



# The influence of word of mouth digital marketing and service quality on buying interest halal skincare

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## ABSTRACT

As the number of people increases, the number of providers or producers of these products and services increases, consumers are increasingly required to be selective in choosing and buying products that suit their needs. In making a purchase decision, a consumer will go through several stages, starting from searching for information about the product or service to be purchased, as well as alternatives or other choices of these products and services. This study attempts to identify the influence of word of mouth, digital marketing and service quality on purchase intention. Purposive sampling is used in this quantitative research method, which collects data from a sample of 98 respondents using a questionnaire. Multiple regression to analyze data. The study's result show that while Word of mouth has not significant impact on buying interest Skincare Halal, Digital marketing has a positive and significant impact on buying interest skincare halal and Service Quality has a positive and significant impact on buying interest. This finding provides insight for halal skincare companies that digital marketing and service quality play a role in consumer buying interest. The research contributes to the existing body of knowledge in the field of consumer behavior and marketing, specifically focusing on halal skincare products. It provides actionable insights for halal skincare companies to enhance their marketing and service approaches and ultimately increase their chances of attracting more customers.

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## INTRODUCTION

As the number of people increases, the number of providers or producers of these products and services increases, consumers are increasingly required to be selective in choosing and buying products that suit their needs. In making a purchase decision, a consumer will go through several stages, starting from searching for information about the product or service to be purchased, as well as alternatives or other choices of these products and services (Harto et al. 2021). Consumers go through five stages of the decision-making process, according to Kotler and Keller (2016) including

problem awareness, information search, alternative evaluation, purchase decisions, and post-purchase behavior. When a buyer becomes aware of an issue or requirement, the purchasing process starts. Both internal and external events have the potential to cause these desires. Customers develop brand preferences from the choice set. Customers may develop a desire to purchase the most popular brand.

The degree to which consumers seek to conduct transactions online in order to make purchases and get in-depth information about a product is a good indicator of one's purchasing interest. According to Simamora (2001) consumers' interest in purchasing will increase if they believe in the products they are considering purchasing. However, if customers lack caution when making purchases out of a strong desire to acquire, it could lead to fraud or other problems that could be harmful to customers. This is because there is no direct face-to-face interaction between the buyer and seller, making consumer trust the essential ingredient in any transaction. or desire to do their purchasing online as opposed to in person.

A product's value is exchanged between sellers and purchasers through demand, supply, and marketing, a social and management process that enables people to meet their needs and desires Husen et al. (2018). The changing of the times has caused people's purchasing habits to change from traditional ones to online sales site transactions that are influenced by these people's changing lifestyles. Numerous online sales sites have emerged as a result of changes in people's buying habits, allowing customers to effortlessly transact and obtain additional information without having to physically visit the location where the products or services are offered. The advantages of online purchases, which are more time, effort, and cost-effective and practical, have changed customer behavior (Harto et al. 2021). E-commerce is one type of digital marketing. E-Commerce, often known as electronic commerce, is a type of contemporary marketing that uses the internet to sell products and conduct financial transactions. E-commerce might take the shape of online ads, websites, or mobile apps (Mewoh et al, 2019)

In the digital age, digital marketing has emerged as the most popular marketing strategy. Digital marketing is used by almost all companies, small and large. Digital marketing is capable of a wide range of business-related tasks, such as increasing brand awareness (Makrides et al. 2020), enhancing consumer interaction (Drummond et al. 2020), educating customers, and facilitating and accelerating the sales process (Alghizzawi 2020). Two main categories can be used to divide digital marketing. Internet shopping and content marketing. A marketing strategy known as "content marketing" focuses on producing information that will be shared and promoted via online media. E-commerce, on the other hand, focuses on how transactions are conducted through online media (Agra and Prakoso, 2022).

The most fundamental aspect of digital marketing is content marketing, according to Baltes (2015). The most common marketing trend in recent years is content marketing. The pandemic has pushed consumers to restrict their movement, especially in public places. The importance of content marketing is increased by this circumstance. At this time, a smartphone is used by over 90% of people worldwide to access the internet. The most effective marketing strategy nowadays is content marketing (Laudon, 2019). Consumer involvement can be sparked by content that is shared on social media (Lee et al. 2018). Consumers will freely participate in such content when it is spread and is connected to their interests and of value to them. Involvement Content consumers can be identified by their social media accounts' comments, likes, shares, or word-of-mouth.

