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**THE IMPACT OF DIGITAL MARKETING ON
CONSUMERS PURCHASE DECISION TOWARD HALAL
COSMETIC PRODUCTS IN TANGERANG INDONESIA**

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ABSTRACT

This study aims to analyze the impact of digital marketing on consumers purchase decision toward Wardah cosmetic. The study uses primary and secondary data. Primary data was obtained from the data interview with the consumers while Secondary data was taken from the results of literature, references, journals, articles, magazines, internet, and other documents related to the research. The results of the study indicate that digital marketing such as social media such as instgram, facebook, tiktok are influenced to the decision of the consumers to purchase Wardah brand as a halal product cosmetics. This research provides knowledge about digital marketing and how to increase consumer in making purchase decisions on Instagram social media for Wardah Cosmetics products at Kelapa Dua Tangerang area. As well as providing knowledge of how big the influence of marketing is digital online through social media influences purchasing decisions for wardah products circulating in the community. The result found that the social media has a biggest impact on the decision making of the consumers to purchase halal product wardah cosmetics in Tangerang Indonesia.

Keywords: Digital marketing, wardah product, halal cosmetics.

1. INTRODUCTION

Currently the development of the cosmetic industry in Indonesia is growing rapidly. Industry potentials Cosmetics give rise to competition in the industry. In order for the company to survive, a strategy is needed for good marketing to take advantage of this potential. To do this, the company must know the internal and external conditions that can influence the marketing strategy. Furthermore, Indonesia is the country with the largest proportion of the Muslim population in the world. Indonesia has a lucrative market share for cosmetic companies. This is because the cosmetic industry is not only targeting market segmentation of women but also men. In 2015 Wardah cosmetics is defined as the most cosmetics popular in Indonesia with a fairly large percentage, ie 37.8% of 1183 respondents in 20 cities, compared with the closest competitor, which is only 10.1% [2]. Wardah is one of PT Paragon's cosmetic brands Technology and Innovation. Wardah is quite unique because the brand is a cosmetic brand 100% halal original Indonesian. The cosmetic market share Wardah for decorative types is around 30% or the number one in Indonesia. High potential market share and income. This creates competition in the cosmetic industry. This competition can arise due to new



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competitors. Did not rule out cosmetic Wardah encountered obstacles in the competition in the future This shook, cause Indonesia the country with the largest consumer of halal products in the world. Interestingly, the development of the halal industry such as halal cosmetic is no longer an obligation for Muslims nowadays it has become a lifestyle for the community due to halal products being guaranteed to be safe and secure to use. Halal products cosmetics have received responses from Muslim and non-Muslim consumers around the world due to the strict product quality guarantees that provide a sense of security for the consumers. Thus, the halal cosmetic in Indonesia is enormous and potential.

There is no doubt that advances in information technology are developing rapidly in various fields of life. The internet is a part of information and communication technology that has enormous effects and influences. The digital technology is an information media to promote the products to supports the company's business to. The company sales through the digital marketing by using social media are ineffective enough without being supported by a good promotion strategy. The social media such as Facebook, Instagram will make it easier for customers to find product information, features, and benefits . Thus, it can attract the needs and desires of the products offered in the social media that have been widely applied to promote products. (Setiawan, 2011). In essence, marketing is the activity to run a business to satisfy market needs and wants by planning goods or services, setting prices, distributing, and promoting products so that consumers can enjoy them, and generating profits for sellers and companies. Digital marketing is considered capable of optimally marketing products because the costs are much lower than face-to-face direct marketing or offline marketing. Digital marketing can market products through e-commerce and social media (YouTube, TikTok, Lazada, Shopee, Bukalapak, Tokopedia, or even Search Engine Optimized SEO) by using a website to make it easier for consumers to find the products they need.

