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HALAL SOCIAL MEDIA MARKETING ACTIVITIES ON WARDAH HALAL COSMETIC

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Information	Abstract:
Article History: Received : 25.07.2024 Revised : 15.09.2024 Accepted : 05.12.2024 Keywords: Halal; Social Media; marketing; quality; Loyalty.	<i>This study aims to describe the halal social media marketing activities related to Wardah halal cosmetics. It examines how these marketing activities influence consumer loyalty and the quality of relationships with cosmetic buyers. The research was conducted among consumers at cosmetic retail stores using purposive sampling, with 200 respondents. Data analysis was performed using Structural Equation Modeling via the LISREL application. The findings indicate that halal social media marketing activities can foster a strong quality of relationship with Muslim women. Furthermore, consumer loyalty has a greater impact on halal social media marketing activities than relationship quality. This suggests that satisfaction with the Islamic values inherent in halal products and their marketing methods, which align with Islamic principles, particularly appeals to Muslim women. This study provides insights for Wardah Halal Cosmetics to consistently uphold halal values in product quality and apply social media marketing under Islamic law.</i>

A. INTRODUCTION

Over the past decade, Floren et al. (2020) noted that Islamic marketing studies have begun to attract increased interest from researchers aiming to explore marketing science from an Islamic perspective. However, Sandikci (2011) pointed out that Islamic marketing has not been fully utilized and is indeed feasible; there are two phases in the study of Islam and marketing: elimination and discovery. Elimination refers to the perception of Muslims as traditional and Islam as incompatible with modern consumer behavior, while discovery views Muslims as a viable consumer segment (Sandikci, 2011). This indicates that the literature remains uncertain in classifying how marketing aligns with the fields of teaching and research disciplines.

This study examines the marketing activities of Islamic social media concerning a cosmetic brand that embraces the concept of "Halal." According to Shah et al. (2020), marketing by Islamic law on social media has become a crucial requirement for compliance with Islamic law in other business activities. England (2014) utilizes this significant relationship to assert that more systematic and direct attention should be given to the religious aspect of marketing in international marketing strategies. Keller and Keller (2009) noted that such attention influences the secondary beliefs of target customers. Sardinia et al. (2018) found that testing the impact of religiosity reveals the greatest diversity of religious beliefs. However, an important aspect of measuring religion in various studies is the "frequency of fraudulent behavior" (Downpour & Rezone, 2015; About-Yourself et al., 2015).

The rapid growth of social media platforms has been remarkable. This is highlighted by the emergence of platforms that serve as a medium for communication between individuals and for marketing products of various brands (Hudson et al., 2015). Internet users increasingly seek social activities, facilitating searching for information and interacting with a wide audience. However, the key aspect of halal social media marketing is to convey positive messages that align with Islamic law.

The sophistication of internet technology has positively impacted the marketing world, particularly through social media platforms. Now, these platforms are utilized as promotional tools by business actors. Promotional media leveraging social media effectively boosts sales with various appealing displays and language that is easy for

individuals to comprehend. However, many cosmetic brands have yet to adopt the halal concept and conduct marketing in alignment with Islamic values.

One of the beauty sectors that has effectively utilized social media for marketing is the Wardah cosmetics brand. Wardah is an Indonesian-made cosmetic line that is highly popular among women. This popularity stems from the fact that the products are crafted using natural ingredients and are free from mercury and preservatives. Wardah is increasingly known to the wider community as a halal cosmetic with various social media marketing activities.

Social media marketing activities carried out by Wardah using Instagram @wardahbeauty have gained as many as 2.9 million followers. This means that social media is very helpful in promoting Wardah brand cosmetics to consumers in various provinces in Indonesia. This promotion further increases consumer loyalty with online purchases using Shopee, Tokopedia, and Blibli, amounting to IDR 380 billion, IDR 50 billion, and IDR 25 billion (Dashboard Kompas, 2023).

Wardah brand cosmetics are among the pioneers of halal cosmetics and engage in social media marketing activities that prominently feature women wearing hijabs. This is intriguing to study, as it can enhance the interest of Muslim women in becoming loyal customers of halal cosmetics. Wardah's social media marketing activities reflect practices aligned with Islamic law, utilizing polite language and modest appearances. Research conducted by Ibrahim and Aljarah (2023) indicates that social media marketing activities can enhance the quality of relationships between consumers and sellers. These activities indirectly foster online relationships with consumers. If this relationship continues, along with Wardah brand cosmetics' responsiveness to consumers, it will further enhance consumer behavior toward loyalty (Ligery, 2023).

