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From TikTok to Checkout

How Social Media Marketing Influences Gen Z's Purchase Intention for Halal Cosmetics through Brand Trust and Perceived Value

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ABSTRACT

For Generation Z, social media has become an inseparable aspect of daily life, influencing various aspects of consumer behavior, including purchasing decisions. Among the numerous social media platforms, TikTok has emerged as a powerful tool in shaping consumer perceptions, particularly in the beauty and cosmetics industry. In the context of halal cosmetics, TikTok plays a crucial role in enhancing perceived value and strengthening brand trust, both of which are essential factors in influencing purchase intention. This study aims to examine the impact of social media marketing via TikTok on purchase intention, with brand trust and perceived value acting as mediating variables. The research focuses on halal cosmetic products in Bengkulu Province, employing a quantitative methodology. Data collection was conducted through a structured questionnaire, with respondents providing their answers on a five-point Likert scale. A minimum sample size of 95 respondents was determined for this study. The data analysis was carried out using Smart PLS 4.0 to evaluate the relationships between the variables. The findings reveal that social media marketing has a significant and positive effect on purchase intention. Furthermore, brand trust and perceived value serve as mediators, reinforcing the relationship between social media marketing and purchase intention. These results highlight the importance of social media strategies in increasing consumer trust and perceived product value, ultimately driving purchase decisions for halal cosmetics.

Keywords: *Brand Trust, Perceived Value, Purchase Intention, Social Media Marketing*

INTRODUCTION

TikTok is one of the social media applications that is widely popular among various groups. According to the We Are Social report, as of April 2023, TikTok has 1.09 billion users worldwide and is one of the most popular platforms among the Generation Z in Indonesia (Annur, 2023). Data from Reportal Digital 2023 noted that in October 2023, the number of TikTok users in Indonesia was approximately 106,518,000, with the dominance of Generation Z users (Rainer, 2024).

Generation Z is notorious for spending long amounts of time on TikTok (Rainer, 2024). Generation Z, born between 1997 and 2012, is raised in the age of technology and is capable of using multiple social media platforms simultaneously. As a generation that is closely interconnected with technology and the internet, they are identified as the largest online customers (Priporas et al., 2017). Therefore, the popularity of TikTok can be utilized by marketers, especially in the halal cosmetics industry, to develop more effective marketing strategies and increase competitiveness in the market.

Marketing through social media provides advantages in increasing demand, especially in the cosmetics sector. For women, cosmetics are one of the needs that play a role in beautifying the face and increasing self-confidence, especially in the use of halal cosmetics. The trend of halal cosmetics continues to grow rapidly along with the increasing awareness of the importance of products that comply with the principles of halalness.

Indonesia has the largest Muslim population in the world, estimated to reach 245.97 million by 2024 (Muhamad, 2024). This has led to an increase in global demand for halal cosmetic products. Halal products are defined as products that have been declared as permissible in accordance with Islamic law (Undang-Undang (UU) Nomor 33 Tahun 2014 Tentang Jaminan Produk Halal, 2014). Thus, halal cosmetics refers to beauty products that contain no ingredients prohibited by Islamic law and are processed in accordance with applicable regulations.

The Indonesia Halal Economy Report 2021/2022 notes that the halal cosmetics industry in Indonesia is worth USD 4.19 billion, with a projected growth of 8% per year until 2025 (Waluyo, 2024). This increase reflects a great opportunity for the halal cosmetics industry to thrive in the Indonesian market. Social media support further facilitates product promotion, given that halal cosmetics are not only considered a religious necessity, but also as part of the modern consumer's lifestyle. Therefore, the proper marketing strategy is essential to increase consumer purchase intention towards halal cosmetic products.

Purchase intention is a person's motivation to purchase a product with certain characteristics or brands as a consideration. According to Kim & Ko (2012), their empirical research examines the significance of social media marketing (SMM) activities in establishing a brand. The research recommends using social media to

communicate marketing content that includes entertainment features, customization, interaction, electronic word-of-mouth (eWOM), and other trends.

In order to remain competitive, halal cosmetics companies must optimize effective marketing strategies to increase consumer purchase intention. The utilization of social media as a marketing tool is one of the strategies that can be applied to attract consumer interest and strengthen the brand's position in the market.