Digital marketing in the form of integrated and interactive marketing between distributors, producers, and consumers. On the other hand, digital marketing also makes it easier for businesses to conduct market research so they can provide what potential customers need and want (Sulaksono & Zakaria, 2020). Abdullah et.al., (2020) suggests that internet marketing for culinary businesses can be used to market culinary products, especially on social media (Nugraha, 2020). In line with this, Gunarso et.al., (2021) added that social media is part of digital marketing that helps and answers the business of the food and beverage (culinary) sector in the new normal era (S et al., 2021). According to Hidayat (2021) to continue to exist in the business world, especially online business, creativity, and innovation are needed in marketing products so as to gain the trust of consumers or customers (Hidayat, 2021).

High information of digital marketing needs to bring the public to the media expectations that are fast in presenting information so that people easily make decisions when related to their interests and make it easier to develop website map problems that occupy the top positions in search results have a greater opportunity to get visitors.

Digital marketing is very influential on consumer purchasing decisions to buy or not with various considerations and factors that influence these decisions such as considering the quality of goods, prices, and products that are already known by the public. With digital marketing, a brand and product advantages can be recognized by the wider community with proven quality, halal quality, and economical prices. Wardah Cosmetics products, which are under the auspices of PT Paragon Technology and Innovation, are very good and famous among the people. Therefore, this research was made to determine the extent of the impact of digital marketing on people's buying interest in wardah



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products which have been widely marketed on social media, electronic media, and e-commerce.

2. LITERATURE REVIEW

Digital Marketing

The internet is a revolution in technology in the 21st century bringing together the two telecommunications and computer technologies. these two technologies which later became known as ICT (Information and Communication Technology). The rapid development of the internet began with the creation of World Wide applications The Web by Berners-Lee and his team in 1990 (Baskoro, et.al, 2014). Internet is an abbreviation of "interconnected networking" taken from Latin and English are "interconnected" which means between or intermediary, while "networking" means network, so the internet can be interpreted as a system in the form of a computer network that is related to each other. The network is connected to tens of billions of existing computers around the world by using satellite lines or cable telephon. Based on the review of literature from the from the results of research before Application of SEO Techniques (Search Engine Optimization) is on Website in Strategy SEO or which stands for Search Engine Optimization is a marketing technique that is useful for increasing a site's traffic on search pages, especially Google (Clarke, 2016).

Halal cosmetics

Most of the cosmetic products in Indonesia are certified halal by the MUI-Majelis Ulama Indonesia. In 2018-2019 the government requires cosmetic products should be halal certified same as food and beverages products. Due to the majority of the muslim population in Indonesian, halal cosmetics become a necessity for Muslim women (Kumparan, 2019). Wardah as a halal Cosmetics is under the very auspices of PT Paragon Technology and Innovation famous among the people. This company was founded in 1985 under the name PT Pusaka Tradition Mother (PTI), founded by Mrs. Nurhayati Subakat, the founder as well as Chief Executive Officer (CEO). In 1985 still producing haircare or hair care, then in 1995 PT Pusiasaka Tradition Mother produced Wardah cosmetics that are widely known by the public. PT Pusaka Tradition Ibu changed its name became PT Paragon Tehnologi and Innovation in 2011 and until now is known by the people who have produced dozens of cosmetics, haircare, and body care from Wardah and other brands such as MakeOver, Emina, and Putri. Wardah Cosmetics is a popular halal cosmetics brand in Indonesia. This brand is very well known because it uses natural ingredients and does not contain haram or non-halal ingredients. Some of Wardah's halal cosmetic products include foundation, powder, lipstick, mascara, and eyeliner. In addition, Wardah also follows the halal standards set by the Institute for the Assessment of Food, Drugs and Cosmetics of the Indonesian Ulema Council (LPPOM MUI). This guarantees that all Wardah products have been tested and certified as halal products.