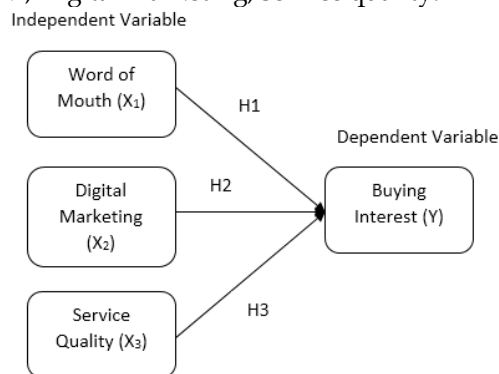
According to Santos (2003) in (Wilson, et al. 2019) "among the many variables influencing consumer purchasing interest is service quality. This aspect plays a significant role in deciding the success or failure of businesses operating in the e-commerce sector". Electronic trading takes place virtually since buyers and sellers are less likely to cross paths in the marketplace. Customers must therefore wait for the product to arrive at their address before they can touch, smell, or otherwise experiment with it. Instead, they can only hope that the product matches the description and image given on e-commerce websites. In this instance, the customer will be dissatisfied with the company's

service since it failed to live up to the "promise" of delivering the product in line with the website description when the product doesn't live up to expectations (i.e., its attributes don't match those listed there). Budiyaniti and Patiro (2018); Wilson and Christella (2019) states that "Other aspects of service quality, such as timeliness, speed of delivery, and customer service efforts to address customer issues, can also significantly influence whether or not a company values its customers".

Poor or subpar customer service can be interpreted as a sign that a business doesn't value or "ignores" its clients, and vice versa. Previous studies by Zhou et al. (2009) in the Chinese e-commerce business attempted to determine that service quality influences consumer repurchase intention more than website design quality, with this relationship being mediated by customer satisfaction and customer satisfaction. In addition, earlier research by Wilson and Keni (2018) on the Indonesian e-commerce sector yields the same conclusion, demonstrating a positive and significant impact of website design quality and service quality on users' intentions to make purchases, either directly or indirectly. directly by way of faith. Additionally, this study came to the conclusion that service quality, as opposed to website design excellence, has a bigger impact on consumer repurchase intention. Similar findings were found in a study by Bernarto et al. (2019) which also examined "the Indonesian e-commerce market and found that service quality had a greater impact on consumers' intentions to make additional purchases than does website design quality". The introduction sets the stage for the research and highlights the importance of understanding consumer behavior, adopting effective digital marketing strategies, and providing excellent service quality for halal skincare companies. The research findings are expected to provide valuable insights for companies in this sector to enhance their marketing efforts and improve their offerings to meet consumer needs effectively.

## RESEARCH METHOD

This research is included into quantitative research. According to Sugiyono (2019) quantitative research is research based on the philosophy of positivism, is used to research in certain populations or samples, data collection uses instruments research, data analysis is quantitative / statistical, with the aim to test established hypothesis. In this study, the dependent variable is buying intention and the variable independent is WOM, Digital marketing, service quality.



**Figure 1.** Thinking framework

Based on the theoretical framework of the relationship between variables above, the hypotheses to be tested in this study are:

- H1 : Word of Mouth has a positive effect on Buying Interest.
- H2 : Digital Marketing has a positive effect on Buying Interest.
- H3 : Service Quality has a positive effect on Buying Interest.

The population of this study is someone who will use Halal Skincare and the number is unknown, so the sample in this study uses the formula from Rao Purba formula (Kanisa, 2017) was applied as follows:

$$n = \frac{Z^2}{4(Moe)^2} \tag{1}$$

$$n = \frac{1,96^2}{4(0,1)^2} \tag{2}$$

$$n = 94,04 \tag{3}$$

The number of samples in this study was 94.04, which was rounded up to 98 respondents based on the calculations above.

This study use non-probability sampling with purposive sampling according to the criteria determined by the researcher, including not yet and interest in using halal skincare, aged 17 years or more.

This study uses questionnaire to collecting the data, so it requires an assessment with a likert scale. The type of data is primary data, where the data was obtained from direct observation by distributing questionnaires to respondents. For analysis data researcher using multiple regression analysis and data processing is assisted by using the SMARTPLS 3.0 software. This analysis consists of two model, outer and inner model.

