



The influence of social media, product quality, and product price on the purchase intentions of students in surakarta: a study on halal cosmetics (skincare)

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ABSTRACT

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Population growth in Indonesia is accompanied by an increase in the number of internet users. Social media has become a means for sharing information and conducting business. Social media platforms provide a viable avenue for marketing and selling skincare products. Through social media, sellers can inform consumers about product quality through product descriptions and reviews from previous buyers. In addition to quality, social media can also provide information about product prices. The quality and price of products listed on social media can influence the purchase intentions of potential consumers. The aim of this study is to determine whether social media, product quality, and product price influence the purchase intentions of students in Surakarta regarding halal cosmetics (skincare). This research employs a quantitative research method with an observational approach involving 150 respondents. Data collection was processed by distributing questionnaires to the respondents. The type of data used is primary data. The results of the study show that, partially, social media, product quality, and product price have a positive and significant effect on the purchase intentions of Surakarta students regarding halal cosmetics (skincare).

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1. INTRODUCTION

Population growth in Indonesia is balanced by an increase in the number of internet users. Based on We Are Social research in January 2020, the number of internet users in Indonesia reached 175.4 million or equivalent to 64% of total usage, while social media use reached 160 million or around 59% of total users. This can be influenced by several factors, one of which is the industrial sector. There are several differences inherent in online and offline media, where there are differences in perception and different consumer behaviors that can affect the effectiveness of cosmetic company promotions (Kussudyarsana & lestari 2020). The e-commerce industry, online delivery services, online store platforms, and various types of online sales are starting to grow rapidly in Indonesia. The social media phenomenon has led to the emergence of targets in the process of socialization and consumer

communication, namely active users of social media who use this platform to create purchase intentions through the internet (Marwani & Maulana, 2021).

Social media is a digital platform and facilitates users to interact, share content, and build relationships with others online. Its various services include Facebook, Instagram, Twitter, and others (Kosmowska, 2021). Social media is generally a digital platform that facilitates interaction and exchange of information between users through text, images, or other online media. The cosmetics business sector is no exception. Social media is a practical tool in promoting cosmetic products through e-advertising (Kosmowska, 2021). Attractive product images, makeup tutorials, and inspirational content can encourage the buying interest of consumers who are interested in beauty and cosmetic products (Kosmowska, 2021).

E-advertising has a significant influence on the buying interest of cosmetics. This allows cosmetic companies to visualize their products well through images, video tutorials, and user reviews (Ilhamsyah, 2021). Consumers can look at the product in more detail and get a better idea of the results that may be achieved so that it can increase buying interest (Ilhamsyah, 2021).

There are individuals who choose to use fake products, but there are also those who do not or even oppose the use of fake products (Febrian, 2015). People from different backgrounds have unique control over the decisions they make. In addition to self-control factors, such as the level of understanding of a particular product, an individual's purchasing decision is also influenced by social interactions in the surrounding environment, including the dynamics of relationships with family and social networks (Fathurrahman & Saputri, 2019). Social media has an important role in influencing purchase attention because users are often faced with advertisements, reviews, and product recommendations on this platform. Interaction with such content can shape preferences and motivate purchases (Rähse, 2019).

Sintha Dwi Wulandari & Kurniawati (2022) in his research explained that the results of the research have a significant impact on consumers in choosing Korean skin care products. With the increasing number and variety of Korean skincare brands in Indonesia, each brand must provide unique added value to consumers to maintain its superiority in the minds of consumers. According to the explanation from Aeni et al. (2022), publicity has not had a fundamental influence on Ms. Glow, but budget and e-WOM (electronic word-of-mouth) have a huge influence on the desire for the product.

The decision to make a purchase refers to the psychological commitment to the product or service that can arise after using the product, so that the idea of consuming again can arise. This idea can arise because it is influenced by several factors, one of which can affect consumer buying interest is information related to the product. This information includes product prices, product quality, packaging, and halal labels (Anjang & Muhammad 2018).

The desire to buy cosmetics is greatly influenced by advertising. This has an important role in shaping consumers' perception of cosmetic products and influencing their purchasing decisions. Advertising allows companies to display cosmetic products in an attractive way, using images and videos that show the texture, color, and results of using the product. This helps consumers to visualize the product in daily use, causing buying interest to increase. Through intelligent, informative, and engaging advertising, cosmetic companies are able to cultivate consumers' desire to buy, build brand motives, and increase sales. One of the factors that can affect is named product quality.