Yadav and Rahman (2018) stated that loyalty can be formed when social media marketing activities start. The use of social media is closely related to interactions or connections between other users and content created by an organization, company, or person (Wibowo et al., 2021). If the appearance on social media is reviewed interestingly and informative, it will increase consumer loyalty to a product.

Social media marketing strategy refers to the integrated activities of an organization that transforms social media communication (networks) and

interactions (influence) into strategic tools that are useful for achieving desired marketing results (Li et al., 2021). The scope of social media marketing is the use of social media as a way to interact with one or more stakeholders as a necessary communication tool. The success of social media marketing can apply the quality of relationships with consumers collaboratively to achieve common goals through communication and feedback. This shows that the existence of social media can change how consumers communicate and impact consumer purchasing behavior (Hutter et al., 2013). Thus, this research aims to investigate the relationship between Halal social media marketing activities and the development of relationship quality, ultimately leading to consumer loyalty and increased product purchases.

B. LITERATUR REVIEW

Wilson and Liu (2010) highlighted the significance of aligning branding theory with Muslim beliefs by proposing a halal branding paradigm. Wilson (2014) introduced a “hierarchy of Islamic marketing approaches” and contended that the term halal presents substantial opportunities for product expansion and evolution, offering a new paradigm for businesses and academics. Social media enables both Muslims and non-Muslims to forge deep relationships that can foster greater harmony (Sisler, 2011). In a broader context, this suggests that Muslims can leverage digital technology to disseminate Islamic spirituality and rituals (Šisler, 2008, 2009; Ibahrine, 2016). Ibahrine (2013) posited that digital technology transforms the religiosity and piety of society, impacting conservative and traditional societies more significantly than pluralistic and open ones (Ibahrine, 2013). Social media has emerged as a vital source of Dawa and the dissemination of the Quran (Gräf, 2007). In the contemporary era, most Muslim countries that have embraced internet access have also adopted social media (We Are Social, 2017).

Social media marketing activities pertain to how consumers perceive the engagement of companies or brands in various social media marketing endeavors (Koay et al., 2021). In this context, social media platforms extend beyond Facebook and similar sites to encompass social networking sites, blogs, wikis, virtual social worlds, and a blend of various websites that integrate web links, user reviews and ratings, recommendations and referrals, user wish lists, forums, and communities

(Hajli, 2015). Social media empowers marketers to interact, collaborate, and share content with their consumers (Ibrahim et al., 2020). Furthermore, this has prompted numerous businesses and government organizations to leverage social media for advertising and marketing, as they now recognize that effective social media marketing efforts are crucial for building value and relationships (Yu & Yuan, 2019).

The findings of a study by Wibowo & Haryanto (2020) indicated that social media marketing activities positively impact the quality of relationships. This suggests that the presence of social media marketing conducted by entrepreneurs and companies can foster quality relationships through interactions between marketers and potential consumers, leading to behavioral intentions. Social media marketing activities that are easily comprehensible to consumers will generate new actions, such as word of mouth, where information is shared from one person to another. However, this study has limited literature on halal social media marketing activities. Therefore, based on this overview, the following hypothesis is proposed:

H1: Halal social media marketing activities influence relationship quality

“Halal social media” closely resembles halal tourism, as both pertain to recreational, leisure, and social activities (Mohsin et al., 2016; Ryan, 2016). The halal context extends beyond food and tourism to encompass products and services relevant to all societal levels (Ryan, 2016). Battour et al. (2014) noted that halal is associated with Sharia-compliant content and facility availability. There are general Islamic guidelines to adhere to, such as the observance of Islamic dress codes, the prohibition of gambling, and the restriction of alcohol-related content.

Social media marketing effectively enhances communication between consumers and marketers while facilitating activities that boost brand awareness (Hafez, 2021). It is still considered a novel marketing strategy (Jamil et al., 2022). Balakrishnan et al. (2014) explored the influence of social media marketing on brand loyalty and purchase intention, demonstrating that social media marketing—particularly electronic word of mouth, online communities, and online advertising—positively impacts brand loyalty and purchase intention.

