brand image are constant. The value of the regression coefficient of the brand image variable (b3) of 0.578 shows the large role of the brand image variable on the purchase interest variable assuming that the social media marketing variable and the constant beauty vlogger review variable. This means that if the variable factor of brand image increases by 1 unit of value, then it is predicted that the variable of buying interest will increase by 0.578 units of value assuming the variable of the review of beauty vlogger and the variable of constant brand image.

Coefficient of Determination (R²)

The determination coefficient is used to see how much the free variable contributes to the bound variable. The greater the value of the determination coefficient, the better the ability of the independent variable to explain the bound variable. If the determination (R²) is getting larger (closer to 1), then it can be said that the influence of the free variable is large on the bound variable.

The value used in looking at the determination coefficient in this study is in the adjusted R square column. This is because the value of the adjusted R square is not susceptible to the addition of free variables. The value of the determination coefficient can be seen in Table 4.14 below:

Table 13. Coefficient of Determination

Type	Model Summary ^b		
	R	R Square	Adjusted R Square
1	.708a	.501	.484

a. Predictors: (constant), brand image, social media marketing, beauty vlogger review

b. Dependent variable: buying interest

Source: Data processed by SPSS 2025.

Based on table 13, it can be known that the adjusted R square value is 0.484 or 48.4%. This shows that if the variables of social media marketing, beauty vlogger reviews, and brand image can explain the variable of buying interest of 48.4%, the remaining 51.6% (100%-48.4%) are explained by other variables outside of this research model, such as social media marketing, beauty vlogger reviews, brand image and others.

Research Results

T-Test (Partial)

The t-statistical test is also referred to as the individual significance test. This test shows how far the independent variable partially affects the dependent variable. In this study, a partial hypothesis test was carried out on each independent variable as shown in Table 6. The following:

Table 14. Partial Test (T)

Type	Coefficient				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	2.012	1.753		1.147	.254
Social media marketing	.338	.131	.300	2.587	.011
Review beauty vlogger	-.046	.134	-.045	-.346	.730
Brand image	.578	.140	.501	4.123	.000

a. Dependent variable: buying interest

Source: Data processed by SPSS 2025.

Hypothesis Test of the Influence of Social Media on Buying Interest

From table 14, a calculated t value of 2.587 is obtained with $\alpha = 5\%$, $t_{table} (5\%; n-k = 93)$ obtained a table t value of 1.9960 from the description, it can be seen that $t_{calculates} 2.587 > t_{table} 1.9960$, as well as the significance value of $0.011 < 0.05$, then it can be concluded that the first hypothesis is accepted, meaning that the social media marketing variable has an influence against the buying interest variable.

Hypothesis Test of the Influence of Beauty Vlogger Reviews on Buying Interest

From table 14, the value of $t_{calculated}$ is -0.346 with $\alpha = 5\%$, $t_{of the table} (5\%; n-k = 95)$ of the t value of the table of 1.9960 from this description, it can be seen that $t_{calculates} -0.346 > t_{of the table} 1.9960$, as well as the significance value of $0.730 > 0.05$, then it can be concluded that the second hypothesis is rejected, meaning that the beauty vlogger review variable has no effect on the buying interest variable.

Hypothesis Test of the Influence of Brand Image on Buying Interest

From table 14, obtained a calculated t value of 4.123 with $\alpha = 5\%$, $t_{table} (5\%; n-k = 95)$ obtained a table t value of 1.9960 from the description it can be seen that $t_{calculates} 4.123 > t_{table} 1.9960$, as well as the significance value of $0.000 < 0.05$, it can be concluded that the third hypothesis is accepted, meaning that the brand image variable has an effect against the buying interest variable.