Quality is everyone's basic expectation when buying a product. Such associations are often associated with product quality, customer satisfaction, and proven company profitability. Product quality can be interpreted as the ability of an item to meet the interests or requirements desired by users and consumer preferences (Yamit, 2017). Based on Yamit (2017), quality is conditional, dynamic and sustainable in terms of various aspects, such as products, facilitators, people, processes and areas, which are able to meet/even increase consumer expectations.

Customer purchase intent can be explained by product quality and advertising variables, while other unexplained variables also play a role in explaining purchase intent. Product quality has a fairly high influence on the desire to buy subscriptions, while advertising is less attractive and has the same

influence on buyers' purchase intentions. However, content and artificial advertising can simultaneously influence potential buyers' purchase intent (Damanik & Purba, 2020).

In addition to product quality, product price is also one of the factors that can affect the interest in buying a product. Based on the definition of Sudaryono (2016), price is defined as value so that it can be given the same as other money/goods in exchange for benefits when obtained based on one product/service by individuals but also groups at random times & locations. The relationship between the interest in buying cosmetics and the price of a product is relatively complex and is largely due to a number of factors, including manufacturing rate, labeling perception, consumer preferences, & individual economic situation. Consumers tend to judge the price of a cosmetic product relative to the benefits they expect. If the product offers the desired benefits, consumers may be more likely to pay a higher price. Price plays an important role in buying interest in cosmetics. A thoughtful pricing strategy, which takes into account the value of the product, target market, and brand perception, can help increase consumer buying interest and build customer loyalty (Liana et.al. 2018).

Subastian et al. (2021) examined the influence of budget, product quality, and celebrity endorser named Rafi Ahmad on the intention to purchase Ms. Glow's skincare products. Data shows that celebrity endorsers, prices, and product quality have a very significant and positive influence on product purchase desires. On the other hand, research conducted by Aeni et al. (2022) found that a lack of awareness underlies the impact of purchasing and caring for Ms. Glow. However, budget and e-commerce substantially affect product purchase intent.

2. RESEARCH METHOD

This study uses a quantitative approach with an observational method to examine the influence of social media, product quality, and product price on students' purchase intention in Surakarta on halal cosmetics, especially skincare products. This research was conducted by involving 150 respondents who are students in Surakarta, who were selected as a sample from a wider population. Sample selection is done randomly to ensure a good representation of the target population.

The data used in this study is primary data, collected through questionnaires distributed to respondents. The questionnaire contains a series of carefully designed questions to measure respondents' perceptions and attitudes towards the variables studied, namely social media, product quality, product price, and purchase intent. This questionnaire instrument is designed in such a way as to ensure that each question is relevant to the research objectives and can dig up the required information appropriately.

Before data analysis was carried out, this research instrument was tested for validity and reliability. The validity test is carried out to ensure that the questions in the questionnaire are really able to measure the variable in question, while the reliability test aims to ensure the consistency of the measurement results if the questionnaire is reused under the same conditions. Good validity and reliability of research instruments are an important basis so that the data obtained can be considered valid and reliable.

After the data is collected and the research instrument is declared valid and reliable, the next step is to conduct data analysis using appropriate statistical techniques. In this study, multiple linear regression analysis was used to determine the extent to which social media, product quality, and product price affect students' purchase intentions. This analysis allows researchers to see the influence of each independent variable on the dependent variable, either partially (individually) or simultaneously (together).

Hypothesis testing is carried out to determine whether the influence of independent variables on purchase intention is significant or not. This test is important to ensure that the results of the study are not accidental results, but rather show a real relationship between the variables studied. The results of this test show that social media, product quality, and product price partially and simultaneously have a positive and significant influence on students' purchase intention in Surakarta towards halal cosmetic products (skincare). These findings provide an overview that the use of social media as a

means of marketing, emphasis on product quality, and competitive pricing are important factors that can increase consumer buying interest, especially among students.

3. RESULTS AND DISCUSSIONS

Results

This study aims to analyze the influence of social media, product quality, and product price on students' purchase intention in Surakarta, a study of halal cosmetics (skincare).

Description of Respondent Characteristics

The respondents who participated in this study were students of the University of Muhammadiyah Surakarta with a total of 150 respondents, classified based on gender, age, year of entry, semester, and university origin.