Subsequently, Shah (2020) asserted that halal social media marketing activities can enhance consumer satisfaction and foster engaged relationships. However, the literature on halal social media marketing activities remains limited. Furthermore,

Gautam & Sharma (2017) emphasized that social media marketing and customer relationships significantly and positively influence customer purchase intention. Yadav and Rahman (2017) revealed that social media marketing activities positively affect customer purchase intention and brand equity. Sheth and Kim (2017) highlighted that social media marketing significantly impacts customer purchase intention. Therefore, based on this overview, the following hypothesis is formulated:
H2: Halal social media marketing activities influence consumer loyalty

In the service sector, managing consumer relationships is paramount due to the intangible and heterogeneous nature of the services rendered (Cheng et al., 2008). Organizations heavily rely on these relationships, necessitating a deeper understanding of why consumers continue to engage with service providers, with relationship quality emerging as a pivotal factor (Walter et al., 2003).

Relationship quality encompasses customers' perceptions and evaluations of individual services, encompassing emotions, and feelings, ultimately influencing customers' intentions to rely on the provider's integrity and future performance (Kim & Cha, 2002). To achieve this, companies must identify and address consumer needs, which constitute the primary objective of relationship-building efforts (He et al., 2019).

Research by Kwiatek et al. (2020) corroborates that relationship quality significantly correlates with loyalty. High relationship quality can nurture loyal behavior, manifested through continued product purchases. Therefore, based on these premises, the following hypothesis is formulated: H3: Relationship quality influences consumer loyalty.

Referring to the theoretical framework elucidated in formulating the hypothesis, the research model is structured as follows:

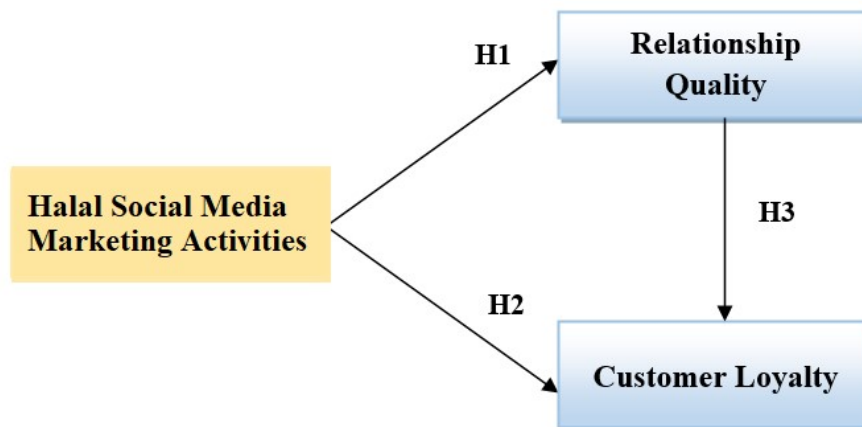


Figure 1. Research Framework.

C. METHODOLOGY

The research methodology adopted in this study is explanatory research, aiming to elucidate causal relationships among multiple phenomena through hypothesis testing (Sekaran, 1992). Non-probability sampling with a purposive method was employed due to the uncertain characteristics of the population elements or sample units (Hair et al., 2018; Ligery et al., 2021). The study focuses on Wardah cosmetics users in Metro City, specifically at various Wardah cosmetics-selling agents.

The determination of the minimum sample size in this study follows Byrne's (1998) recommendation, with Ghazali (2013) suggesting a minimum acceptable sample size of 100 for structural equation modeling (SEM) estimation. Additionally, Hair et al. (2010) advocate for a representative sample size at least 5 to 10 times the number of parameters to be estimated. With 31 parameters in this study, the minimum sample size is calculated as $19 \times 10 = 190$.

Questionnaire measurements utilize a 5-point Likert scale ranging from 1 = "Strongly Disagree" to 5 = "Strongly Agree". The instruments for measuring social media marketing activities, relationship quality, and loyalty were adapted from previous studies. Halal social media marketing activities were measured using informativeness, personalization, and word-of-mouth, adapted from Yadav and Rahman (2017). Relationship quality was measured using special treatment, product satisfaction, honesty, reliability, and service quality, adapted from Adhikari and Panda

(2019). Repeat purchase intentions, recommendations to others, and sharing experiences on Instagram measured loyalty. The data collected were analyzed using structural equation modeling (SEM) with the LISREL application. This analytical approach allows for the examination of complex relationships among variables and the testing of hypothesized models.

D. RESULT AND ANALYSIS

Respondents in the research were 190 female respondents who used Wardah cosmetics with income criteria of 1-2 million who came from the highest level of education at the high school level and worked as students. The results of the validity and reliability tests will be described in the table below.