Consumer Purchase decision

Research on consumer behavior has been carried out by (Kotler & Keller, 2016) where consumer behavior is the way individuals, groups, and organizations choose, buy, and use goods, services, ideas, or experiences to satisfy wants and needs. Purchase also means a result that has been determined from several alternatives used in selecting products (Nurhasanah et al., 2019). In addition, the dimensions of measurement on the consumers



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purchase decision are Product choice, Brand choice, Halal logo, Religious belief, and consumer's needs (Khoerunnisa et al., 2016; Rahmawati, 2014; Katrin et al., 2016).

Today's Muslim consumers are more sensitive and aware of "halal" requirements. Products that use halal certification provide guarantees for Muslim consumers because the material used is also a process production in accordance with Sharia provisions (Rahimah Mohamed Yunos, 2017). Indonesia Law regulation No. 33 Years 2014 concerning halal guarantees, requires halal certification of cosmetic products. Cosmetics are products that may not have any ingredients that are prohibited in Islam and are processed according to Sharia law so that they are not contaminated with goods non-halal. Based on research conducted by Dinar Standards (2020), it was found that Muslim spending on cosmetics reached 64 billion in 2018 and is predicted to be around 95 billion in 2024. The research was also carried out by Muhammad (2019), who stated that in 2019 Indonesia is in the top third-place Muslim Consumer Cosmetics Expenditure Market with a spending of \$3.3 Billion.

3. DATA AND RESEARCH TECHNIQUE ANALISYS

Research Design

This research using qualitative approach by interview with 10 women wardah consumers in Kelapa Dua Tangerang. The observation has been carried out by viewing and checking Wardah products that are owned. In generating the data for qualitative analysis, this study employs semi-structured face to face interview, and observation method was used to see the process of purchase the product by using online e commerce such as shopee, lazada, bukalapak, etc. In social research, reliability and validity are the primary testing for the instruments. The reliability test is used to know the consistency of the interview instrument. To ensure the validity and reliability before conducting an interview, the questions are evaluated by several experts, especially those in the research location such as lecturer in business digital.

In conducting research, a researcher may have a different method from other researchers and take a different approach to prospective resources. Research methods are very important for what researchers have explained (Darmadi, 2013). In this study the data analyze used qualitative research. Qualitative Research is a research method used to express problems in government, private, community, youth, women, sports, and culture, etc. (Ghazthoid, 2009), Then continue the type of qualitative research in the study that is being conducted, researchers use primary data and secondary data. Primary data is the data sources that directly provide through people or documents Sugiyono (2018). While the secondary data taken from the book, journal, website as a reference to support the data. To generate the data for qualitative analysis, this study employed a semi-structured face-to-face interview. Personal interviews are defined as a direct communication between interviewers and respondents that is expected to provide feedback by clarifying and discussing any questions (Zikmund, 2000).

Data Analysis

The results of interviews with several wardah consumers, coding and themating were carried out by using thematic analysis method. In thematic analysis, all the recorded interviews were transcribed verbatim into narrative texts and coded using the initial names of the participants and numbers. The coding template of themathic analysis process as shown in Table 2. The table includes the interview questions, super ordinate keyword, elaboration maint ideas, occurences main ideas, frequency of occurrence,



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ordering of disclour unit (DU). To not lose the riches and complexity of the participants' discourse in their own language and context, the researcher operated using the original transcription of the interview, then translated the excerpt into English at the end of the writing process.

Table 1: The coding template of the interview data

Intervie w Questions (1)	Superordin ate Keywords (2)	Subordi nate Main Points (3)	Elabora tion Examples (4)	Occurren ces Main Ideas (5)	Frequenc y of Occurrences (6)	Orderin g of DU (7)
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After coding process, the matching process of the interview data analysis was conducting by using the template as shown in Table 3. Generating themes in the second stage of interview data analysis includes a list of the participants in the analysis (position), an overview of each database, either from the observation schedule Ordering of Question (OQ) or from the interview transcript DU codes allocated to participants.

