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The Influence of Rewards and Punishments on the Performance of Employees

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Abstract

The beauty and skincare industry in Indonesia has experienced significant growth, driven by increasing public awareness of self-care and the expansion of digital technology and e-commerce. Social media platforms have enabled marketing influencers to play an important role in shaping consumer perceptions and purchasing behavior. In addition, lifestyle changes and the growing attention to halal product assurance have become relevant factors influencing consumer decisions in selecting skincare products. This study aims to examine the influence of marketing influencers and lifestyle on skincare purchasing decisions, as well as the moderating role of halal awareness among consumers in Palopo City, South Sulawesi. The research employed a quantitative associative approach with data collected through questionnaires distributed to 200 skincare users. Data were analyzed using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) method. The results indicate that marketing influencers have a positive and significant effect on purchasing decisions, showing that influencer credibility, experience, and product reviews can effectively encourage consumers to purchase skincare products. Lifestyle also has a significant influence on purchasing decisions, reflecting how modern consumer lifestyles shape beauty consumption patterns. Furthermore, halal awareness moderates the relationship between lifestyle and purchasing decisions, although its moderating effect on the relationship between marketing influencers and purchasing decisions is not significant. These findings highlight the importance of influencer marketing strategies and lifestyle factors in shaping consumer behavior in the skincare market.

Introduction

The beauty industry in Indonesia has experienced rapid growth in recent years (Saparuddin et al., 2025; Hasrudin & Sagena, 2023; Khoiriyah et al., 2024). People are beginning to realize that self-care and beauty enhancement are essential for everyone, using a variety of methods, including cosmetics (makeup) and skincare. In 2022, consumers saw significant changes in their daily skincare routines, choosing products that offer the best benefits for their skin.

The growth of e-commerce has also made it easier for the public and beauty industry players to access, purchase, and promote skincare products (Nabila & Saputera, 2025; Putri et al., 2026; Rizkia & Rusminah, 2026). Cosmetic notification is an absolute requirement for marketing products in Indonesia. In August 2024, the Indonesian Food and Drug Authority (BPOM) released its latest annual cosmetic notification data (Kashuri et al., 2025; Sutriyono et al., 2024; Anggraini & Rosalina, 2025; Christi & Soemartono, 2024).

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To achieve the skincare benefits that meet their needs, women must consider several factors when choosing the products they use (Sekar et al., 2026; Aulia & Susila, 2026; Flament et al., 2026). Skincare product safety is a top priority, as this year, 79.6% of Indonesian women cited product safety as a primary factor in purchasing skincare products. By Nuryakin et al. (2024), Indonesian women's awareness of the ingredients in the skincare products they purchase will triple compared to 2019.

In addition to BPOM (Indonesian Food and Drug Authority) certification, which is a key consideration when choosing a skincare product, the product label, or halal certification, is also crucial. Consuming halal products requires careful attention, not only for food products but also for everyday products, such as skincare, which is considered non-food (Khan et al., 2020; Shahid et al., 2018). This consideration cannot be underestimated. Badrul et al. (2024) and Deuraseh & Deuraseh (2024) Skincare can be considered haram if the ingredients in the product are impure, such as those containing animal derivatives, pork, placenta, gelatin, or other ingredients deemed haram and prohibited.

Law No. 33 of 2014 concerning Halal Product Assurance, Article 1, defines products as goods and/or services related to food, beverages, medicines, cosmetics, chemical products, biological products, genetically engineered products, and consumer goods used, utilized, or utilized by the public. The enactment of Law Number 33 of 2014 concerning Halal Product Assurance (UU JPH) further emphasizes the urgency of halal-haram issues in the production chain, from businesses to consumers. This also includes the role of intermediaries such as distributors, sub-distributors, wholesalers, and retailers before reaching the end consumer (Mulyati& Murwadji, 2025; Mustaphi, 2025; Chakraborty et al., 2024).