F-Test (Simultaneous)

This test basically shows whether all the independent variables included in this model have a combined influence on the dependent variables. The results of the F test can be seen in table 15, next:

Table 15. Simultaneous Test Results (F)

New Era					
Type	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	529.418	3	176.473	30.735	.000b
Residual	528.238	92	5.742		
Total	1057.656	95			

a. Dependent variable: buying interest

b. Predictors: (constant), brand image, social media marketing, beauty vlogger review

Source: Data processed by SPSS 2025.

From table 15, the value of $F_{is calculated}$ as 30.735 With $\alpha = 5\%$, the numerator is k, the denominator is the number: $n-k-1 (5\%; D\&C 1:2; Df2:92)$ obtained a table F value of 2.70 From the description, it can be seen that $F_{calculates} 30.735 > F_{table} 2.70$, and the significance value is $0.000 < 0.05$, so it can be concluded that the third hypothesis is accepted, meaning that the social media marketing variable, beauty vlogger review and brand image variable have a joint effect S (simultaneously) on the buying interest variable.

Discussion

The Influence of Social Media (X_1) on Buying Interest (Y)

Students, as a market segment that is active on social media such as Instagram, TikTok, and YouTube, are very responsive to creative and interactive promotional content. Wardah leverages this platform to share makeup tutorials, product recommendations, and discount promotions, which significantly increases consumer engagement. This is strengthened by Wardah's sales data which reached IDR 13.4

billion in just two weeks on the marketplace platform in February 2023, especially for facial moisturizing and powder products that are popular among students. Research by Azizah et al., (2021) shows that social media, especially through the TikTok platform, has a significant effect on brand awareness and interest in buying cosmetic products in Indonesia. Similar findings were also conveyed by Santoso & Santoso, (2024), who stated that the intensity of promotion through Instagram was able to increase positive perception and consumer buying intention. In addition, Syafrial & Firdaus, (2022) it was found that social media has a significant direct influence on buying interest in cosmetic products, both directly and through consumer perception. Thus, social media has proven to be an effective promotional strategy in shaping and encouraging buying interest among students.

The Effect of Beauty Vlogger (X₂) Reviews on Buying Interest (Y)

The results of the study showed that beauty vlogger reviews did not have a significant effect on students' buying interest in wardah cosmetic products. These findings are not in line with research Lutfiah, (2022) that states that beauty vlogger reviews, such as Tasya Farasya, have an influence on the purchase decision of wardah products, especially if consumers view the vlogger as credible in a certain perspective. In the context of this study, even though beauty vloggers such as Tasya Farasya, Rachel Goddard, Suhay Salim, and Abel Cantika are widely known and often review cosmetic products, but their reviews cannot provide a large enough perception in shaping students' buying interest. This shows that the existence of beauty vloggers can not necessarily be the main factor in driving buying interest, depending on the characteristics of the intended audience, such as information preferences from peers or personal experiences.

The Influence of Brand Image (X₃) on Buying Interest (Y)

This study shows that brand image has a significant effect on students' buying interest in wardah cosmetic products. A positive brand image is able to increase consumer trust and encourage interest in buying cosmetic products. Wardah has built a strong brand image as a quality, innovative, and suitable cosmetic for the needs of adolescent skin. The Top Brand Index (TBI) 2024–2025 data shows Wardah's consistency as a Top Brand in categories such as facial moisturizers, lipsticks, blush, and powders, which reflects the trust and loyalty of consumers, including students. Indicators such as halal image, product quality, and brand differentiation strengthen Wardah's appeal to students who care about brand reputation. These findings are in line with research Peronika et al., (2020) that shows that brand image significantly influences the buying interest of Wardah cosmetic products in Pagar Alam City, thus reinforcing the importance of positive perception of brands in influencing consumer purchase decisions.

The Influence of Social Media (X₁), Beauty Vlogger (X₂) Review and Brand Image (X₃) Simultaneously Affects Buying Interest (Y)

The combination of social media strategies, beauty vlogger reviews, and brand image simultaneously creates a synergistic effect that increases students' buying interest. Wardah uses an integrated approach, such as engaging social media content, collaboration with vloggers, and a strong brand image, to reach students as a segment that is responsive to digital trends and brand values. Based on multiple linear regression tests, social media variables have a significant influence on buying interest, beauty vlogger review variables do not have a significant influence on buying interest, and brand image variables have a significant influence on buying interest. However, simultaneously, these three variables contributed 48.4% to buying interest.