Table 1 Distribution of Respondent Characteristics

Respondent Description	Sum	(%)
Gender		
Man	84	56 (%)
Woman	66	44 (%)
Age		
18-19 years old	19	12,7 (%)
20-21 years old	54	36 (%)
22-23 years old	62	41,3 (%)
24-25 years old	15	10 (%)
Year of Registration		
2020	84	56 (%)
2021	27	18 (%)
2022	14	9,3 (%)
2023	25	16,7 (%)
Semester		
2	25	16,7 (%)
4	14	9,3 (%)
6	27	18 (%)
8	84	56 (%)
University Origin		
Universitas Muhammadiyah Surakarta	110	73,3 (%)
Universitas Sebelas Maret	22	14,7 (%)
Universitas Sahid Surakarta	5	3,3 (%)
UIN Raden Mas Said Surakarta	5	3,3 (%)
Universitas Slamet Riyadi Surakarta	4	2,7 (%)
Poltekkes Surakarta	1	0,7 (%)
Universitas Duta Bangsa	1	0,7 (%)
Universitas Tunas Pembangunan	1	0,7 (%)
Sekolah Tinggi Islam Al Mukmin Surakarta	1	0,7 (%)

Source: primary data processed, 2024

Based on the data on respondent characteristics, it is known that the number of male respondents is 84 respondents with a percentage of 56%, and female respondents are 66 respondents with a percentage of 44%. In addition to gender, there were also respondents who were dominated by 22-23 years old as many as 62 respondents with a percentage of 41.3%, followed by 20-21 years old as many as 54 respondents with a percentage of 36%. , aged 19-19 years as many as 19 respondents with a percentage of 12.7%, and aged 24-25 years as many as 15 respondents with a percentage of 10%. Based on the year they entered university, it was dominated by 84 respondents in 2020 with a percentage of 56%. In 2021, the respondents numbered 27 people with a percentage of 18%. There were 14 respondents with a percentage of 9.3% in 2022. Then in 2023 there were 25 respondents with a percentage of 16.7%.

Based on the semester, it was dominated by semester 8 as many as 84 respondents with a percentage of 56%, then semester 6 as many as 27 respondents with a percentage of 18%, semester 4 as many as 14 respondents with a percentage of 9.3%, and semester 2 as many as 14 respondents with a

percentage of 9.3%. semester as many as 25 respondents with a percentage of 16.7%. Based on the origin of the university, dominated by the University of Muhammadiyah Surakarta involving 110 respondents with a percentage of 73.3%, Universitas Sebelas Maret involved 22 respondents with a percentage of 14.7%, Sahid University of Surakarta from 5 respondents with a percentage of 3.3%, UIN Raden Mas Said Surakarta from 5 respondents with a percentage of 3.3%, Slamet Riyadi University Surakarta with 4 respondents with a percentage of 2.7%, Surakarta Polytechnic with respondents with a percentage of 0.7%, and also Duta University Bangsa, Tunas Pembangunan University, and Al Mukmin Islamic College Surakarta each had one respondent with a percentage of 0.7%.

Data Research Instruments

Validity Test

Validity tests are used to measure the level of validity of a questionnaire or not. The data is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire. The variables that will be measured or tested are purchase intent, social media, product quality, and product price.

Table 2. Validity Test

Variabel	r count	r table	P	Information
Purchase Intent (Y)				
1	0,680	0,159	0,000	Valid
2	0,729	0,159	0,000	Valid
3	0,756	0,159	0,000	Valid
4	0,774	0,159	0,000	Valid
5	0,808	0,159	0,000	Valid
6	0,759	0,159	0,000	Valid
7	0,602	0,159	0,000	Valid
8	0,655	0,159	0,000	Valid
Social Media (X₁)				
1	0,762	0,159	0,000	Valid
2	0,842	0,159	0,000	Valid
3	0,859	0,159	0,000	Valid
4	0,760	0,159	0,000	Valid
5	0,792	0,159	0,000	Valid
6	0,746	0,159	0,000	Valid
Product Quality (X₂)				
1	0,712	0,159	0,000	Valid
2	0,793	0,159	0,000	Valid
3	0,816	0,159	0,000	Valid
4	0,849	0,159	0,000	Valid
5	0,847	0,159	0,000	Valid
6	0,845	0,159	0,000	Valid
7	0,768	0,159	0,000	Valid
8	0,733	0,159	0,000	Valid
Product Price (X₃)				
1	0,709	0,159	0,000	Valid
2	0,742	0,159	0,000	Valid
3	0,774	0,159	0,000	Valid
4	0,756	0,159	0,000	Valid
5	0,764	0,159	0,000	Valid
6	0,775	0,159	0,000	Valid
7	0,772	0,159	0,000	Valid
8	0,756	0,159	0,000	Valid

Source: primary data processed, 2024

Based on the results of the validity test calculation as shown in the table above, all calculation values are greater than the table values at the significance level of 5%. Thus, it can be concluded that all items in this research questionnaire are valid so that they can be relied on as research instruments.