Brand trust is a crucial factor in building customer loyalty. When consumers trust a product, they tend to have a positive preference for the brand (Dam, 2020). If a brand is able to offer benefits comparable to the price paid, consumers are more likely to choose that particular product over competing products.

In this context, marketing through social media plays an important role in building interactions between brands and customers. Using effective marketing strategies, social media can strengthen consumer trust and increase brand competitiveness in the market.

Social media marketing has a positive and significant relationship with purchase intention (Winarno & Indrawati, 2022). This is in line with research conducted by Armawan et al. (2023), which proves that there is a positive and significant relationship between social media marketing and brand trust. In addition, marketing through social media also has a positive influence on perceived value (Wahyudi & Parahiyanti, 2021). Consumers tend to utilize social media to search for and purchase products with lower costs and benefits that suit their needs. In addition, social media allows consumers to compare prices of different brands before making a purchase decision.

This research aims to analyze the influence of social media marketing through TikTok application on purchase intention, with brand trust and perceived value as mediating variables, in the context of halal cosmetics in Bengkulu Province. In addition, this research also explores marketing strategies that may increase consumer purchase intention towards halal cosmetic products.

Factors such as brand trust in social media marketing are expected to strengthen marketing content to create positive perceptions among audiences. Meanwhile, perceived value plays a role in assessing products based on functional, emotional, economical, and social factors which become the main considerations for consumers in choosing a product.

While TikTok offers great opportunities for companies and businesses to introduce and promote their products, there are challenges in determining the right strategy to keep the business sustainable, especially in the halal cosmetics industry. Generation Z, as the key target market, is known to be quite selective in their preference for products. Therefore, it is important for companies to increase transparency, present clear information, and strengthen perceived value to attract consumer purchase interest.

This research is a modification from an earlier study conducted by Salhab et al. (2023) using quantitative methods. The study examined the impact of social media marketing on purchase intentions with brand trust as a mediating variable. The results showed that brand trust and brand image have a significant influence on purchase intention in Jordan City, with data collected through distributing questionnaires on Instagram.

In contrast to previous studies, this research adds perceived value as a variable to determine the extent to which consumers value a product or service based on the benefits and quality received. This research focuses on marketing through the TikTok application in the context of halal cosmetic products among Generation Z in Bengkulu Province.

This research is expected to add insight and understanding of the influence of social media marketing content, especially through TikTok, in building consumer purchase intentions for halal cosmetic products. In addition, this research also aims to help optimize content and develop marketing strategies that are in accordance with the preferences of Generation Z, who are known to be selective in choosing products to consume.

LITERATURE REVIEW

Purchase Intention

According to Schiffman & Kanuk (2007), purchase intention is a consumer's desire to purchase a particular product as a result of a decision-making process involving motivation, attitude, and perception of the brand. Purchase intention is influenced by various factors, such as past experiences, promotions, and references from others. Purchase intention reflects the buyer's readiness to accept an offer from a seller and identifies the consumer's desire to seek certain benefits from a product or service. Evaluation of the product is carried out to ascertain whether the product meets expectations or is able to satisfy needs (Peña-García et al., 2020). In the context of halal cosmetics, knowledge about halal products plays an important role in shaping purchase intentions. Therefore, companies must provide detailed information on the products they sell in order to maintain quality and consumer trust.

According to Lin et al. (2013), purchase intention can be determined through five indicators, including (1) the desire to purchase a product after reading online reviews or comments, (2) to consider purchasing a product after reading a review, (3) to try the product discussed in the review, (4) to look for the product in the future, and (5) to purchase a product that has been discussed in online reviews or comments.

Brand Trust

Trust has been conceptualized as a key variable that drives long-term relationships with customers. Trust refers to the belief that a service or product

provider can be trusted and relied upon in fulfilling agreed agreements (Rasidi & Tiarawati, 2021). Brand trust, according to Sholikah & Nasir (2025), is a state in which customers feel safe when interacting with a brand and are confident that the brand is reliable and responsible for meeting consumer expectations. Strong customer trust not only strengthens the brand but also contributes to increased sales.

According to Dam (2020), brand trust can be determined through several indicators, namely (1) consumer confidence in brand quality, (2) brand safety and honesty that makes consumers feel they can completely trust it, (3) the level of brand reliability, and (4) the sense of security that consumers feel when purchasing products from the brand.

