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Research Article

The Influence of TikTok Media Advertising, Product Ingredients, and Islamic Branding on the Purchase Decision of Wardah Cosmetic Products in Galang

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Abstract: This study aims to determine the influence of TikTok Media Advertising, Product Ingredients, and Islamic Branding on the Purchase Decision of Wardah Cosmetic Products in Galang. In this research, data collection was conducted using the random sampling method, with a total sample of 96 respondents. All analyses in this study were carried out with the assistance of SPSS 25.0 software. Based on the results the t-test, the Sig. value the TikTok Media Advertising variable was 0.01 < 0.05, and the t-count value was greater than the t-table (3.581 > 1.662). Furthermore, the Sig. value of the Product Ingredients variable was 0.01 < 0.05, and the t-count value was greater than the t-table (3.408 > 1.662), indicating that the Product Ingredients variable has significant effect the Purchase Decision variable. Next, the Sig. value the Islamic Branding variable was 0.039 < 0.05, with a t-count value greater than the t-table (1.718 > 1.662), meaning that the Islamic Branding variable also has positive and significant influence the Purchase Decision variable. The results the F-test show that TikTok Media Advertising, Product Ingredients, and Islamic Branding simultaneously have a significant effect on the Purchase Decision of Wardah Cosmetic Products in Galang, with an F-count value of 18.674 > F-table 2.703 and a significance value of 0.000 < 0.05. The adjusted coefficient of determination (R Square) is 0.378, meaning that 37.8% of the dependent variable can be explained by the independent variables, while the remaining 62.2% is explained by other variables not examined in this study.

Keywords: Islamic Branding; Product Ingredients; Purchase Decision; TikTok Media Advertising; Wardah Cosmetic.

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1. Introduction

The development of technology and social media has transformed the way consumers seek information and make purchasing decisions, particularly for beauty products. TikTok, as one of the most popular social media platforms today, has become an effective promotional medium because it can reach young audiences widely and interactively. This has led many cosmetic brands, including Wardah, to use TikTok as a platform to advertise their products. However, there has been limited research that comprehensively examines the combined influence of TikTok media advertising, product ingredients, and Islamic branding on consumer purchase decisions, especially in the Galang sub-district. Therefore, this study aims to analyze how these three factors influence the purchase decisions of Wardah cosmetic products among users in Galang.

TikTok media advertising is a feature provided by TikTok to help businesses grow by enabling them to reach potential consumers and audiences more effectively through ad placements. In today's era, TikTok has become a highly prominent platform for various advertising and marketing activities. Many people are drawn to using TikTok for business purposes due to its exceptional power to reach consumers or audiences. Almost everyone who uses social media is familiar with, utilizes, and enjoys TikTok.

Product ingredients refer to the materials or components used in the production process to create a final product, whether in the form of goods or services. These ingredients are the basic elements that make up a more complex product. In various industries—such as food, cosmetics, pharmaceuticals, and manufacturing—ingredients play an essential role in determining the quality, function, and characteristics of the resulting product. More specifically, product ingredients are substances that are processed or combined with other materials to create a final product ready for consumer use. Ingredients play a crucial role in defining the product's quality, effectiveness, texture, or benefits.

Islamic branding aims to apply empathy toward Sharia (Islamic law) values to attract Muslim consumers through marketing behavior and communication. The practice of Islamic branding involves creating brands that adhere to Sharia principles. Islamic branding, as part of a product, not only uses Islamic names as a factor to attract consumers but also emphasizes the importance of selecting raw materials, production processes, and other aspects in accordance with Islamic values. This approach helps build consumer trust, which ultimately leads to purchase decisions. Islamic branding can be defined as the use of names or symbols associated with Islam or indicating a halal identity for a product. Islamic branding adds positive value to a product's brand image and strengthens consumer trust in purchasing and consuming halal-labeled goods.

Purchase decisions are influenced by basic psychological factors that play an important role in understanding how consumers make buying choices. In purchasing cosmetics, consumers tend to choose products that suit their skin concerns, and this behavior is not limited to women—many men are now becoming more aware of their appearance and skincare, seeking products that meet their needs. A purchase decision is essentially the process by which consumers select and buy the product they consider the best among various available options to satisfy their needs. However, from the buyer's perspective, making a purchase decision has become increasingly difficult due to the vast number of available choices and minimal differences between products. Many brands now offer similar features and alternatives, which complicates consumers' decision-making processes. One of the main factors influencing purchase decisions is product quality, as consumers generally prefer high-quality products, such as Wardah cosmetic products available in the Galang area.