Public awareness of halal skincare products remains low, and this issue should be a concern for both the skincare industry and the public (Koswara & Herlina, 2025; Putri & Sjabadhyni, 2025). A study by Wiska, Nurdiana, and Putri, entitled "The Influence of Lifestyle, Halal Labels, and Price on Purchasing Decisions of Scarlett Whitening Products (A Case Study of High School Students in Sungai Rambi District), also revealed that the halal label was not a factor in purchasing decisions for Scarlett Whitening skincare products. They simply decided to purchase the products based on current trends and learned about them through social media platforms like Instagram and TikTok (Witono & Aprilianty, 2024; Angelina & Widaningsih, 2025).

Consumers' choice of skincare products is also inextricably linked to their lifestyle (Faza et al., 2022; Shim et al., 2024; This lifestyle itself can reflect a person's personality, as they strive to stand out from the crowd to gain acceptance within their communities. Lifestyle changes are also influenced by the rapid advancement of technology. This modern, Islamic-oriented lifestyle is evident in several phenomena, including an increasingly critical public assessment of the halal status of products consumed, the rise of hijab fashion, the emergence of sharia-compliant hotels, the increasing frequency of Hajj and Umrah pilgrimages, the growth of the halal skincare industry, and the rise of Muslim entrepreneurship.

Skincare use is no longer a luxury but a necessity (Indrarini, 2021; Krismajayanti et al., 2025; Malau & Asriwandari, 2025). The rapid development of skincare in Palopo City is evident in several large cosmetic and skincare stores, such as Winars Cosmetics, Anna Online Shop, Cahaya Cosmetics, Shantycosmetic, and others. Initial observations by researchers revealed a wide variety of skincare products available in these stores. Both skincare that has a halal and BPOM logo, and skincare that does not have a halal and BPOM logo

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Technological and information advancements have significantly influenced consumer behavior, as consumers seek practicality and efficiency in consuming products to meet their needs and desires (Singh et al., 2024; Sima et al., 2020; Suardana, 2025). Marketing influencers are creators who play a powerful role in influencing consumer decisions when choosing skincare products. Product reviews provided by influencers indirectly stimulate the purchase intention of viewers, thus influencing the sales of each skincare product.

Social media has a significant impact on consumer perceptions in today's era, potentially altering the standard beauty lifestyles shaped by the media, which are unconsciously adopted by society. Skincare use has become addictive, shifting women's skincare standards. Previously, women only practiced natural home treatments with natural ingredients, but now, in this era of globalization, a wide variety of facial care products are emerging, made with advanced technology.

Methods

This research uses a descriptive quantitative associative method to determine whether there is a significant influence between the variables. The associative approach aims to determine the relationship between two or more variables. Descriptive research is conducted to determine the value of an independent variable, whether one or more variables, without making comparisons or connecting one variable to another. The conceptual framework and hypothesis summarize and clarify the problem to be examined in this research. Based on this hypothesis, various research instruments are formulated that are expected to answer the questions. Each variable is measured using specific indicators aligned with related theories and then linked into a testable causal relationship. Data to explain the various variables are obtained through sampling. Quantitative research methods are based on the philosophy of positivism, which examines a specific population or sample, collects data using quantitative/statistical research instruments, and analyzes the data to test predetermined hypotheses. This study consists of two independent variables (marketing influencers and lifestyle, one dependent variable (purchase decision) and one moderating variable (halal awareness), this study also discusses the direct or indirect relationship between variables. Data collection was obtained through primary data by distributing questionnaires to research samples. The data was then processed using quantitative analysis tools using SEM-PLS. The results of the analysis were then analyzed and interpreted into complete research results and discussed in depth to achieve a satisfactory interpretation of the data results. The implications of the study will also be discussed in accordance with the data and empirical phenomena in the field. This research was conducted in Palopo City, South Sulawesi Province and the time of implementation of this research was carried out in 2025, because in Palopo City the level of skincare use is growing quite rapidly where there are many consumers interested in skincare and also supported by many large cosmetic shops that have sprung up in Palopo City.