## RESULTS AND DISCUSSIONS

In this study, a sample of 98 respondents was collected with the following characteristics of the respondents:

**Table 1.** Description of gender characteristics

Gender	Amount	Percentage
Man	41	41.8%
Woman	57	58.2%
Total	98	100%

Source: Primary Data, 2023

From the table above it can be concluded that there are 2 categories of gender, namely men totaling 41 respondents (41.8%) and women totaling 57 respondents (58.2%).

**Table 2.** Description of age characteristics

Age	Amount	Percentage
17-19	4	4.1%
20-22	63	64.3%
23-25	29	29.6%
>25	2	2%
Total	98	100%

Source: Primary Data, 2023

From the table above it can be concluded that there are 4 age categories, namely 17-19 totaling 4 respondents (4%), ages 20-22 totaling 63 respondents (64.3%), ages 23-25 totaling 29 respondents (29.6%) and aged over 25 amounted to 2 respondents (2%).

**Table 3.** Description of the characteristics of the shopping process

Shopping Process	Amount	Percentage
Offline	27	27.6%
Online	71	72.4%
Total	98	100%

Source: Primary Data, 2023

From the table above it can be concluded that there are 2 categories of shopping processes, namely offline with 27 respondents (27.6%) and online with 71 respondents (72.4%).

In the analysis technique in this study using 2 stages, namely the outer model and the inner model. The following is the result of the outer model.

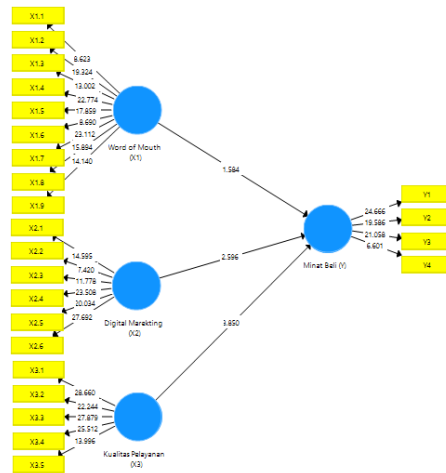


Figure 1 Outer model

Validity test is done by looking at convergent values validity and discriminant validity. The results of the research validity test are shown in the following table:

**Table 4. Outer loading**

Variable	Statement	Outer loading	Information
Word of Mouth (X1)	X1. 1	0.634	Valid
	X1. 2	0.837	Valid
	X1. 3	0.731	Valid
	X1. 4	0.811	Valid
	X1. 5	0.798	Valid
	X1.6	0.678	Valid
	X1.7	0.847	Valid
	X1.8	0.799	Valid
	X1.9	0.782	Valid
Digital Marketing (X2)	X2.1	0.802	Valid
	X2.2	0.665	Valid
	X2.3	0.699	Valid
	X2.4	0.862	Valid
	X2.5	0.827	Valid
	X2.6	0.874	Valid
Service Quality (X3)	X3.1	0.879	Valid
	X3.2	0.846	Valid
	X3.3	0.847	Valid
	X3.4	0.855	Valid
	X3.5	0.807	Valid
Buying Interest (Y)	Y1	0.855	Valid
	Y2	0.845	Valid
	Y3	0.839	Valid
	Y4	0.603	Valid

Source: Primary Data, 2023

Based on the table above, it can be seen that the outer loading value is > 0.05, which means that all items are declared valid.

**Table 5.** Cross loading

Statement Items	Cross Loading Value	Information
X1.1	0.634	Valid
X1.2	0.837	Valid
X1.3	0.731	Valid
X1.4	0.811	Valid
X1.5	0.798	Valid
X1.6	0.678	Valid
X1.7	0.847	Valid
X1.8	0.799	Valid
X1.9	0.782	Valid
X2.1	0.802	Valid
X2.2	0.665	Valid
X2.3	0.699	Valid
X2.4	0.862	Valid
X2.5	0.827	Valid
X2.6	0.874	Valid
X3.1	0.879	Valid
X3.2	0.846	Valid
X3.3	0.847	Valid
X3.4	0.855	Valid
X3.5	0.807	Valid
Y1	0.855	Valid
Y2	0.845	Valid
Y3	0.839	Valid
Y4	0.603	Valid

Source: Primary Data, 2023

Based on the table above, it can be seen that the cross loading value is  $> 0.05$ , which means that all items are declared valid.