This finding provides a new contribution, namely that there are not many studies that integrate three variables: social media, beauty vlogger reviews, and brand image in a quantitative model that examines the influence on buying interest. This research also provides a new perspective by focusing on the digitally active segment of students, who have different consumption preferences compared to other consumer groups.

Based on the results of the questionnaire data analysis, it is known that the brand image variable (X₃) has the highest coefficient value, which is 0.578, so it can be concluded as the most dominant factor in influencing students' buying interest in wardah cosmetic products. The social media variable (X₁) also had a significant influence, with a coherence value of 0.338, and ranked second highest in influencing buying interest. Meanwhile, the beauty vlogger review variable (X₂) has a coefficient of -0.046, showing the lowest and insignificant influence on buying interest. These findings are different from some previous

studies, such as Lutfiah, (2022) dan Saputri & Novitaningtyas, (2022), which showed that beauty vlogger reviews have a significant influence on purchasing decisions. This difference shows that in the context of students in the city of Tebing Tinggi, it seems that the perception of the brand (brand image) is stronger in encouraging purchase intent than the influence of social media or beauty vlogger reviews. Thus, the novelty of this study lies in the finding that brand image is the most dominant factor in influencing buying interest, in contrast to some previous studies that emphasized more on the role of social media or beauty vloggers. In addition, this research also makes a new contribution through the combination of the three main variables in one quantitative analysis model, which is still not widely applied in the context of local brands such as wardah with a focus on student consumers.

CONCLUSION

Based on the results of the research and data analysis that has been conducted, it can be concluded that the social media variable has a significant effect on the interest in buying wardah cosmetic products, the beauty vlogger review variable does not have a significant effect on the interest in buying wardah cosmetic products, and the brand image variable has a significant effect on the interest in buying wardah cosmetic products. However, simultaneously, these three variables (social media, beauty vlogger reviews, and brand image) had a significant effect on buying interest, with a contribution of 48.4%. Meanwhile, the remaining 51.6% came from other variables that were not studied in this study, such as product price, product quality, brand trust, direct promotion, and consumer psychological factors. These findings show that brand image is the dominant factor that drives students' buying interest, followed by social media, while beauty vlogger reviews have the least influence. This research provides important implications for marketing management in the cosmetics industry, especially Wardah, that brand communication strategies should be more focused on strengthening brand image that is in line with young consumer values such as quality, innovation and suitability with digital lifestyle. In addition, social media management needs to emphasize interactions that build emotional closeness, not just promotion. Collaboration with beauty vloggers needs to be strengthened with brand image and social media, by choosing figures who are really relevant, have high credibility, and communication styles that suit the characteristics of students. Based on the results of the research, it is recommended that Wardah optimize social media more because it has been proven to have a significant influence on students' buying interest. Interesting, interactive, and the use of platforms such as Instagram and TikTok can continue to be improved. In addition, strengthening the brand image as halal and high-quality cosmetics needs to be maintained through product innovation and consistent communication to consumers. Although beauty vlogger reviews do not show a statistically significant influence, they still have practical strategic value in reaching a wider audience. Therefore, the selection of beauty vloggers who are more relevant and credible to student segmentation, as well as a more authentic promotional approach that does not seem like mere advertising, needs to be considered in order to increase the effectiveness of product communication. With an integrated strategy, it is hoped that Wardah can maintain its position as one of the top cosmetics brands in Indonesia, especially among students.