Perceived Value

Perceived value refers to the value that consumers perceive from a product based on the balance between the benefits obtained and the sacrifices made (Albornoz et al., 2024). This value reflects the difference between the perceived benefits of the product and the cost incurred to acquire it (Tazlia et al., 2023) Watanabe et al. (2020) identified four dimensions of perceived value, namely (1) functional value, which includes the value of function and the ability of the product to achieve functional goals; (2) emotional value, which is the feeling that arises when consumers favor the product; (3) economic value, which includes economic value in the form of financial, costs, and benefits obtained from the product; and (4) social value, which relates to the social support received as a result of consumers' product choices.

Social Media Marketing

Social media is a platform that allows users to connect and share various types of information, including photos, videos, audio files, and blogs (Kaplan & Haenlein, 2020). Apart from being a means of interaction, social media also functions as an effective marketing tool. Social media marketing allows marketing activities to be more integrated with less cost and effort, as it facilitates direct interaction between consumers and brands and supports various digital marketing activities, such as promotions, events, and customer service (Tafesse & Wien, 2018). Ajina (2019) emphasizes that marketing through social media provides a great opportunity for companies to achieve marketing goals because social media plays an important role in building brand awareness and image.

In the context of halal cosmetics, social media has a strategic role in building brand trust and educating consumers about products that comply with halal principles. Kim & Ko (2012) and Salhab et al. (2023) identified several indicators in measuring the effectiveness of social media marketing, including: (1) fun and interesting use of social media, (2) ease of sharing information with others, (3) flexibility in expressing opinions about products, (4) content that is shared is always

updated, (5) adequacy of information provided by brands, and (6) consumer preferences for advertising methods used in marketing through social media.

Hypothesis Development

The Influence of Media Social Marketing on Purchase Intention

According to Dewi et al. (2022), there is a positive influence between social media marketing on purchase intention. The high use of social media and high interactivity allow marketers to reach and gather audiences more effectively, thereby increasing their involvement in the purchasing process. This finding is in line with the research of Savitri et al. (2021), which suggests that social media marketing has a positive influence on purchase intention. Marketing through social media serves as a strategic means to promote products and services by utilizing active user participation. Thus, the use of social media is expected to increase consumer purchase intention for the products offered.

Based on these studies, it can be concluded that social media marketing plays an important role in driving consumer purchase intentions. Therefore, the following hypothesis is proposed in this study:

H₁: Social Media Marketing has a positive influence on Purchase Intention

The Influence of Media Social Marketing on Brand Trust

According to Sohail et al. (2019), social media marketing has a positive influence on brand trust. Social media allows direct interaction between brands and customers, which can create transparency and build emotional connections. In line with research conducted by Admi Dani (2021), social media marketing is proven to have a positive impact on brand trust. Customer involvement in interactions on social media makes them feel more comfortable and interested in the products offered, thereby increasing trust in the brand.

In addition, according to Prasetio & Zahira (2021), interactions on social media can foster the level of trust of potential customers in making purchasing decisions. Therefore, social media marketing acts as an effective tool in strengthening the relationship between brands and customers. Based on these findings, the second hypothesis proposed in this study is:

H₂: Social Media Marketing has a positive influence on Brand Trust

The Influence of Social Media Marketing on Perceived Value

According to Chafidon et al. (2022), social media marketing has a positive influence on perceived value. The more active the company is in using social media for marketing activities, the more the value perceived by consumers increases. Factors such as aesthetics, user convenience, efficiency, ease of transactions, and service quality contribute to shaping perceived value.

In line with research conducted by Wang et al. (2021), brands can build stronger bonds with customers to increase perceived value. This can be achieved by meeting the needs and desires of consumers, as well as disseminating information about new products that are relevant to them. Based on these findings, the third hypothesis proposed in this study is:

H₃: Social Media Marketing has a positive influence on Perceived Value

The Influence of Brand Trust on Purchase Intention

Brand trust has a positive influence on purchase intention (Dam, 2020). High trust in a brand will increase customer commitment to purchase the product because they believe that the brand is able to provide satisfaction. This is in line with research conducted by Sanny et al. (2020), which shows that brand trust has a positive influence on purchase intention.