Data Collection Techniques

To obtain the data needed for this study, the researcher employed various data collection techniques, including:

Questionnaires

This data collection technique employed by the researcher involved providing written questions and statements for respondents to answer. In this study, the researcher administered a questionnaire to respondents, containing several questions to obtain information regarding their skincare purchasing decisions. The questions were closed-ended so that respondents could provide answers based on their own experiences. Questionnaires are an efficient data collection

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technique when researchers clearly understand the variables to be measured and what they will obtain from respondents. Questionnaires are also suitable when researchers require a large number of respondents. Questionnaires can be either closed-ended or open-ended and can be administered in person or online.

The statements asked in this research questionnaire are in closed-form. This type of statement consists of items with predefined possible answers. Respondents simply mark the answer they consider most appropriate and closest to their own opinion or situation in the space provided. The instrument used for measurement is the Likert scale. It is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. The Likert scale can be created in the form of a checklist, with responses ranging from very positive to very negative, and can include phrases such as "strongly agree," "agree," "neutral," "disagree," and "strongly disagree." The data collection procedure, conducted through a questionnaire, consists of several stages: first, determining the population selected for the study; second, determining the sample size; third, compiling the data grid; fourth, administering the questionnaire to respondents; and finally, processing the data.

Observation

According to Surahmat, observation is a data collection technique in which the researcher first directly observes the object/subject being studied, either in a specific setting or in its actual state. Observation is also commonly defined as systematic observation of the various phenomena being studied. The observation method is used to obtain data and determine the condition of facilities and infrastructure, among other things, at the research site.

Documentation

Documentation techniques are used to collect data and help researchers further explore the necessary information. Documentation can take the form of photos, videos, daily journals, and so on. Researchers are expected to have theoretical insight to understand and utilize these documents to create something meaningful.

Data Analysis Techniques

The data analysis technique in this study employed Structural Equation Modeling (SEM), a combination of factor analysis and simultaneous equation modeling. SEM is used to analyze relationships between latent variables simultaneously based on the covariance matrix, thus providing a more comprehensive estimate of the relationships than linear regression analysis. The SEM method used in this study was Partial Least Squares (PLS) due to its strong ability to model relationships between latent constructs, particularly in studies with complex models, relatively small sample sizes, and data that is not necessarily normally distributed. Furthermore, PLS is able to manage multicollinearity issues, can be used on various data scales, and allows for both reflective and formative construct testing. Through this approach, the study can predict relationships between latent constructs formed by their measurement indicators through the specification of an outer model (measurement model) and an inner model (structural model). The analysis process in PLS involves several stages: evaluation of the outer model, inner model, and hypothesis testing. The outer model evaluation aims to assess the validity and reliability of indicators through convergent validity, discriminant validity, composite reliability, and Cronbach's alpha tests. Furthermore, the inner model evaluation is conducted to analyze the relationship between latent variables by looking at the R-square value which indicates the ability of the independent variable to explain the dependent variable. Hypothesis testing is carried out using t-statistic and p-value values, where the hypothesis is accepted if the t-statistic value is greater than 1.97 or the p-value is less than 0.05. In addition, this study

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also tests moderating variables to determine whether the moderator variable strengthens or weakens the relationship between the independent variable and the dependent variable. Interpretation of the moderation effect is carried out through an analysis of the interaction between the moderator variable and the independent variable by looking at the total effect value, which reflects the direct and indirect influence in the research model.

Result and Discussion

Measurement Model Test (Outer Model)

The outer model (measurement model) aims to specify the relationship between latent variables and their indicators. Because latent variables cannot be measured directly, their measurement quality is evaluated through validity and reliability. In PLS-SEM, outer model evaluation is conducted using three main criteria: convergent validity, discriminant validity, and reliability (composite reliability). This study used a questionnaire distributed via Google Forms and WhatsApp to skincare users, resulting in a sample of 200 respondents. The measurement model was tested on the constructs of Marketing Influencer (MI), Lifestyle (LS), Halal Awareness (HA), and Purchase Decision (PD).