Reliability Test

An instrument is said to be reliable if Cronbach's alpha coefficient > 0.60, on the other hand, if Cronbach's alpha coefficient < 0.60 then it is not reliable. The results of the reliability test of the research variables can be seen as follows:

Table 3 Test of confidence

Variable	R-count	Impossible	Informasi
Purchase Intent (Y)	0,868	0,6	Reliable
Social Media (X1)	0,885	0,6	Reliable
Product Quality (X2)	0,921	0,6	Reliable
Price (X3)	0,892	0,6	Reliable

Source: primary data processed, 2024

Based on the tests that have been carried out, the results were obtained that the variables of social media (X1), product quality (X2), and price (X3) on buying interest (Y) > 0.60 so that the items in these variables were declared reliable (consistent).

Classical Assumption Test

Normality Test

This test was carried out to find out whether the data in this study was normally distributed or not. The data in this study is said to be normal if the purchase intention variable is (>0.05). The Kolmogorov-Smirnov test is used with the rule that if the p-value is equal to or less than α (0.05), then the null hypothesis (Ho) is rejected; Meanwhile, if the p value is greater than α (0.05), then the null hypothesis (Ho) is accepted. Here are the results of the normality test:

Table 4. Normality test

Variable	Kolmogorov Smirnov	P value	Information
Purchase Intent	01.027	0,242	Normal

Source: primary data processed, 2024

Based on the normality test table, results were obtained that showed that the significance value was 0.242 > 0.05 so that it can be concluded that the residual value is normally distributed.

Multicollinearity Test

The multicollinearity test aims to see the relationship between social media variables, product quality, and price. A good regression model is characterized by the absence of intercorrelation between independent variables.

Table 5 Multicollinearity Test

Variabel	Tolerance	VIF	Information
Social Media	0,455	2.198	Free Multicollinearity
Quality product	0,397	2.520	Free Multicollinearity
Price	0,453	2.207	Free Multicollinearity

Source: primary data processed, 2024

Based on the multicollinearity test table above, it can be concluded that after looking at the Tolerance and VIF values, the social media regression model, product quality, and price do not experience multicollinearity problems.

Heteroscedasticity Test

The basis for decision-making in the heteroscedasticity test is as follows: if the significance value (Sig) between the independent variable and the absolute residue is greater than 0.05, then no heteroscedasticity problem is found.

Table 6 Heteroscedasticity Test

Variable	signature.	Information
Social Media	0,949	Free Heterodeskedastivity
Product quality	0,001	Not Free from Heterodeskedasthetics
Price	0,443	Free Heterodeskedastivity

Source: primary data processed, 2024

From the table above, it can be concluded that the value of the social media variables (0.949) and price (0.443) is greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity problem in the regression model of the influence of social media and price on purchase intention. This is supported by a significance value greater than 0.05 using the Glacier method. However, for the product quality variable (0.001), the value is less than 0.05. Thus, it can be concluded that there is a heteroscedasticity problem in the regression model involving the influence of product quality on purchase intention.

Multiple Linear Regression Test

Multiple linear regression analysis aims to determine whether there is an influence of two or more independent variables (X) on the bound variable (Y). In this multiple regression analysis, the purpose is to evaluate the influence of social media, product quality, and price on students' buying interest in halal skincare in Surakarta. The results of the regression analysis calculation can be seen as follows:

Table 7 Multiple Linear Regression Test

Variable	Coefficient	Beta	not counted	P
Konstan	5.220		2.768	1.886
Social Media (X ₁)	0.599	0.481	6.720	0.089
Product Quality (X ₂)	0.197	0.222	2.900	0.068
Price (X ₃)	0.213	0.077	2.733	0.077
R square	0.659			
F Count	94.164			0.000
table F	3.06			
table T	1.967			

Source: primary data processed, 2024

$$\begin{aligned} \text{Purchase Decision} &= a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e \\ &= 5,220 + 0,599 + 0,197 + 0,213 + e \end{aligned}$$

From the regression equation above, it can be concluded that:

The results of the calculation showed that professionalism had a beta coefficient value of 0.599 greater than other variables. This shows that social media has the most dominant influence on students' purchase intentions about halal skincare in Surakarta.