Table 1. Validity Test and Reliability Test

Construct	Items	Factor Loading	CR	VE
Halal Social Media Marketing Activities	PMSI1	0,90	0,97	0,78
	PMSI2	0,84		
	PMSI3	0,94		
	PMSP4	0,84		
	PMSP5	0,90		
	PMSP6	0,87		
	PMSW7	0,92		
	PMSW8	0,90		
	PMSW9	0,83		
Relationship Quality	KH1	0,74	0,93	0,67
	KH2	1,00		
	KH3	1,00		
	KH4	0,75		
	KH5	1,00		
	KH6	0,50		
	KH7	0,60		
Loyalty	LYL1	0,89	0,90	0,74
	LYL2	0,92		
	LYL3	0,74		

Based on the results of the validity test and reliability test, it is found that the Standardized Loading Factor (SLF) for each indicator is > 0.50, indicating satisfactory convergent validity. The Construct Reliability (CR) values range from 0.90 to 0.97, and the Variance Extracted (VE) values range from 0.67 to 0.78. These values exceed

the recommended thresholds of $CR > 0.70$ and $VE > 0.50$, confirming that all indicators are valid and reliable for forming latent variable constructs of social media marketing activities, relationship quality, and loyalty. The structural equation modeling (SEM) analysis was conducted using a single or basic model without any modifications from the initial research model. The LISREL output indicates a Goodness of Fit Index (GFI) value of 0.99, greater than the recommended threshold of 0.90, indicating a good fit for the model.

Next, the structural model estimation results will be presented in Figure 1 and Figure 2, demonstrating the relationships among the variables as hypothesized in the research model.

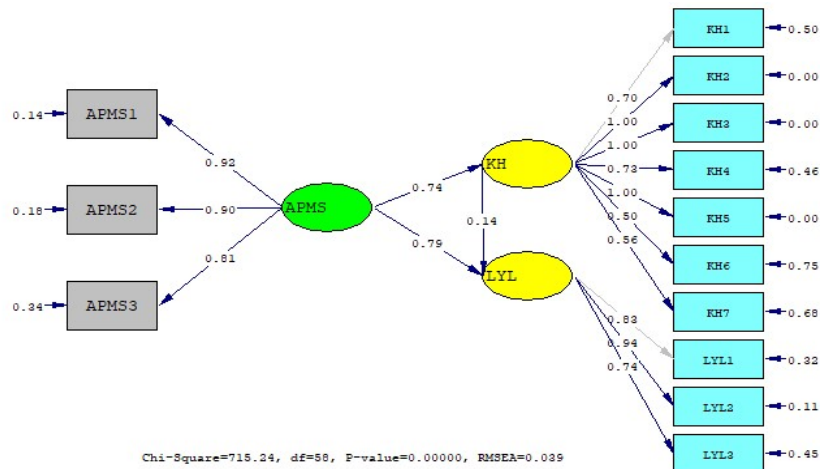


Figure 1. Standardized Solution

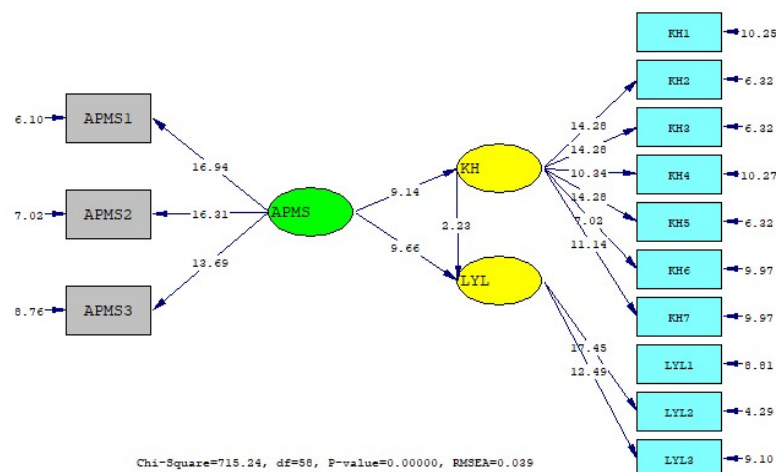


Figure 2. T-value

Based on the results of the structural model presented in Figure 1 and Figure 2, three hypotheses have been accepted: Hypothesis 1: The application of Halal social media marketing on relationship quality has a significant influence ($\beta = 0.74$, t-value = 9.14). Halal social media marketing activities have been found to enhance the accessibility of information for social media users, including users of Wardah Cosmetics. Through platforms like Instagram, Wardah Cosmetics effectively reaches its users, facilitating easy access to information about products and their benefits. Additionally, the research demonstrates that relationship quality, indirectly influenced by social media marketing, increases word-of-mouth behavior among consumers, such as sharing information and experiences about Wardah cosmetic products with friends. This finding is consistent with the research conducted by Ibrahim and Aljarah (2023), which also found a positive impact of social media marketing activities on relationship quality.