Convergent Validity

Convergent validity indicates the extent to which indicators within a construct have a strong correlation. The criteria used are an outer loading of ≥ 0.70 (a value of 0.50–0.60 is still tolerable under certain conditions) and an Average Variance Extracted (AVE) of ≥ 0.50. Based on the SmartPLS estimation results, all indicators in the MI, LS, HA, and PD constructs had outer loading values above 0.70, and the AVE value for each construct was also above 0.50. Thus, the measurement model in this study met convergent validity.

Discriminant Validity

Discriminant validity ensures that a construct is truly distinct from other constructs. Testing was conducted using the Heterotrait–Monotrait Ratio (HTMT). HTMT results showed that all values were below the general limit (<0.85 or <0.90), thus concluding that discriminant validity was met.

Reliability

Reliability indicates the consistency of indicators in measuring the construct. The criteria used were Composite Reliability (rho_c) > 0.70 and Cronbach's Alpha > 0.70 (or at least >0.60). The reliability test results indicated that all constructs met these criteria. Therefore, the outer model in this study was declared reliable and worthy of further testing of the inner model.

Table 1. Outer Loadings (Convergent Validity)

Construct	Indicator	Outer Loading
HA	HA1	0.811
	HA2	0.849
	HA3	0.850
	HA4	0.885
	HA5	0.708
LS	LS1	0.787
	LS2	0.782
	LS3	0.796
	LS4	0.808
	LS5	0.828
	LS6	0.809
MI	MI1	0.832

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	MI2	0.861
	MI3	0.806
	MI4	0.796
	MI5	0.753
	MI6	0.850
PD	PD1	0.845
	PD2	0.839
	PD3	0.841
	PD4	0.811
	PD5	0.830
	PD6	0.872

Tabel 2. Construct Reliability & Validity (Alpha, CR, AVE)

Construct	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	AVE
HA	0.889	0.942	0.913	0.677
LS	0.889	0.894	0.915	0.643
MI	0.900	0.913	0.923	0.668
PD	0.916	0.920	0.935	0.705

Table conclusion: All constructs have rho_c > 0.70 and AVE > 0.50, thus being reliable and convergently valid.

Table 3. Discriminant Validity (HTMT)

Construct Pair	HTMT
LS ↔ HA	0.214
MI ↔ HA	0.239
MI ↔ LS	0.467
PD ↔ HA	0.211
PD ↔ LS	0.379
PD ↔ MI	0.535

Table conclusion: All HTMT values are below the general limit, thus discriminant validity is met. The validity test results produce the output shown in the image below:

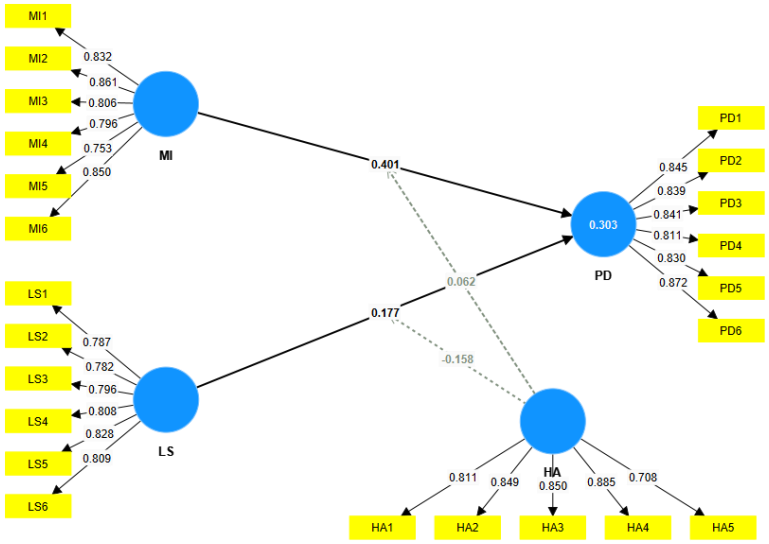

Figure 1. PLS Algorithm Results Display

Source: SmartPLS data processing results for 2025

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According to Figure 1 attached above, it is known that all instruments for each indicator are in the variables of marketing influencer, lifestyle, halal awareness, and purchasing decisions. These models were used to test the validity, reliability, coefficient of determination, and path coefficient for each variable in this study.