Determination Coefficient Test (R₂)

Determination efficiency is to measure the proportion or percentage contribution of all independent variables (X) contained in the regression model to the dependent variable (Y).

The results of the calculation of the R₂ value with the help of the SPSS program in multiple regression analysis obtained a determination coefficient or R₂ of 0.659. This means that the simultaneous influence of social media variables (X₁), product quality (X₂), and price (X₃) on employee performance variables (Y) is 65.9%. While the remaining 34.1% is explained by other variables outside the model.

Test F (Model Accuracy Test)

This test was used to test the significance of the regression coefficient together to see if there was an influence between social media, product quality, and price on students' interest in purchasing halal skincare in Surakarta using a confidence level of 5% so that F. table value df: 3; 150 is 2.66. Based on table 7, the F-calculated value is 94.164. This shows that the F-count is greater than the F-table which is 3.06. And a significant value (sig) of 0.000 which means less than 0.05. This shows that social media, product quality, and price together have a significant influence on students' interest in buying halal skincare in Surakarta. Thus, it can be concluded that the regression model using product quality as a predictor of purchase intention is proven to be appropriate or fit.

Uji-T (Hipotesis)

The t-test is used to test the significance of individual regression coefficients. Regression testing uses a two-way test using $\alpha = 5\%$ which means the confidence level is 95%. The results of the t-test are as follows:

Table 8. Estimator Parameter Accuracy Test (t-test)

Variabel	t-count	P	Information
Social Media (X ₁)	6.720	0,000	Ho rejected
Product Quality (X ₂)	2.900	0,004	Ho rejected
Price (X ₃)	2.773	0,006	Ho rejected

Source: primary data processed, 2024

Based on the results of the analysis of the influence of social media on students' interest in buying halal skincare in Surakarta, it shows a tcount of 6,720 with a significance value of $p = 0.000$. With a tcount value (6.720) greater than a ttable (1,976), and a p-value smaller than 0.05. The null hypothesis (Ho) was rejected. This shows that social media has a significant influence on students' interest in buying halal skincare in Surakarta.

Based on the results of the analysis, the influence of product quality on students' interest in buying halal skincare in Surakarta showed a tcal value of 2,900 with a significance value of $p = 0.004$, and a tcal value (2,900) which means that it is greater than t table (1,976) and p-value is less than 0.05, then the null hypothesis (Ho) is rejected. This shows that product quality has a significant influence on students' interest in buying halal skincare in Surakarta.

Based on the results of the analysis of the influence of price on students' interest in purchasing halal skincare in Surakarta, it shows that the tcount is 2.773 with a significance value of $p = 0.006$ with a tcount value (2.773) greater than the tcount of the table (1.976), and the p-value is less than 0.05, so the null hypothesis (Ho) is rejected. This shows that price has a significant influence on students' interest in buying halal skincare in Surakarta.

Discussion

This study aims to determine the influence of social media, product quality, and price on students' interest in buying halal skincare in Surakarta. The results of the study were obtained by distributing a questionnaire in the form of a Google form to the respondents. The researcher conducted a data analysis test using the SPSS program from three independent variables (social media, product quality, and price) which were included in the statistical test, so that the results were obtained:

The Influence of Social Media on Halal Skincare Purchase Intentions

Social media is a digital platform that facilitates its users to interact, share content, and connect with others online. The results of the analysis of the influence of social media on students' interest in buying halal skincare in Surakarta obtained a t-value of 6.720 ($p= 0.000$). Based on the results of the calculation, it is known that the value of tcount (6,720) > ttable (1,976) with $0.000 < 0.05$; then Ho was rejected, which means that social media has a significant effect on students' interest in buying halal skincare in Surakarta. Therefore, H₁ stating that social media has a positive effect on purchase intention is accepted.

Social media shows a significant influence in shaping interest in buying halal skincare among students in Surakarta. Through platforms such as Instagram, Twitter and YouTube, students can easily access information related to halal skincare products available in the market. More than that, social media is also a forum for them to share experiences and product reviews, which ultimately strengthens trust and buying interest among their community. Support from local influencers who are active on social media platforms also provides an additional boost in introducing halal skincare products for Surakarta students.