Well-developed brand trust can increase consumers' purchase intentions, because this trust reminds them of the existence of a brand and creates a desire to purchase the products offered. Consumers who strongly believe in a particular brand tend to remember the brand more easily and are more likely to make a purchase. Based on these findings, the following hypothesis is proposed in this study:

H₄: Brand Trust has a positive influence on Purchase Intention

The Influence of Perceived Value on Purchase Intention

Customers' perceptions of a product, which include information, benefits, and costs, can influence their decision to purchase the product. This is in line with research conducted by Amalia & Nurlinda (2022), which also found that perceived value has a positive influence on purchase intention.

When consumers feel a high perceived value for a product, they tend to have a greater intention to purchase it. The higher the perceived benefits compared to the costs incurred, the more likely consumers are to make a purchase. Based on this finding, the fifth hypothesis proposed in this study is:

H₅: Perceived Value has a positive influence on Purchase Intention

Brand Trust Mediates the Influence of Social Media Marketing on Purchase Intention

Ellitan et al. (2022) noted that Ellitan et al. (2022), brand trust mediates the relationship between social media marketing and purchase intention. Social media helps companies build consumer trust, which in turn strengthens interactions with customers and influences their purchase intentions. This trust provides a long-term strategy that may increase consumers' interest in purchasing the product.

The results of this study are in line with the findings of Wartono (2024), The results of this study are in line with the findings of Wartono (2024), which also indicate that brand trust mediates the relationship between social media marketing and purchase intention. As trust in brands marketed through social media increases, consumers are more likely to have trust in the product, thereby increasing the chance of purchase. Based on these findings, the sixth hypothesis in this study is:

H₆: Brand Trust mediates the relationship between Social Media Marketing and Purchase Intention

Perceived Value Mediates the Influence of Social Media Marketing on Purchase Intention

According to Rachmania (2021), social media marketing has a positive effect on perceived value, and perceived value has a positive influence on purchase intention. These results are in line with Vidyanata's (2022) research, which states that perceived value mediates the relationship between social media marketing and purchase intention.

These findings indicate that social media marketing plays a role in increasing the value of a company, while the perception of value formed may influence consumers' purchase intentions for the product. Based on these findings, the seventh hypothesis in this study is:

H₇: Perceived Value mediates the relationship between Social Media Marketing and Purchase Intention

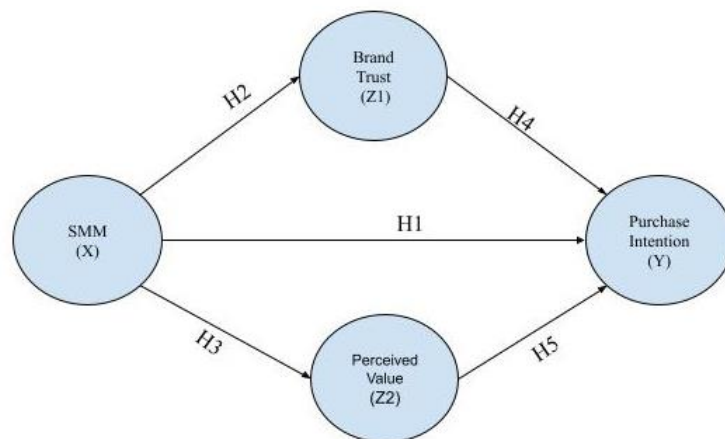


Figure 1. Research Model
Source: Salhab et al. (2023)

RESEARCH METHODOLOGY

This study uses quantitative methods to systematically measure the relationship between variables in the context of using TikTok application for marketing halal cosmetics. The analytical tool used is SmartPLS, which helps in testing the validity and reliability of primary data. This research applies the Partial Least Square (PLS) analysis method to test causal relationships between variables. Primary data was collected directly through a questionnaire-based survey, which was designed to measure social media marketing variables on TikTok, brand trust, perceived value, and purchase intention. Each variable was measured through validated statements based on previous literature. The questionnaire was distributed online through Google Forms and targeted to people in Bengkulu Province.