The reliability test was carried out to measure the consistency of a variable on the Composite reliability value and the Cronbach alpha value. The results of the research reliability test are shown in the following table:

**Table 6.** Composite reliability test

	Composite Reliability	Information
Word of Mouth (X1)	0.909	Reliable
Digital Marketing (X2)	0.927	Reliable
Service Quality (X3)	0.869	Reliable
Buying Interest (Y)	0.929	Reliable

Source: Primary Data, 2023

Based on the table above, it can be seen that the composite reliability value is  $> 0.07$ , which means that all items are declared reliable.

**Table 7.** Cronbach's alpha

	Cronbach's Alpha	Information
Digital Marketing (X2)	0.880	Reliable
Buying Interest (Y)	0.902	Reliable
Service Quality (X3)	0.794	Reliable
Word of Mouth (X1)	0.914	Reliable

Source: Primary Data, 2023

Based on the table above, it can be seen that the Cronbach's Alpha value is  $> 0.07$ , which means that all items are declared reliable. By examining the correlation coefficients between the independent variables, the multicollinearity test seeks to establish the multicollinearity between variables. The following table displays the outcomes of the multicollinearity test:

**Table 8.** Multicollinearity test

	VIF value	Information
Word of Mouth (X1)	2,411	multicollinearity free
Digital Marketing (X2)	4,088	multicollinearity free
Service Quality (X3)	3. 773	multicollinearity free

Based on the table above, it can be seen that the VIF (Variance Inflation Factor) value is  $< 10$ , which means that the regression model is free from multicollinearity. Evaluation of the path coefficient is used to show how strong the influence or influence of the independent variable is on the dependent variable. While the coefficient of determination (R-square) is used to measure how much the dependent variable is fulfilled by other variables. The results of  $R^2$  can be seen in the following table:

**Table 9.** R Square

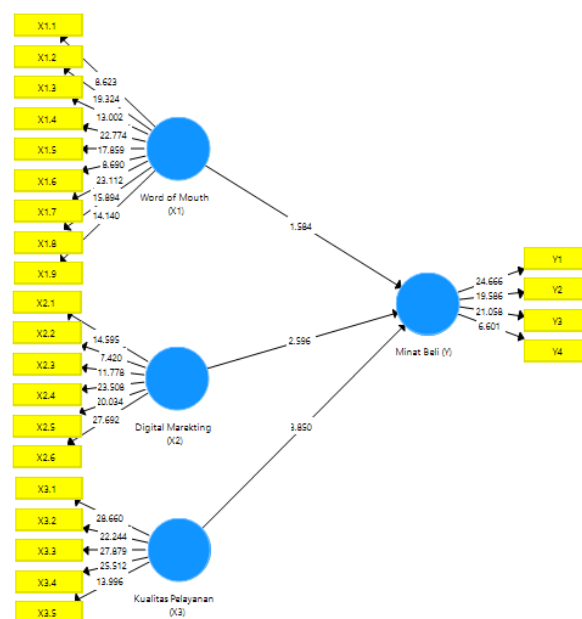
	R Square	R Square Adjusted
Buying Interest (Y)	0.739	0.731

Source: Primary Data, 2023

The coefficient of determination  $R^2$  in the table above shows that the variable buying interest (Y) has a value of 0.739, meaning that the variables word of mouth, digital marketing, and service quality simultaneously influence the variable purchase intention of 0.739 or 73.9%, while 26.1% is influenced by other variables outside the regression equation or variables not examined. The value of  $R^2$  0.739 indicates a strong model.

#### Hypothesis test

Hypothesis testing by looking at the Path Coefficient value calculated on the inner model test.



**Figure 2.** Outer Model

Source: Primary Data, 2023

If the T statistic value of the hypothesis exceeds T table 1.64 ( $\alpha$  5%), it is said to be accepted or proven. If the T statistic value of any hypothesis exceeds T table, the hypothesis is considered to be accepted or proven. The following table shows the outcomes of the hypothesis test:

**Table 10.** of Path Coefficients

	Original Sample (O)	Sample Means (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Information
Word of Mouth (X1) -> Purchase Intention (Y)	0.148	0.155	0.094	1,584	0.114	Not significant
Digital Marketing (X2) -> Purchase Intention (Y)	0.305	0.293	0.118	2,596	0.010	significant
Service Quality (X3) -> Purchase Intention (Y)	0.465	0.472	0.121	3,850	0.000	Significant

Source: Primary Data, 2023

Based on the table above, it states that 2 hypotheses are declared significant and influential because the P value is  $<0.05$ , and one hypothesis is not significant because it has a P value  $> 0.05$ .