Table 4. Convergent Validity

Variables	Indicator	Mark	Information
Marketing Influencer (X1/MI)	MI1	0,832	Valid
	MI2	0,861	Valid
	MI3	0,806	Valid
	MI4	0,796	Valid
	MI5	0,753	Valid
	MI6	0,850	Valid
Lifestyle (X2/LS)	LS1	0,787	Valid
	LS2	0,782	Valid
	LS3	0,796	Valid
	LS4	0,808	Valid
	LS5	0,828	Valid
	LS6	0,809	Valid
Halal Awareness (Z/HA)	HA1	0,811	Valid
	HA2	0,849	Valid
	HA3	0,850	Valid
	HA4	0,885	Valid
	HA5	0,708	Valid
Buying Decision (Y/PD)	PD1	0,845	Valid
	PD2	0,839	Valid
	PD3	0,841	Valid
	PD4	0,811	Valid
	PD5	0,830	Valid
	PD6	0,872	Valid

Source: Primary data, SmartPLS data processing results for 2025.

Based on Table 4 (Convergent Validity), the outer loading values for each indicator in the Marketing Influencer (MI), Lifestyle (LS), Halal Awareness (HA), and Purchase Decision (PD) variables are all above 0.70 (with the lowest value being 0.708). This indicates that all indicators have a strong correlation with their respective constructs and have met the convergent validity criteria. Therefore, all indicators are declared valid, and validity testing can proceed to the next stage, namely Discriminant Validity.

Discriminant Validity

Discriminant validity can be assessed using several tests, namely Fornell-Larcker, Cross-Loading, and Heterotrait-Monotrait Ratio (HTMT). The Fornell-Larcker test is conducted by comparing the Average Variance Extracted (√AVE) value with other Latin variables. The concept that must be met is that the correlation value of one √AVE with its own variable construct must be greater than that of the other variable constructs. This can be seen in the diagonal and vertical directions of each variable column. The following are the results of the Fornell-Larcker criterion test for discriminant validity:

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Table 5. Fornell-Larcker Criterion Discriminant Validity

	Marketing Influencer	Lifestyle	Buying Decision	Halal Awareness
Marketing Influencer	**0,817**	0,416	0,498	0,227
Lifestyle	0,416	**0,802**	0,349	0,182
Buying decision	0,498	0,349	**0,840**	0,229
Halal Awareness	0,227	0,182	0,229	**0,823**

Source: Primary data processed by SmartPLS in 2025.

Based on Table 5 (Fornell–Larcker Criterion), the square root mean ... Thus, based on both the Fornell–Larcker and HTMT, it can be concluded that discriminant validity in this study has been met. Therefore, the constructs used can be empirically stated to be distinct and worthy of further testing of the structural model (inner model).

The next step to test discriminant validity is using the Cross-Loading test. The Cross-Loading test itself is a test of the Outer Loading value of a variable construct, which must have a greater value for its own variable compared to other variables. If the cross-loading value for each indicator of a latent variable, whether in ratio data, is greater than the cross-loading of other variables, then the indicator is considered valid. To compare the cross-loading values of each latent variable indicator, if the cross-loading value is >0.70, it is considered to meet the requirements for discriminant validity. The following are the results of the PLS computation of the cross-loading values for the ratio data in this study.

Table 6. Cross-Loading of Marketing Influencer Variables, Lifestyle, Purchasing Decisions, and Halal Awareness