2. Literature Review

Definition of Marketing Management

According to Kotler & Keller (2016), marketing management is the art and science of choosing target markets and building profitable relationships with them. Marketing is about identifying and meeting human and social needs. One of the most concise and accurate definitions of marketing is to satisfy needs profitably.

The definition of marketing management is an effort to plan, implement, and supervise or control marketing activities within an organization in order to achieve organizational goals efficiently and effectively.

The role of marketing is not only to deliver products or services to consumers, but also to ensure that these products or services provide customer satisfaction while generating profit.

Definition of Social media advertising by Tiktok

Social media advertising has become one of the key elements in modern marketing strategies. In the ever-evolving digital era, social media has revolutionized the way companies interact with consumers. Platforms such as TikTok, Instagram, Facebook, and YouTube are no longer just spaces for sharing personal content, but also strategic arenas for building brands, creating engagement, and influencing purchasing decisions. Social media advertising is no longer limited to conveying information about products or services, but also to creating deep emotional experiences between brands and audiences. As consumer behavior shifts toward the digital world, companies are now required to be more creative and adaptive in developing their advertising strategies..

Definition of Product Ingredients

In general, consumers' purchase intentions toward cosmetics are closely related to individual and environmental factors such as marketing information, situations, and specific characteristics, including the ingredients used in cosmetic products. This is because information and knowledge play a crucial role for Muslims in making choices about cosmetic products. Ingredients refer to the substances contained in a product. From an Islamic perspective, this includes consumer concerns about the ingredients, quality, and safety of cosmetic products. Therefore, knowledge about cosmetic product ingredients is very important, as it forms part of the decision-making process in accepting or rejecting a product. Halal is a central concept in Sharia and faith in Islam; it encompasses a broader philosophy beyond just products or brand marketing. A halal product is one in which the entire production process—from input, manufacturing, and distribution to consumption—must be environmentally friendly and safe, as Islam forbids causing harm or damage to anything created by Allah SWT.

Definition of Islamic branding

According to Nur Isnaini (2022), Islamic branding is the creation of a product identity that reflects Islamic values, such as the use of halal labels, Islamic names, and product quality that aligns with Sharia principles. A product can attract consumers if it has a brand. Branding holds a special place in the minds and hearts of consumers, not in the physical world. Branding is not a competition to determine who can create a better product, but rather who can create a better perception.

A brand serves as a name, term, symbol or logo, design, color, motion, or a combination of other product attributes intended to provide identity and differentiation from competing products. A brand is a name, term, sign, symbol, or design—or a combination of these—intended to identify goods or services and distinguish them from competitors'.

3. METHODS

The method used in this research is a quantitative method. According to Sugiyono (2021), quantitative research is an approach that utilizes numerical data and statistical analysis to test hypotheses, measure variables, and analyze the relationships between variables. The

population in this study consists of the people of Galang City who purchased Wardah Cosmetic Products from January to March, totaling 2,743 consumers. The sample was determined using the Slovin formula, resulting in a total of 96 respondents who had purchased Wardah Cosmetic Products. The data collection techniques in this study used a random sampling method based on observation, interviews, and questionnaires measured using a Likert scale. The data analysis techniques include validity tests, reliability tests, and classical assumption tests. The data analysis method uses multiple linear regression analysis with the help of the SPSS version 25 program. Hypothesis testing was carried out using the t-test, F-test, and the coefficient of determination (R Square).

4. RESULTS AND DISCUSSIONS

Results

Normality Test

The normality test is used to determine whether the collected data are normally distributed or taken from a normally distributed population. To examine whether the data are normally distributed or not, the author used the Kolmogorov-Smirnov analysis test, with the criterion that the significance value must be greater than 0.05 for the data to be considered normally distributed. The test results are presented as follows:

Table 1: Result Normality test.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.89028559
Most Extreme Differences	Absolute	.054
	Positive	.042
	Negative	-.054
Test Statistic		.054
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Research Results, 2025

The normality test of the data obtained a probability value based on the standardized value of 0.05, with the overall test result for the variables amounting to 0.200, where 0.200 > 0.05. Thus, it can be concluded that the normality test in this study shows that the data are normally distributed.