The sampling technique used was purposive sampling, which is a method of selecting samples based on certain criteria (Mulyana et al., 2024). The population of this study is TikTok users who are interested in beauty products, with a sample that includes active TikTok users from generation Z (aged 13-28 years) who use halal cosmetics. A Likert scale of 1-5 was used to measure respondents' level of agreement, with categories from 1 (strongly disagree) to 5 (strongly agree). According to Hair et al. (2019), the sample size is calculated using the formula 5-10 times the number of indicators per variable being analyzed. In this study, the minimum number of statements is 19, thus the minimum sample size used is 95 respondents. By utilizing marketing through TikTok, companies can improve more effective strategies to encourage consumer purchase intentions.

RESULT AND DISCUSSION

Research Result

Table 1. Characteristics of Respondents

Category	Total (n)	Percentage (%)
Sex		
Female	119	84.4
Male	22	15.6
Age		
13-17	16	11.4
18-22	87	61.7
23-28	38	26.9
Latest Education		
Junior high	4	2.8
High school	56	39.7
Diploma/Sarjana	81	57.4
Job		
Student	87	61.7

Civil Servant/State-Owned Enterprise/Police	14	9.9
Self-employed	14	9.9
Others	26	18.5
Income		
< 500,000	51	36.2
500,000 – 2,000,000	50	35.5
300,000– 5,000,000	21	14.9
> 5,000,000	19	13.4

Source: Processed Data by Researchers

The results of this study show that the majority of Gen Z are active users of the TikTok app. A total of 89 respondents access the platform daily, indicating that TikTok has become part of their daily routine. In addition, 20 respondents use TikTok 1-2 times a week, followed by 24 respondents who access it 3-5 times a week, while the remaining 8 respondents rarely use the platform.

The duration of TikTok usage among Gen Z also varies. The majority of respondents, 62 people, spend more than 1 hour per day on the app. A total of 45 respondents use TikTok for 30 minutes to 1 hour per day, while the other 34 respondents only access it in the range of 5-20 minutes. Despite the difference in usage duration, this data shows that most of Gen Z still make time to consume TikTok content regularly. This finding also confirms that social media marketing has the potential to influence consumers' search for information, reviews and recommendations on halal cosmetics.

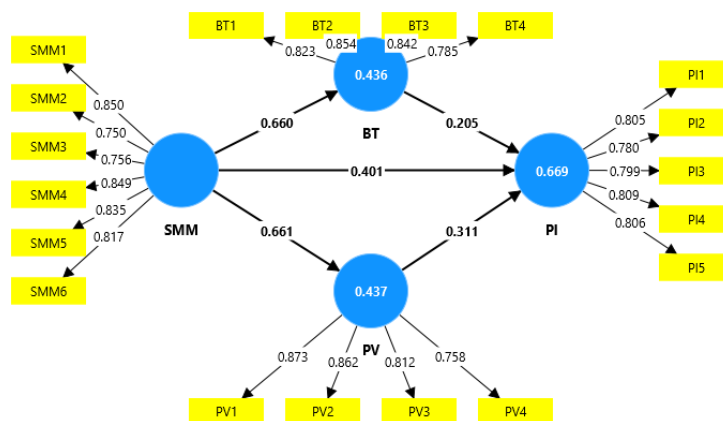


Figure 2. Outer Models

Source: Primary Data Processed by Researchers (2025)

Table 2. Convergent Validity

Item	BT	PI	PV	SMM
BT1	0.823			
BT2	0.854			
BT3	0.842			
BT4	0.785			

PI1	0.805
PI2	0.780
PI3	0.799
PI4	0.809
PI5	0.806
PV1	0.873
PV2	0.862
PV3	0.812
PV4	0.758
SMM1	0.850
SMM2	0.750
SMM3	0.756
SMM4	0.849
SMM5	0.835
SMM6	0.817

Source: Processed Data by Researchers

Convergent validity is a measurement model based on the correlation between item/component scores and construct scores calculated using PLS. The reflective measure for convergent validity is more than 0.70. Based on the table above, the loading factor value for all statement items exceeds 0.70, thus it can be concluded that all statement items in this study are declared valid.

Table 3. Discriminant Validity of HTMT

	BT	PI	PV	SMM
BT				
PI	0.822			
PV	0.896	0.856		
SMM	0.737	0.840	0.752	

Source: Processed Data by Researchers

The Heterotrait-Monotrait Ratio (HTMT) value in this study is less than 0.90. This value indicates that there is good discriminant validity between the two reflective constructs, hence each construct in this research model has a clear distinction and there is no multicollinearity problem.