The results of this study are similar to the previous research conducted byElitan (2009) entitled Social Media Marketing Brand Image Brand Trust Intention to Buy. The results of this study stated that Social Media Marketing has a significant influence on Brand Image and Brand Trust.

The Effect of Product Quality on Interest in Buying Halal Skincare

It can be concluded that product quality is the ability of a product to meet every consumer need in accordance with consumer needs and desires. The results of the analysis of the influence of product quality on students' interest in buying halal skincare in Surakarta obtained a t-value of 2,900 ($p= 0.004$). Based on the results of the calculation, it is known that the value of $t_{count} (2,900) > t_{table} (1,976)$ with $0.004 < 0.05$; then H_0 is rejected which means that product quality has a significant effect on the purchase intention of halal skincare students in Surakarta, then H_2 which states that product quality has a positive effect on buying interest is accepted.

The quality of halal skincare products has a significant influence on students' purchase intentions in Surakarta. In an academic environment rich in awareness of religious values, students tend to look for skincare products that meet halal principles. By prioritizing quality, they can be sure that the product not only meets religious requirements, but also provides optimal benefits for their skin. This is reflected in the tendency of students to choose products that have a good reputation in terms of material quality, production process, and safety of use. Therefore, it is important for halal skincare brands to continue to improve and maintain their quality standards in order to meet the expectations of young consumers who are increasingly aware of the halalness and quality of the products they buy.

The results of this study are similar to the previous research conducted by Damanik & Purba (2020) entitled to Advertise Product Quality on Purchase Intention. The result of this study is that individual product quality affects consumer purchase intention.

The Effect of Product Price on Purchase Intention in Halal Skincare

Pricing is a specific strategy used by companies to assign monetary value to their goods and services. Based on a marketing strategy that has been designed to achieve the company's goals. The results of the analysis of the influence of price on students' interest in buying halal skincare in Surakarta obtained a t-calculation value of 2.773 ($p= 0.006$). Based on the results of the calculation, it is known that the value of $t_{count} (2.773) > t_{table} (1.976)$ with $0.006 < 0.05$; then H_0 is rejected which means that the price has a significant effect on students' interest in buying halal skincare in Surakarta, so H_3 which states that the price has a positive effect on buying interest is accepted.

The price of halal skincare has a significant influence on students' purchase intentions in Surakarta. As budget-conscious consumers, students often consider the price factor before deciding to buy skincare products. While they realize the importance of using safe and halal products, affordable prices are often a key consideration in making purchasing decisions. Therefore, halal skincare products that offer good quality at competitive prices tend to be more in demand in the Surakarta market.

The results of this study are similar to the previous research conducted by Subastian et al. (2021) entitled Product Quality Price Celebrity Endorser Buying Interest. The results of the study stated that the influence of price support clearly and positively affected Ms Glow products.

The Influence of Social Media, Product Quality, and Product Price on Purchase Intention in Halal Skincare

Based on the results of the analysis of the F test, the value of $F_{cal} (94.164) > F_{table} (3.06)$ with $0.000 < 0.05$ then H_0 was rejected. This means that social media, product quality and price together have a significant effect on the purchase intention of halal skincare students in Surakarta, so the regression model using quality as a predictor of purchase intention is appropriate. Thus H_4 stating that social media, product quality, and price together affect purchase intent is accepted.

Social media, product quality and price have a very significant role in influencing the intention to buy halal skincare among students in Surakarta. Social media has become the main platform to get information, share experiences, and get product recommendations. Product quality is a major factor when students are looking for safe and effective products. However, price also plays an important role as most students are on a budget. Products that offer good quality at affordable prices are their main choice. Therefore, social media, product quality and price all affect the interest in buying halal skincare among Surakarta students.

The results of this study are similar to previous research conducted by Ussudyarsana and Rejeki (2020) and research conducted by Subastian et al. (2021). The results of this study explain that there is a significant role of social media factors, product quality, and price that have a significant influence on skincare purchase intention.

4. CONCLUSION

Based on the results of the study related to the influence of social media, product quality, and product price on the purchase intention of halal cosmetics students, it was concluded that the social media variable (X_1) and product quality variable (X_2) had a significant influence on the intention to buy halal skin care products (Y). Then the product price variable (X_3) has a significant influence on buying interest (Y). As a result, social media, product quality, and product price simultaneously affect purchase intentions on halal skincare.

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