### Word of Mouth on Interest in Buying Halal Skincare

Based on the analysis's findings, it is clear that word-of-mouth recommendations have little bearing on consumers' intentions to purchase halal skincare. The word of mouth hypothesis that has a positive and no significant influence on the desire to buy halal skincare is rejected based on the data obtained, where the P-values were  $0.114 > 0.05$ . This proves that word of mouth has no effect on the intention to buy halal skincare. Electronic word of mouth allows people to gather information about desired items and services from a wide range of people who have used the product or service and can collectively pique consumer interest in purchasing them, not only from people they know. Positive word of mouth plays a key role in boosting purchase intent by fostering a positive perception of the business or of the brand itself. However, in this study, customers tended to use halal skincare that was suitable for their complexion, therefore word of mouth had no impact on their propensity to purchase halal skincare.

Furthermore, word-of-mouth marketing had no discernible impact on consumers' interest in purchasing skincare goods, according to Rahma and Setiawan (2022).

### Digital Marketing for Interest in Buying Halal Skincare

Based on the analysis's findings, it is clear that digital marketing influences consumers' intentions to purchase halal skincare in a favorable and significant way. Based on the results, which showed that the P-values ranged from 0.010 to 0.05, this hypothesis is accepted since it demonstrates that digital marketing has a positive and significant impact on consumers' intentions to purchase halal skincare. People are more interested in internet purchasing because of how simple transactions, ordering, and information searches are. So that every business can modify its marketing plan by utilizing internet media, also known as digital marketing. According to Pangkey et.al (2019), businesses will find it simpler to reach their goals the more customers use digital media. Digital marketing has a positive effect on businesses. According to research by Albi (2020), consumer interest in making purchases is influenced by digital marketing. The use of digital marketing by businesses inspires consumers to make purchases. Customers believe that internet marketing is easier to peruse, more beautiful, and more informative when describing products.

Pangkey et.al (2019) findings that digital marketing variables have a significant and favorable impact on purchase intention and Adianto and Sari (2023) findings that digital marketing has a favorable and significant impact on buying interest skincare MS. glow both support the study's findings.

### Quality of Service to Interest in Buying Halal Skincare

Based on the analysis's findings, it is clear that customer service quality has a favorable and significant impact on consumers' intentions to purchase halal skincare. This hypothesis is accepted because, in light of the results, the P-values are 0.000 0.05, which demonstrate that service quality has a positive and significant impact on buying interest halal skincare.

According to Tjiptono (2015) "quality is a dynamic condition that affects whether or not products, services, people, processes, and the environment meet or exceed expectations". Any action or activity that can be provided by one party to another, which is essentially intangible and does not give rise to any ownership, is referred to as a service, according to Kotler (2002). Production might be connected to a single physical product or not. The goal of service quality is to draw clients' attention, persuade them to make purchases, and give them comfort and satisfaction. The effectiveness of either sales or customer service will contribute to rising purchasing interest. Customers won't be interested in making a purchase if the service is subpar. Research by Pradipta et al. (2021) which "asserts that service quality has a partial impact on buying interest", supports the findings of this study additionally.

## CONCLUSION

Word-of-mouth has a positive but not significant impact on consumers' intentions to purchase halal skincare with Sig. 0,114 >0,005. Digital marketing has a good and considerable impact on consumers' desire to purchase halal skincare with sig. 0,010 <0,005. The desire to purchase halal skincare is positively and significantly influenced by service quality with sig 0,000 >0.005. The limitation of this research is that in this study only used a questionnaire where the questionnaire has a weakness, namely it can present problems with interpretation of questions or bias answers. In addition, this study cannot control all variables that influence purchase intention. External factors such as the market situation, economic trends, or competitors' advertising campaigns can influence the research results. The suggestion research for future research is first it is anticipated that future study will be able to distribute the questionnaire directly in order to determine the respondents' conditions and their capacity to provide accurate and complete answers, for further research in order to be able to collect research data not only using questionnaires but interviews and observations as well. The future research can add second More variables, besides word-of-mouth, digital marketing, quality service, and buying interest, are anticipated to be included in future research. Additionally, the number of samples and testing locations for the study population are anticipated to rise.

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