Indicator	Marketing Influencer	Lifestyle	Buying Decision	Halal Awareness
HA1	0.102	0.132	0.095	0.811
HA2	0.225	0.185	0.246	0.849
HA3	0.157	0.071	0.199	0.850
HA4	0.235	0.198	0.205	0.885
HA5	0.162	0.186	0.050	0.708
LS1	0.348	0.787	0.284	0.092
LS2	0.322	0.782	0.211	0.144
LS3	0.382	0.796	0.266	0.145
LS4	0.327	0.808	0.291	0.207
LS5	0.373	0.828	0.297	0.162
LS6	0.259	0.809	0.311	0.125
MI1	0.832	0.349	0.425	0.193
MI2	0.861	0.340	0.503	0.177
MI3	0.806	0.389	0.379	0.182
MI4	0.796	0.309	0.340	0.180
MI5	0.753	0.308	0.326	0.114
MI6	0.850	0.345	0.425	0.256
PD1	0.428	0.318	0.845	0.216
PD2	0.398	0.264	0.839	0.157
PD3	0.478	0.346	0.841	0.213
PD4	0.402	0.239	0.811	0.189
PD5	0.381	0.264	0.830	0.193
PD6	0.407	0.313	0.872	0.180

Source: Primary Data, processed by SmartPLS in 2025.

Based on Table 6 (Cross Loading), each indicator in the Marketing Influencer, Lifestyle, Halal Awareness, and Purchase Decision constructs has the highest loading value for its respective construct compared to the loadings for other constructs. This indicates that the indicators used

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are capable of distinguishing the constructs being measured, thus achieving good discriminant validity based on the cross-loading criterion. Furthermore, the estimation results show that the indicator loading values for the main constructs range from 0.708–0.885 for Halal Awareness, 0.782–0.828 for Lifestyle, 0.753–0.861 for Marketing Influencer, and 0.811–0.872 for Purchase Decision. Thus, all indicators meet the recommended criteria (≥0.70), and none fall below the tolerance limit. Therefore, the indicators in this study can be declared valid and suitable for use in testing the structural model (inner model).

Collinearity Test (VIF)

Collinearity tests are conducted to ensure there are no multicollinearity issues among the indicators in the latent construct. An indicator is declared free of collinearity if the Variance Inflation Factor (VIF) is <5.

Table 7. Collinearity Test

Construct	Indicator	VIF	Decision
Halal Awareness (HA)	HA1	2,374	There is no multicollinearity
	HA2	1,913	There is no multicollinearity
	HA3	2,330	There is no multicollinearity
	HA4	2,714	There is no multicollinearity
	HA5	1,885	There is no multicollinearity
Lifestyle (LS)	LS1	1,912	There is no multicollinearity
	LS2	2,039	There is no multicollinearity
	LS3	1,995	There is no multicollinearity
	LS4	2,014	There is no multicollinearity
	LS5	2,175	There is no multicollinearity
	LS6	1,975	There is no multicollinearity
Marketing Influencer (MI)	MI1	2,264	There is no multicollinearity
	MI2	2,433	There is no multicollinearity
	MI3	2,095	There is no multicollinearity
	MI4	2,087	There is no multicollinearity
	MI5	1,847	There is no multicollinearity
	MI6	2,486	There is no multicollinearity
Buying decision (PD)	PD1	2,513	There is no multicollinearity
	PD2	2,583	There is no multicollinearity
	PD3	2,365	There is no multicollinearity
	PD4	2,172	There is no multicollinearity
	PD5	2,481	There is no multicollinearity
	PD6	3,019	There is no multicollinearity

Source: Primary Data, processed by SmartPLS, 2025

Table 7 (Collinearity Test/VIF) shows that all indicators in the Marketing Influencer (MI), Lifestyle (LS), Halal Awareness (HA), and Purchase Decision (PD) constructs have VIF values below the recommended critical limit. The indicator VIF values range from 1.847 to 3.019, with the highest value in indicator PD6 (VIF = 3.019) and the lowest in indicator MI5 (VIF = 1.847). Since all VIF values are <5.00 (and even within the strict limit of <3.30), it can be concluded that there are no multicollinearity issues among the indicators in the measurement model. Therefore, the indicators in this study do not overlap excessively and still adequately

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represent their constructs, allowing the analysis to proceed to testing the structural model (inner model).

Composite Reliability and Cronbach's Alpha

Composite reliability aims to test the reliability values between indicators of the constructs that form it. Composite validity results are considered good if the value is above 0.50-0.60 and the Cronbach's alpha value is above 0.60. The results of the composite validity test for the measurement model in this study are shown in Table 4...