Table 4. Construct Validity and Reliability

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
BT	0.846	0.855	0.896	0.683
PI	0.859	0.860	0.899	0.640
PV	0.846	0.856	0.897	0.685
SMM	0.895	0.896	0.920	0.657

Source: Processed Data by Researchers

Reliability is measured by looking at the Composite Reliability and Cronbach's Alpha values. A variable is considered reliable if it has a Composite

Reliability of more than 0.70. Based on the table above, the Composite Reliability value for each variable in this study is more than 0.70, which indicates that the data is reliable and valid.

In addition, to strengthen reliability, Cronbach's Alpha is used, where a value > 0.70 indicates a strong construct. In this study, the Cronbach's Alpha value exceeds this limit, thus it can be concluded that the reliability of the data used is classified as strong.

Table 5. Inner Models

Endogenous Variable	R- Square
Brand Trust	0.436
Perceived Value	0.437
Purchase Intention	0.669

Source: Processed Data by Researchers

R-Square is a statistical measure that shows the extent to which endogenous variables can be explained by exogenous variables in a regression model. In this study, the analysis results indicate that:

1. Brand Trust can be explained by Social Media Marketing by 43.6%;
2. Perceived Value can be explained by Social Media Marketing by 43.7%;
3. Purchase Intention can be explained by Social Media Marketing by 66.9%.

These values indicate that the exogenous variables in the model have a strong enough contribution in explaining the endogenous variables studied.

Table 6. Direct Effect Hypothesis

Variable	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T-statistic (O/STDEV)	P-values
SMM → PI	0.401	0.397	0.093	4.297	0.000
SMM → BT	0.660	0.657	0.077	8.603	0.000
SMM → PV	0.661	0.661	0.067	9.828	0.000
BT → PI	0.205	0.198	0.080	2.569	0.010
PV → PI	0.311	0.320	0.104	2.992	0.003

Source: Processed Data by Researchers

To test the hypothesis, a significance level of 0.05 is used with a T-statistic value of 1.96. If the T-statistic > 1.96, then the result is considered significant. Based on the table of hypothesis test results, the explanation is as follows:

1. Influence of Social Media Marketing (X) on Purchase Intention (Y)

- a. T-statistic value = 4.297 > 1.96 and p-value = 0.000 < 0.05
- b. Conclusion: Social Media Marketing (X) has a positive and significant influence on Purchase Intention (Y).
- 2. The influence of Social Media Marketing (X) on Brand Trust (Z₁)
 - a. T-statistic value = 8.603 > 1.96 and p-value = 0.000 < 0.05
 - b. Conclusion: Social Media Marketing (X) has a positive and significant influence on Brand Trust (Z₁).
- 3. The influence of Social Media Marketing (X) on Perceived Value (Z₂)
 - a. T-statistic value = 9.828 > 1.96 and p-value = 0.000 < 0.05
 - b. Conclusion: Social Media Marketing (X) has a positive and significant influence on Perceived Value (Z₂).
- 4. The influence of Brand Trust (Z₁) on Purchase Intention (Y)
 - a. T-statistic value = 2.569 > 1.96 and p-value = 0.010 < 0.05
 - b. Conclusion: Brand Trust (Z₁) has a positive and significant influence on Purchase Intention (Y).
- 5. The influence of Perceived Value (Z₂) on Purchase Intention (Y)
 - a. T-statistic value = 2.992 > 1.96 and p-value = 0.003 < 0.05
 - b. Conclusion: Perceived Value (Z₂) has a positive and significant influence on Purchase Intention (Y).

Table 7. Indirect Effect

Variable	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T-statistic (O/STDEV)	P-values
SMM → BT → PI	0.135	0.129	0.054	2.520	0.012
SMM → PV → PI	0.205	0.214	0.078	2.618	0.009

Source: Processed Data by Researchers

Based on the table above, the influence of Social Media Marketing (X) on Purchase Intention (Y) through Brand Trust (Z₁) shows a T-statistic value = 2.520 > 1.96 and p-value = 0.012 < 0.05. This indicates that Social Media Marketing (X) has a positive and significant influence on Purchase Intention (Y) through Brand Trust (Z₁).