Table 2: The themating process template of the interview data

Research question (1)	Interview question (2)	The main ideas in the form of summary/keywords (3)	Sub- themes (4)	Main themes (5)
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4. RESULT AND DISCUSSION

This study aims to analyze the impact of digital marketing on the consumers purchase decision on wardah products as a halal cosmetic. Among the 10 consumers that have been interviewed, three themes related to the impact digital marketing to the purchase decision of the consumers as shown in Figure 1. These themes were social media such as Facebook, Instagram, Tiktok, youtube. Other themes are product Quality and Online shopping to get the products. In social media there are sub theme like the promotion product, sales prices product, knowledge of the skincare, interesting and good promotion of the wardah products. Furthermore, costumers purchase decision also impacted of products quality where the good quality products can be detected from the halal certification logo, BPOM legalized, suitable for ages level, suitable for women pregnancy, and herbal material product. In addition, apart from that, consumer interest decision in choosing halal cosmetic beauty products is also influenced by the ease of getting products, which can be purchased directly online through marketplaces and e-commerce platforms such as Shopee, Lazada, Tokopedia, and others. The last theme found from the interview that the impact on the costumers purchase decision in choosing halal cosmetic is easy to find products by use online shopping, were in online shop such as shopee, tokopedia,lazada and marketplace sometimes the price chipper than offline and always get bonuses and free on delivery products. Furthermore, the theme and sub theme explained are stated in the table below.



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Table 3: Theme and Sub Theme of The Consumers Purchase Online Marketing on Wardah Cosmetics

THEME	SUBTHEME	CODE	FREQUENCY
Social Media (Facebook, Instagram Tiktok, Youtube), ETC	Promotion Products	CW 6	2
	Knowledge of Skincare	CW 2	4
	Sale Price	CW 10	5
	Good Promotion	CW 4	4
PRODUCT QUALITY	Halal Certified	CW 9	3
	BPOM Product	CW1	4
	Suitable for ages level	CW 5	1
	Herbal Product	CW 8	2
	Brand Product	CW 1	3
	Safe For Pregnancy	CW 3	4
ONLINE SHOPPING	Easy To Buy	CW 6	4
	Cheaper than Offline	CW 2	5
	Free Shipping Promotion	CW 10	2

Based on the interview results that has been analyzed, there were several opinions that indicate these 3 impacts of online marketing to choose halal cosmetic product. In this case, the impacts were classified into eleven classes with the codes CW 1 until CW 10. From the Figure 1 obtained that the Participant 1,3,5,8 dan 9 indicated that purchase decision on wardah cosmetic is influenced by marketing media explanation about quality products such as brand product, halal certified product, BPOM Products, wardah cosmetic are from herbal ingredients and the product are safe for pregnancy and suitable from ages level.

Furthermore, Participant 6, 2 and Participant 10 declared that online shopping was affected by shopping convenience (Easy to buy product), the price cheaper than the offline shopping and getting free in delivery. In another side, promotion product, skincare knowledge, sale price and interesting in promotion product which is displayed and promoted by social media such as facebook, tiktok, youtube, instagram are very valuable impact on purchase decision products as conveyed by Participant 2, participant 4, participant 6 and Participant 10.

From the data obtained it can be concluded that the influence of social media on buying interest in Wardah halal cosmetics is very significant. In today's digital era, brands that are smart and skilled in using social media will be able to expand their brand reach, increase customer awareness, increase brand credibility, and make it easier for customers to buy products by digital marketing strategy.