Table 8. Variable Reliability Test

Variabel	Cronbach's alpha	Composite reliability (rho a)	Composite reliability (rho-c)	Average Variance Extracted (AVE)
Halal Awareness (HA)	0,889	0,942	0,913	0,677
Lifestyle (LS)	0,889	0,894	0,915	0,643
Marketing Influencer (MI)	0,900	0,913	0,923	0,668
Buying decision (PD)	0,916	0,920	0,935	0,705

Source: Primary Data, processed by SmartPLS, 2025

According to Table 8, all research variables Marketing Influencer (MI), Lifestyle (LS), Purchasing Decision (PD), and Halal Awareness (HA) were declared reliable, as the Cronbach's alpha values for each construct met the criteria (≥ 0.60). The Cronbach's alpha values obtained were MI = 0.900, LS = 0.889, PD = 0.916, and HA = 0.889. This indicates that the indicators for each construct have good internal consistency in measuring their respective variables.

In addition to Cronbach's alpha, reliability was also strengthened by the Composite Reliability values. The rho_c values for each construct MI = 0.923, LS = 0.915, PD = 0.935, and HA = 0.913 were all above 0.70. Thus, it can be concluded that this research instrument has met the reliability requirements and is suitable for use in the structural model testing stage (inner model).

Goodness of Fit Model

The inner model, or structural model, is used to examine the relationship between constructs, significance values, and the R-square of the research model. The structural model is evaluated using the R-square test for the dependent variable, the t-test, and the significance level of the structural path parameter coefficients. The R2 value indicates the degree of determination of the exogenous variable on the independent variable and the dependent variable. A higher R2 value indicates a stronger level of determination. An R-square value of 0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak. Therefore, the closer the R-square value is to 1, the better the R-square value. The coefficient of determination (R2) for the dependent variable is presented in Table 9 below:

Table 9. Results of the R-square Goodness of Fit Test

Variabel Endogen	R-Square	R-Square Adjusted
Keputusan Pembelian (PD)	0,303	0,285

Source: Primary Data, processed by SmartPLS, 2025

According to Table 9, the R-Square value for the endogenous variable, Purchase Decision (PD), is 0.303, and the Adjusted R-Square value is 0.285. This means that the combination of

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exogenous variables in the model (Marketing Influencer, Lifestyle, Halal Awareness, and the established moderating interaction) can explain approximately 30.3% of the variation in respondents' purchasing decisions, while the remaining 28.5% is the explanatory value adjusted for the number of predictors in the model. Referring to the R^2 criteria in PLS-SEM (0.75 strong; 0.50 moderate; 0.25 weak), a value of 0.303 indicates that the model's explanatory power is in the weak to moderate category. Thus, the model has adequate explanatory power. However, there are still other factors outside the model that influence skincare purchasing decisions (e.g., price, product quality, brand trust, safety/BPOM approval, promotion, and user experience). These factors can be noted in the limitations and recommendations for further research.

Hypothesis Testing

Hypothesis testing in this study was conducted through an evaluation of the structural model (inner model). This was done after the measurement model (outer model) was found to meet validity and reliability criteria, and the model generally met quality criteria. The evaluation of the inner model aimed to assess the relationships between the latent variables established within the research conceptual framework, as indicated by the path coefficients. Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS, taking into account the t-statistics and p-values at a significance level of $\alpha = 0.05$ (two-tailed). A relationship was considered significant if the t-statistics were >1.96 or the p-value was <0.05, thus accepting the research hypothesis. Meanwhile, if the t-statistic is ≤ 1.96 or the p-value is ≥ 0.05, the hypothesis is rejected. Detailed test results can be seen in the PLS output (Appendix). Based on the research conceptual framework, hypothesis testing was conducted in two stages: (1) testing the direct effect of Marketing Influencers, Lifestyle, and Halal Awareness on Purchasing Decisions; and (2) testing the moderating effect of Halal Awareness on the relationship between Marketing Influencers and Lifestyle on Purchasing Decisions through interaction constructs (HA×MI and HA×LS).