In addition, based on the table above, the influence of Social Media Marketing (X) on Purchase Intention (Y) through Perceived Value (Z₂) shows a T-statistic value = 2.618 > 1.96 and p-value = 0.009 < 0.05. This indicates that Social Media Marketing (X) has a positive and significant influence on Purchase Intention (Y) through Perceived Value (Z₂).

Research Discussion

The results of this study indicate that Social Media Marketing has a positive and significant influence on Purchase Intention (Y) among Gen Z towards halal cosmetic products in the TikTok application. This finding is consistent with research conducted by Dewi et al. (2022) and Savitri et al. (2021) This confirms that the more effective the marketing strategy carried out through social media, the higher the interest and purchase intention of consumers towards products, especially halal cosmetics. TikTok, as a video-based platform, allows marketers to create interactive content and provides features that support marketing optimization.

In addition, Social Media Marketing (X) also has a positive and significant influence on Brand Trust (Z_1). These results are in line with the research of Admi Dani (2021) and Sohail et al. (2019). Marketing through social media allows brands to convey information transparently and clearly, which is a key factor in building trust in halal cosmetic products.

In addition, Social Media Marketing (X) also has a positive and significant influence on Brand Trust (Z_1). These results are in line with the research of Sohail et al. (2019) and Admi Dani (2021). Marketing through social media allows brands to convey information transparently and clearly, which is a key factor in building trust in halal cosmetic products.

Furthermore, Brand Trust (Z_1) has a positive and significant influence on Purchase Intention (Y). These results are in line with the research of Cuong (2020) and Sanny et al. (2020). Brand trust is an important factor in purchasing decisions, especially since halal cosmetics are considered reliable in terms of quality and halal standards applied. Consumers tend to be encouraged to purchase products that they trust.

In addition, Perceived Value (Z_2) also has a positive and significant influence on Purchase Intention (Y). These results are in accordance with the research of Chafidon et al. (2022) and Amalia & Nurlinda (2022). The higher the value perceived by consumers, the greater their interest in the product offered. Factors such as functional, emotional benefits, as well as economical and social aspects of the product play an important role in shaping purchase intentions.

In this study, Brand Trust also acts as a mediator in the relationship between Social Media Marketing and Purchase Intention. This result is in line with the research of Moslehpour et al. (2018) and Wartono (2024). This means that Social Media Marketing helps build brand trust which in turn encourages consumer purchase intentions.

In addition, Perceived Value also mediates the relationship between Social Media Marketing and Purchase Intention. This result is supported by research by Rachmania (2021) and Vidyanata (2022). The high intensity of social media usage allows companies to increase the perceived value of products through direct

interaction, building emotional relationships with consumers, and providing more transparent information regarding product safety and quality.

Overall, this research confirms that marketing through social media, specifically TikTok, not only influences purchase intention directly, but also through increasing brand trust and perceived value by consumers.

CONCLUSION AND SUGGESTION

Conclusion

The results of this study indicate that social media marketing has a positive and significant influence on the purchase intention of halal cosmetic products among Gen Z in Bengkulu Province. Marketing through social media plays a role in creating interesting content, providing information on halal cosmetic products, and helping consumers choose products by looking at comments, reviews, and feedback from other users. In addition, Social Media Marketing also contributes to increasing consumer confidence in halal cosmetics, especially through affirming its safety aspects, such as the presence of a halal logo.

Consumer trust is an important factor in driving interest in products, as they tend to consider safety and halalness prior to making a purchase. In addition, perceived value also plays a crucial role in increasing the attractiveness of products in the eyes of consumers. Perceived value includes not only functional aspects, but also emotional, economic and social factors offered by the product. The higher the value perceived by consumers, the greater their intention to purchase the product. This finding shows that consumers not only consider the marketing strategies used, but also assess the quality and credibility of the product before deciding to purchase.

Suggestion

This study only focuses on the TikTok app. Therefore, future research is recommended to expand the scope by considering other platforms, such as Instagram, YouTube, Shopee Live, Facebook, and others, to determine whether the relationship found remains consistent. In addition, it is recommended to use qualitative methods in order to provide deeper insights into the factors underlying the purchase intention of halal cosmetic products. It is expected that through the right strategy, halal cosmetic products will be more accepted and continue to grow in the beauty industry.

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