REFERENCE

- Agustina, R., & Abdillah, L. A. (2022). Analisis Kepuasan Pengguna Aplikasi Bintang Cash & Credit Menggunakan Metode End User Computing Satisfaction (EUCS). ArXiv Preprint ArXiv:2207.00642. <https://arxiv.org/abs/2207.00642>
- Alfairoza, I. (2022). Pengaruh Brand Image, Brand Awareness, dan Media Sosial Terhadap Keputusan Pembelian Parfum HMNS (The Influence of Brand Image, Brand Awareness, and Social Media on HMNS Perfume Purchasing Decisions). Available at SSRN 4246297, 1–6. <https://ssrn.com/abstract=4246297>
- Alves, H., Fernandes, C., & Raposo, M. (2016). Social Media Marketing: A Literature Review and Implications. *Psychology & Marketing*, 33(12), 1029–1038. <https://doi.org/10.1002/mar.20936>
- Azizah, L., Gunawan, J., & Sinansari, P. (2021). Pengaruh Pemasaran Media Sosial TikTok Terhadap Kesadaran Merek dan Minat Beli Produk Kosmetik di Indonesia. *Jurnal Teknik ITS*, 10(2), A438–A443. <http://ejurnal.its.ac.id/index.php/teknik/article/view/73923>

- Batubara, R. W., & Kisfa, A. (2024). Pengaruh Brand Image dan Sosial Media Marketing Terhadap Keputusan Pembelian Dengan Minat Beli Sebagai Variabel Intervening: Studi Kasus pada Pembeli Geprek Bp7 di Kota Tebing Tinggi. *Digital Business Progress*, 3(1), 43–54. <https://journal.stie-binakarya.ac.id/index.php/dbp/article/view/149>
- Berger, P. L., & Luckmann, T. (1991). *The Social Construction of Reality: A Treatise in the Sociology of Knowledge* (Issue 10; no. 99). Penguin Adult. <https://books.google.co.id/books?id=kNjH2u4r9VYC>
- Cahyadi, W. (2022). Pengaruh Efikasi Diri Terhadap Keberhasilan. PT Inovasi Pratama Internasional.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson uk.
- Compas. (2023). Pionir Kosmetik Halal, Data Penjualan Wardah Tembus Rp13.4 Miliar dalam 2 Minggu. *Compas.Co.Id*.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing Through Instagram Influencers: The Impact of Number of Followers and Product Divergence on Brand Attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Efendi, E., Butarbutar, M., Chandra, E., Putri, D. E., & Simatupang, S. (2024). Brand Image Serta Pengaruhnya Terhadap Minat Beli. *EKOMA: Jurnal Ekonomi, Manajemen, Akuntansi*, 3(5), 100–107. <https://doi.org/10.56799/ekoma.v3i5.3942>
- Fasha, A. F., Robi, M. R., & Windasari, S. (2022). Determinasi Keputusan Pembelian Melalui Minat Beli: Brand Ambassador dan Brand Image (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan dan Ilmu Sosial*, 3(1), 30–42. <https://doi.org/10.38035/jmpis.v3i1.840>