Hypothesis 2: Halal social media marketing activities positively and significantly influence consumer loyalty ($\beta = 0.79$, t-value = 9.66). The study highlights the increasing level of loyalty among Wardah cosmetics users, as evidenced by their repeated purchases and satisfaction with the brand for long-term daily use. Halal social media marketing is crucial in enhancing the image of Wardah cosmetics among social media users, fostering enthusiasm and loyalty among consumers. This finding is corroborated by previous research conducted by Banerji and Singh (2024), which found a significant impact of social media marketing activities on consumer loyalty in India.

Hypothesis 3: Relationship quality positively and significantly influences consumer loyalty ($\beta = 0.14$, t-value = 2.23). The quality of the relationship, characterized by emotional connections and empathy demonstrated by Wardah Cosmetics towards consumers through interactive communication, impacts consumer loyalty. This close and quality relationship fosters a sense of connection and trust between Wardah Cosmetics and consumers, leading to increased loyalty. This finding is supported by previous research conducted by Corbishley et al. (2023), highlighting the role of relationship quality in enhancing consumer loyalty.

These findings support the proposed hypotheses and underscore the importance of social media marketing activities and relationship quality in shaping

consumer loyalty towards Wardah cosmetics. The research presents compelling evidence that halal social media marketing significantly enhances relationship quality and consumer loyalty, particularly in the context of Wardah Cosmetics. The study's findings, which support the proposed hypotheses, underscore the importance of social media marketing activities in making information accessible and fostering consumer engagement.

The positive impact of these activities on relationship quality ($\beta = 0.74$, $t\text{-value} = 9.14$) aligns with existing literature, suggesting that platforms like Instagram are effective in building trust and emotional connections with consumers. Additionally, the research highlights the strong link between social media marketing and consumer loyalty ($\beta = 0.79$, $t\text{-value} = 9.66$), showing that consistent and value-driven interactions can lead to repeated purchases and long-term brand advocacy. This is particularly significant for brands like Wardah that emphasize halal certification, aligning closely with their consumer base's values. The study also finds that relationship quality positively influences consumer loyalty ($\beta = 0.14$, $t\text{-value} = 2.23$), emphasizing the role of emotional connections and interactive communication in fostering a loyal customer base.

However, these findings raise several academic debates. Questions about the generalizability of these results to other markets and whether the study overemphasizes the role of social media at the expense of other factors like product quality and pricing strategies suggest areas for further research. The distinction between causality and correlation is also crucial, as external factors could influence the observed relationships. Overall, while the research offers valuable insights into halal social media marketing dynamics, it also opens the door for further exploration and discussion.

In addition, the correlation with Islamic values in this research is evident in the alignment of halal social media marketing practices with principles such as transparency, ethical behavior, and community welfare. Wardah Cosmetics emphasizes halal certification, ensuring that its products meet the religious and moral standards expected by Muslim consumers, thereby building trust and fostering strong relationships. These marketing practices are rooted in Islamic values of justice and fairness, as they provide clear and honest information, avoiding deceptive tactics.

Additionally, by promoting ethical consumption and encouraging word-of-mouth within the Muslim community, Wardah reinforces the concept of *maslahah* (public interest) and strengthens the *Ummah* (community). This integration of Islamic values not only enhances consumer loyalty but also aligns the brand's business strategies with the moral and ethical framework of Islam

E. CONCLUSION

Consumer loyalty is the ultimate goal sought by manufacturers for their sales products. It can create value for the company through repeat purchases and promotions conducted by satisfied consumers who share information about the products they use. The study's findings indicate that halal social media marketing activities and relationship quality significantly enhance consumer loyalty among Wardah Cosmetics users. However, halal social media marketing activities influence consumer loyalty more than relationship quality. This suggests that halal social media marketing effectively reaches social media users, fostering loyalty through information sharing that leads to the purchase of halal cosmetic products promoted via social media. This study aids Wardah Cosmetics in enhancing relationship quality with consumers through agents collaborating with the brand, thereby maintaining the company's image and fostering consumer loyalty. Nonetheless, this study has limitations regarding adopting halal social media marketing activities. Further research is necessary to broaden the literature on halal social media marketing. Additionally, this study does not include the variable of Halal company image, which may mediate the relationship between halal social media marketing activities and consumer loyalty. Future researchers can replicate this study with different research subjects.

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