Multicollinearity Test

The multicollinearity test aims to examine whether there is a high or perfect correlation among the independent variables in the regression model. One way to determine the presence or absence of multicollinearity symptoms is by looking at the Tolerance and Variance Inflation Factor (VIF) values. If the Tolerance value is greater than 0.1 and the VIF value is less than 10, it can be indicated that multicollinearity does not occur. The results of the multicollinearity test were analyzed using SPSS version 25.00 for Windows..

Table 2. Result Multicollinearity Test.

Model		Coefficients[a] Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	2.084	1.545		1.348	.181		
	Iklan Media Tik Tok	.325	.091	.344	3.581	.001	.733	1.365
	Produk Ingredients	.325	.095	.326	3.408	.001	.740	1.352
	Islamic Branding	.120	.070	.142	1.718	.039	.984	1.016

a. Dependent Variable: Keputusan Pembelian

Source: Research Results, 2025

Based on Table 2, it can be seen that the Tolerance and VIF values for the TikTok advertising variable are (0.733 > 0.10) and (1.365 < 10); the Tolerance and VIF values for the product ingredients variable are (0.740 > 0.10) and (1.352 < 10); and the Tolerance and VIF values for the Islamic branding variable are (0.984 > 0.10) and (1.016 < 10). Therefore, it can be concluded that there is no indication of multicollinearity among the independent variables in the regression model.

Multiple Linear Regression

To test the hypotheses, the researcher used multiple linear regression analysis to examine the relationship between the independent variables and the dependent variable, specifically the influence of TikTok advertising, product ingredients, and Islamic branding on purchasing decisions for Wardah cosmetic products in Galang. Based on the data processing results using SPSS 25, the findings are as follows:

Table 3 : Result Multiple Linear Regression Test.

Model		Coefficients[a] Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	2.084	1.545		1.348	.181		
	Iklan Media Tik Tok	.325	.091	.344	3.581	.001	.733	1.365
	Produk Ingredients	.325	.095	.326	3.408	.001	.740	1.352
	Islamic Branding	.120	.070	.142	1.718	.039	.984	1.016

a. Dependent Variable: Keputusan Pembelian

Source: Research Results, 2025

Based on Table 3, the multiple regression equation in this study is:

$Y = 2.084 + 0.325X_1 + 0.325X_2 + 0.120X_3 + 10\%$.....(i)

In Table 4.19, the calculations show that the constant (a) is 2.084, while the coefficients are $b_1 = 0.325$, $b_2 = 0.325$, and $b_3 = 0.120$, with a margin of error of 10%. Therefore, the multiple linear regression equation is:

$Y = 2.084 + 0.325X_1 + 0.325X_2 + 0.120X_3 + 10\%$.....(ii)

From the regression equation, the following conclusions can be drawn:

1. Constant (a) = 2.084, meaning that if the TikTok advertising, product ingredients, and Islamic branding variables are equal to 0, the purchasing decision variable is 2.084.
2. Regression coefficient for TikTok advertising (X_1) = 0.325, meaning that if the TikTok advertising variable increases by one unit, the purchasing decision variable will increase by 0.325.
3. Regression coefficient for product ingredients (X_2) = 0.325, meaning that if the product ingredients variable increases by one unit, the purchasing decision variable will increase by 0.325.
4. Regression coefficient for Islamic branding (X_3) = 0.120, meaning that if the Islamic branding variable increases by one unit, the purchasing decision variable will increase by 0.120.

t-Test (Partial Test)

The t-test (partial) is used to examine the partial effect of each independent variable on the dependent variable. Based on the SPSS test results, the t-test values are as follows:

Table 4. Result t-Test (Partial Test) Test.

Model		Coefficients[a] Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.084	1.545		1.348	.181		
	Iklan Media Tik Tok	.325	.091	.344	3.581	.001	.733	1.365
	Produk Ingredients	.325	.095	.326	3.408	.001	.740	1.352
	Islamic Branding	.120	.070	.142	1.718	.039	.984	1.016

a. Dependent Variable: Keputusan Pembelian

Source: Research Results, 2025

Based on the t-test results above, the t-table value in Table 4 at df = n − k − 1 = 96 − 3 − 1 = 92 and a significance level of 5% (0.05) is 1.662. Thus, to determine partial effects the following conclusions from the multiple regression test can be stated:

1. The value obtained from the table shows t-count > t-table (3.581 > 1.662) and a significance of 0.01 < 0.05, meaning TikTok advertising has a positive and significant effect on purchase decisions.
2. The value obtained from the table shows t-count > t-table (3.408 > 1.662) and a significance of 0.01 < 0.05, meaning product ingredients have a positive and significant effect on purchase decisions.
3. The value obtained from the table shows t-count > t-table (1.718 > 1.662) and a significance of 0.039 < 0.05, meaning Islamic branding has a positive and significant effect on purchase decisions.