Path Coefficient Testing

The results of the test between variables can be determined through the path coefficient and critical point (t-statistic), as shown in Table 10 below.

Table 10. Path Coefficient

Influence	Original Sample (O)	Sample Mean (M)	Standar Deviation (STDEV)	T Statistic (|O/STDEV|)	P Values
HA → PD	0,105	0,119	0,054	1,942	0,052
LS → PD	0,177	0,177	0,061	2,888	0,004
MI → PD	0,401	0,402	0,062	6,504	0,000
HA × LS → PD	-0,158	-0,150	0,063	2,518	0,012
HA × MI → PD	0,062	0,055	0,069	0,908	0,364

Source: Primary Data, processed by SmartPLS in 2025

Based on the path analysis results in Table 10, hypothesis testing was conducted through bootstrapping by examining the path coefficients (Original Sample/O), t-statistics, and p-values at a significance level of $\alpha = 0.05$. The test results indicate a direct effect of the exogenous variables on the endogenous variable, Purchasing Decision (PD), as well as a moderating effect constructed through the interaction construct. The test results indicate that the influence of

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Marketing Influencers (MI) on Purchasing Decisions (PD) has a positive Original Sample (O) value of 0.401. The t-statistic value is 6.504 > 1.96, and the p-value is 0.000 < 0.05. Thus, it can be concluded that Marketing Influencers have a positive and significant effect on skincare purchasing decisions in Palopo City, thus accepting H1.

Influencer marketing is a marketing strategy that involves showcasing attractive individuals as part of a promotional strategy. Ultimately, it's hoped that this will increase product sales by influencing people to make a firm decision to choose or use the product. This study aims to explain the influence of influencer marketing on skincare purchasing decisions. The results show that influencer marketing influences skincare purchasing decisions, with a t-statistic of 6.504 > 1.96 (t-table). These results demonstrate that influencer marketing, through skincare product review content, can influence consumer decisions regarding which products to purchase. The credibility, experience, and reputation of an influencer significantly influence a person's decision to use the promoted skincare product. Influencers possess expertise and knowledge about the product and are able to build strong relationships with their followers, thus influencing their emotions.

According to Chopra et al. (2021) and Vidani et al. (2023) (education and research), influencer marketing refers to the ability to create changes in human behavior as an influence, and the person who does this is an influencer. Influencers with extensive knowledge and experience in the beauty industry tend to be more trusted by consumers. Influencers must also be consistent in promoting products and creating relevant and engaging content. This aligns with research conducted by Elvina Recha Anjani and Virgo Simamora, entitled "The Influence of Influencers, Price, and Quality of Scarlet Whitening Skincare Products on Generation Z Buyer Decisions in DKI Jakarta," which states that influencers have a significant influence on purchasing decisions, both partially and multiplely. Research conducted by Rusmana Santi Ristauli Hutagoal and Feby Aulia Safrin argues that current changes have given people access to information through the latest technology, known as the internet. Advances in internet and communication technology have facilitated the widespread use of social media. Modern marketing models significantly support the development of the beauty industry. The presence of digital platforms such as TikTok, Instagram, YouTube, Shopee, and Tokopedia has accelerated the process from initialization to purchasing decisions (Jusuf & Sarwono, 2025; Samsudin, 2023; Manik & Soegesti, 2026; Nuryanti et al., 2025).

Conclusion

Influencer marketing has a significant positive influence on skincare purchasing decisions in Palopo City. Influencer marketing is the process of identifying and activating individuals who have influence over a specific target audience to participate in a product campaign with the goal of increasing reach, sales, and consumer relationships.

Suggestion

To increase public understanding of products that are and are not suitable for use, and to select influencers with high credibility to review products. To encourage the government and Islamic institutions to actively conduct educational and awareness campaigns regarding the importance of considering the ingredients in skincare products and paying attention to halal labels before purchasing skincare. For future researchers, it is hoped that they can explore other factors that influence skincare purchasing decisions, including deeper psychological and social factors. Furthermore, research can focus on developing predictive models to better understand user behavior.

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