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program SPSS*. Badan Penerbit UNDIP.
- Ginting, M., Togar Mulias Sirait, R., & Suryani, W. (2025). How Does Brand Image Moderate the Factors Influencing Purchase Intention? *Journal of Innovation in Business and Economics*, 9(01). <https://doi.org/10.22219/jibe.v9i01.38656>
- Gulo, H. H., Sahab, N. D., & Irawan, P. R. (2024). The Influence of Beauty Vlogger Endorsements on Purchase Interest (Survey of Wardah Cosmetics Enthusiasts Who Are Influenced by Tasya Farasya's Vlog Video in East Semper Village, North Jakarta. *JISIP (Jurnal Ilmu Sosial Dan Pendidikan)*, 8(4), 2220. <https://doi.org/10.58258/jisip.v8i4.7297>
- Gusniar, A. (2022). Pengaruh Attractiveness, Trustworthiness, dan Expertise Beauty Vlogger terhadap Minat Beli Produk Kecantikan di Youtube (Studi pada Mahasiswi di Tiga Universitas Yogyakarta). *Exero: Journal of Research in Business and Economics*, 3(2), 187–210. <https://doi.org/10.24071/exero.v3i2.4297>
- Kholifah, N. N., Satriyono, G., & Pangastuti, R. L. (2023). Pengaruh Sosial Media Marketing dan Brand Awareness Terhadap Purchase Intention:(Studi Kasus pada Es Teh Indonesia Kebun Nganjuk). *Jurnal Ekonomi Utama*, 2(2), 180–187. <https://doi.org/10.55903/juria.v2i2.77>
- Kotler, P., & Armstrong, G. M. (2017). *Principles of Marketing*. Pearson Higher Education. <https://books.google.co.id/books?id=ghi5zwEACAAJ>
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson India Education Services. <https://books.google.co.id/books?id=5-U5zgEACAAJ>
- Kurniawati, A. W., Sumarsono, H., & Farida, U. (2018). Pengaruh Experiential Marketing, Kualitas Produk, Citra Merek Terhadap Loyalitas Konsumen Wardah Pada Mahasiswi Universitas Muhammadiyah Ponorogo. *Isoquant: Jurnal Ekonomi, Manajemen dan Akuntansi*, 2(2), 85. <https://doi.org/10.24269/iso.v2i2.194>
- Lestiyani, D. N., & Purwanto, S. (2024). Analisis Pengaruh Influencer Marketing dan Brand Love terhadap Keputusan Pembelian Produk Skincare Skintific. *El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam*, 5(2), 886–898. <https://doi.org/10.47467/elmal.v5i2.5513>
- Limbong, G. V., Safrin, F. A., & Marpaung, N. (2022). Pengaruh Beauty Vlogger Terhadap Minat Beli Produk Emina (Studi Pada Konsumen Emina di Plaza Medan Fair). *Journal Business Administration: Entrepreneurship and Creative Industry*, 1(2), 27–34. <https://doi.org/10.32734/jba.v1i2.9558>