F-Test (Simultaneous Test)

The F-test is used to determine whether all independent variables simultaneously influence the dependent variable. Based on the SPSS for Windows test results, the ANOVA value in the F-test is as follows:

Table 5. Result F-Test (Simultaneous Test).

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	206.704	3	68.901	18.674	.000[b]
	Residual	339.452	92	3.690		
	Total	546.156	95			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Islamic Branding , Produk Ingredients, Iklan Media Tik Tok

Source: Research Results, 2025

From Table 5, the calculated F value (Fcount) is 18.674. With α = 5%, numerator df = 3 and denominator df = 96 − 3 = 93 (5%; 3; 93; Ftable = 2.703), the F-table value is 2.703. From this it can be seen that Fcount (18.674) > Ftable (2.703), and the significance value is 0.000 < 0.05. Therefore, it can be concluded that TikTok advertising, product ingredients, and Islamic branding simultaneously (together) have a significant effect on the purchase decision variable.

Coefficient of Determination Test

The coefficient of determination is found in the Model Summary table and is indicated by R Square. For multiple linear regression, it is preferable to use the Adjusted R Square, as it is adjusted according to the number of variables used in the study. The value of R Square/Adjusted R Square is considered good if it is above 0.05, since R Square ranges from 0 to 1. The results of the coefficient of determination analysis in this study show that:

Tabel 6. Results of the Determination Coefficient Test.

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.615[a]	.378	.358	1.921	1.270

a. Predictors: (Constant), Islamic Branding , Produk Ingredients, Iklan Media Tik Tok

b. Dependent Variable: Keputusan Pembelian

Source: Research Results, 2025

Based on Table 6, the adjusted coefficient of determination (R Square) is 0.378, which means that 37.8% of the dependent variable (purchase decision) is influenced by the independent variables (TikTok advertising, product ingredients, and Islamic branding), while the remaining 62.2% is explained by other variables outside those examined in this study.

Discussion

The Influence of TikTok Media Advertising on Purchase Decisions

TikTok media advertising is measured through three indicators: providing information, persuading, and reminding consumers about the product. The results of the respondents' descriptions show that most respondents agree that Wardah beauty products are very effective in convincing consumers of their quality and halal certification. However, some respondents feel that the advertisements are not yet optimal because not all consumers understand the information delivered through advertisements or brochures included in the skincare packaging, as many foreign terms are used. Based on the respondents' descriptions, the average score falls into the "good" category (4.03). The indicator with the highest score is Persuading (4.26), while the lowest is Providing Information (3.63). This shows that the majority of consumers feel that TikTok advertising is quite persuasive and helps them understand the benefits of the product.

The research results show that the t-count value is greater than the t-table (3.581 > 1.662) and the significance level is 0.01 < 0.05, meaning that TikTok media advertising has a positive and significant effect on purchase decisions. This study is consistent with the findings of Risma Fitriani, Ikah, and Moh. Rizha Fauzi Amin (2023), who stated that TikTok advertising has a positive and significant influence on purchase decisions.

The Influence of Product Ingredients on Purchase

Product ingredients are measured through three indicators: information about product ingredients, use of foreign terms, and quality of ingredients in describing the product. The results of the respondents' descriptions show that most respondents agree that the raw material quality in Wardah beauty products is very clear and guaranteed to be halal. However, some respondents believe that the products are not yet optimal, as not all consumers understand the foreign terms or chemical names listed on the product labels. Based on the respondents' descriptions, the average score is in the "good" category (4.20). The highest indicator score is Quality of Ingredients (4.27), while the lowest is Information on Product Ingredients (4.15). This shows that most consumers feel that the quality of the ingredients helps them understand the benefits of the product.

The results show that the t-count value is greater than the t-table (3.408 > 1.662) and the significance level is 0.01 < 0.05, indicating that product ingredients have a positive and significant influence on purchase decisions. This study aligns with the research conducted by Hamzah Abdurrahman, Muhammad Amin, and Adi Rahmannur Ibnu (2024), which found that product ingredients positively and significantly influence purchase decisions.

The Influence of Islamic Branding on Purchase Decisions

Islamic branding is measured through four indicators: brand importance, brand familiarity, brand trust, and the halal label in promoting the product. The respondents' descriptions show that most respondents agree with the brand trust given by Wardah beauty products, as their quality and halal assurance are clear and reliable. However, some respondents feel that the product is not yet optimal, as the importance of the brand and the ingredients in Wardah products can sometimes be confusing due to the terminology used. Based on the respondents' descriptions, the average score is in the "good" category (4.14). The highest indicator score is Brand Trust (4.26), while the lowest is Brand Importance (3.94). This indicates that the majority of consumers feel that brand trust helps them better understand the product's benefits.

The results show that the t-count value is greater than the t-table (1.718 > 1.662) and the significance level is 0.039 < 0.05, indicating that Islamic branding has a positive and significant effect on purchase decisions. This study supports the research conducted by Nonie Afrianty (2020), which found that Islamic branding positively and significantly influences purchase decisions.

The Influence of TikTok Media Advertising, Product Ingredients, and Islamic Branding on Purchase Decisions

The results of this study are consistent with previous research, showing that the calculated F value is 18.674. With α = 5%, numerator degrees of freedom = 3, and denominator degrees of freedom = 96 - 3 (df = 93), the F-table value is 2.703. From this, it can be seen that F-count (18.674) > F-table (2.703), with a significance value of 0.000 < 0.05. Thus, it can be concluded that TikTok media advertising, product ingredients, and Islamic branding simultaneously have a significant influence on purchase decisions. The adjusted coefficient of determination (R Square) is 0.378, meaning that 37.8% of the dependent variable

(purchase decision) is influenced by the independent variables (TikTok media advertising, product ingredients, and Islamic branding), while the remaining 62.2% is explained by other variables not included in this study.

5. Conclusions And Recommendations

Conclusions

Based on the results of the analysis and discussion on the influence of TikTok media advertising, product ingredients, and Islamic branding on the purchase decision of Wardah cosmetic products in Galang, the following conclusions can be drawn:

1. The partial t-test results show that the Sig. value of the TikTok media advertising variable is 0.00 ≤ 0.05, with a t-count value of (3.581 > 1.662) and a significance level of 0.01 < 0.05. This indicates that TikTok media advertising has a positive and significant influence on purchase decisions.
2. The partial t-test results for the product ingredients variable show that the Sig. value is 0.01 < 0.05, indicating a significant effect on purchase decisions. The t-count value obtained is (3.408 > 1.662), meaning that the product ingredients variable has a positive and significant influence on purchase decisions.
3. The partial t-test results for the Islamic branding variable show that the Sig. value is 0.039 < 0.05, indicating a significant effect on purchase decisions. The t-count value obtained is (1.718 > 1.662), meaning that the Islamic branding variable has a positive and significant influence on purchase decisions.
4. To confirm that H4 is accepted, the F-test (simultaneous test) results show that the calculated F value (18.674) ≥ F table value (2.703), with a significance value of 0.000 < 0.05. The results of the simultaneous F-test indicate that TikTok media advertising, product ingredients, and Islamic branding simultaneously have a significant influence on the purchase decision of Wardah cosmetic products in Galang.

Recommendations

Based on the results of this study, the researcher would like to provide several suggestions related to the research conducted, which can serve as input and valuable consideration for relevant parties as a reference for future research improvements. The suggestions are as follows:

1. For the TikTok Media Advertising variable, it is recommended that Wardah Cosmetic Company create more engaging and creative TikTok advertising content. This approach can help consumers continuously remember Wardah cosmetic products, especially as a means of promotion and introducing new products. Doing so can effectively increase consumer purchase decisions.
2. For the Product Ingredients variable, Wardah Cosmetic Company is expected to consistently maintain the quality and standards of its product ingredients to build and sustain customer trust. Ensuring high-quality ingredients will help Wardah products stand out from other brands, ultimately enhancing consumer purchase decisions.
3. For the Islamic Branding variable, Wardah Cosmetic Company is encouraged to strengthen its position as a pioneer of Islamic-branded cosmetics globally, especially within ASEAN countries. By emphasizing its strong Islamic image, Wardah can distinguish itself from competitors and further increase consumer purchase decisions.
4. By improving the aspects of TikTok media advertising, product ingredients, and Islamic branding, Wardah Cosmetic Products in Galang can further enhance consumer purchase decisions.

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