- Lutfiah, M. (2022). Pengaruh Review Beauty Vlogger Tasya Farasya di YouTube terhadap Keputusan Pembelian Produk Kecantikan Merek Wardah dalam Perspektif Ekonomi Islam. In Uin Raden Intan Lampung. <https://repository.radenintan.ac.id/20439/>
- Monicca, M., & Widayatmoko, W. (2018). Pengaruh Komunikasi Pada Social Media Marketing Instagram Terhadap Brand Image Wardah (Studi Kasus: Followers @Wardahbeauty). *Prologia*, 2(1), 130–137. <https://doi.org/10.24912/pr.v2i1.2408>
- Peronika, N., Junaidi, J., & Maryadi, Y. (2020). Pengaruh Brand Image Terhadap Minat Beli Produk Kosmetika Wardah di Kota Pagar Alam: (Studi Pada Masyarakat Pengguna Kosmetika Wardah di Kecamatan Pagar Alam Utara Kota Pagar Alam). *Ekonomia*, 10(1), 83–93. <https://doi.org/10.54342/itbis-e.v10i1.93>
- Purnapardi, M. S., & Indarwati, T. A. (2022). Pengaruh Product Quality dan Brand Image terhadap Repurchase Intention Produk Kosmetik Halal di E-Commerce. *Jurnal Ilmu Manajemen*, 10(1), 136–147. <https://doi.org/10.26740/jim.v10n1.p136-147>
- Rosara, & Luthfia, A. (2020). Factors Influencing Consumer's Purchase Intention on Beauty Products in Youtube*. 37–46. <https://doi.org/10.15722/jds.18.6.202006.37>
- Santoso, I. K. P., & Santoso, E. B. (2024). Pengaruh Promosi Media Sosial Instagram dan Inovasi Produk Terhadap Minat Beli Konsumen Coffee Shop (Studi Kasus Pada Partner Coffee Malang). *Jurnal Ilmiah Ekonomi Dan Manajemen*, 2(7), 187–198.
- Saputri, S. A., & Novitaningtyas, I. (2022). Analisis Pengaruh Kualitas Produk dan Review Beauty Vlogger Terhadap Keputusan Pembelian Pada Produk Kosmetik. *Among Makarti*, 15(1), 65–76. <http://dx.doi.org/10.52353/ama.v15i1.243>
- Sedjati, R. S. (2018). *Manajemen Pemasaran*. Yogyakarta: Deepublish.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube Bloggers Promote It, Why Should I Buy? How Credibility and Parasocial Interaction Influence Purchase Intentions. *Journal of Retailing and Consumer Services*, 53, 101742.
- Subhaktiyasa, P. G. (2024). Menentukan Populasi dan Sampel: Pendekatan Metodologi Penelitian Kuantitatif dan Kualitatif. *Jurnal Ilmiah Profesi Pendidikan*, 9(4), 2721–2731. <https://doi.org/10.29303/jipp.v9i4.2657>
- Sudaryana, A., & Basri, A. I. (2022). Pengaruh Kepuasan Konsumen, Label Halal, Citra Merek, Kualitas Produk, dan Pengalaman Konsumen Terhadap Loyalitas Kosmetik Merek Wardah di Yogyakarta. *Bisman (Bisnis dan Manajemen): The Journal of Business and Management*, 5(3), 410–427.
- Sugiyono. (2013). *E-Book Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif Kualitatif Dan R & D* Cetakan 17. CV Alfabeta.
- Suhaemi, M. M. I., & Setiawan, U. (2023). Media Sosial Sebagai Pendukung Pemasaran Dalam Meningkatkan Penjualan Produk UMKM Keripik Kaca Kampung Tegal Heas Secara Online. *Jurnal Pengabdian Masyarakat: Pemberdayaan, Inovasi dan Perubahan*, 3(2), 1–8. <https://doi.org/10.59818/jpm.v3i2.460>
- Supriani, I., Ninglasari, S. Y., & Iswati, S. (2025). How Social Media Influencers Form Muslim Consumers' Halal Cosmetics Purchase Intention: Religiosity Concern. *Journal of Islamic Marketing*, 16(2), 502–525. <https://doi.org/10.1108/JIMA-02-2024-0085>
- Syafrial, S., & Firdaus, F. (2022). Peran Media Sosial Terhadap Persepsi dan Minat Beli Konsumen Pada Produk Kosmetik Halal di Kota Jambi. *Jurnal Manajemen Terapan dan Keuangan*, 11(04), 970–980. <https://doi.org/10.22437/jmk.v11i04.21166>
- Syahputro, E. N. (2020). *Melejitkan Pemasaran UMKM Melalui Media Sosial*. Caremedia Communication.
- Theodora Angella, & M. Rahmadi. (2020). Analisis Review Beauty Vlogger, Kualitas Produk, dan Harga Terhadap Minat Beli. *Jurnal Manajemen dan Perbankan (JUMPA)*, 7(2), 18–32. <https://doi.org/10.55963/jumpa.v7i2.353>
- Wu, J. (2024). A Study on The Impact of Consumer Perceived Value on The Purchase Intention of Domestic Cosmetics Using Brand Value as A Mediation. *The EUrASEANs: Journal on Global Socio-Economic Dynamics*, 3(46), 61–71. [https://doi.org/10.35678/2539-5645.3\(46\).2024.61-71](https://doi.org/10.35678/2539-5645.3(46).2024.61-71)

Zahro, A. A., & Paramita, V. S. (2025). The Influence of Social Media Marketing, Brand Engagement, and Product Quality on Purchase Decisions Mediated by Purchase Intention (Case Study of Wardah Lipstick Products in Bandung City). *Marginal Journal of Management Accounting General Finance and International Economic Issues*, 4(2), 349–358.
<https://doi.org/10.55047/marginal.v4i2.1629>