Social Media

After that consumers learn more about their products by searching for information through digital marketing, web articles or social media. Based on the research found by Krniawan,et.al ,2020 found that digital marketing such as social media are impact to the purchase decision of cosmetic products. Moreover, social media also influences consumer behavior (Sung, Y. Et.al, 2018). Looking for other references, for example through the



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halal of food products, the quality of products owned by companies and halal certification of the product also presented on the website. Thus, consumers can easily find the products they need. SEO as an engine of Digital marketing can help people find the products they want and make it easier for consumers to buy products through digital services. Digital marketing in the 5.0 revolution era has become a marketing medium that is intensively carried out by businesses actors which is widely used by business actors. The Marketplace has many design features for products to search for, for example, product reviews, and product identity, The halal label is a consideration. Based on previous research found that the purchasing decision variable are influenced by halal label (Asrina et a, 2017; An-Nada, 2018). Other research by Khoerunnisa et al. (2016) and Krisnasakti (2012) said that there is influence significant relationship between the halal logo and buying decision.

Social media has the biggest impact on consumers' purchase decisions in cosmetics, including halal cosmetic products such as Wardah. The impacts that can be seen from the influence of social media is Increase product awareness. Social media allows brands to expand their reach to a wider range of potential customers (Sorum, 2014). In this case, social media can be used to introduce the Wardah halal cosmetic brand to potential customers and increase awareness about the product and its benefits. The benefits can be found by customers such as increasing consumer knowledge about skin types and skin care and what cosmetics are suitable for use for related skin. Knowing that the materials used in these cosmetics are derived from organic ingredients without mercury which will damage the skin. In addition, consumers also know which products are suitable for their skin type and which are appropriate for their age level, and which are suitable products for pregnant women. All this information is presented in the promotion of Wardah products through social media such as Facebook, TikTok, youtube, and Instagram.

Product Quality

Social media can also help the cosmetic brand Wardah to increase its credibility as a halal and trusted brand. In this case, brands can use social media platforms to share information about their halal certification, provide customer testimonials, and promote charitable or social activities carried out by brands. Through social media and digital marketing, consumers also know about halal products from the materials used and also from the production process. Increase brand interaction with customers: social media also provides an opportunity for brands to interact directly with their customers. In this case, the cosmetic brand Wardah can use social media platforms to answer customer questions, gather feedback, and build closer relationships with customers. Previous research by Kurniawan et. al,2021 found that Several factors found that the consumer's trust in the brand, brand image, product prices, and product quality impacted consumers purchase decision.

Furthermore, research that has been carried out by Haryanto, et.al 2021 on students of the Faculty of Economics and Business, Udayana University found that product quality and brand image affect the interest in buying Wardah cosmetic products for these students. Rohmawati, A., and Hartoyo, S. (2020) also found similar results in their research on cosmetic consumers in the Tegal area.

Online Shopping

Social media also helps and make it easier for customers to buy Wardah cosmetic products. In this case, brands can use social media platforms to sell products directly,



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introduce new products, provide information about discounts and promotions, and provide product usage guidelines. Digital marketing is very influential in making it easier for customers to buy products. Brands that are smart and skilled in optimizing digital marketing will be able to provide an easier and more convenient buying experience for customers, thereby strengthening customer loyalty. Digital marketing can also make it easier for customers to buy products. Brands can provide features such as online payments, product delivery, and responsive customer service to ensure a smooth and easy buying experience. Online purchases cause consumers to know the experience and facilitate interaction and online transactions between consumers and sellers (Kim & Lennon, 2013). Online shopping by consumers through social media and also through e-commerce platforms and product websites. The website is a collection of information in the form of text, manuscripts, silent images or movements, animations, sounds, and or combinations of all, static or dynamic that form a series of interrelated systems, each of which is connected to a page link" (Bekti, 2015). The results of future research, stated that the quality of the website (Lukito, et al, 2014) The significant potential of the e-commerce in the world has a positive impact on the development marketplace industry in Indonesia. This development has made a way of simple and modern life due to the modern techniques, comfortable, easy. The application of e-commerce in all sectors, including food, cosmetics, tours and travel and others. Furthermore, digital marketing by using e-commerce platform also can increase the sales of the product (Gregg & Walczak, 2010).

5. CONCLUSION

This study aims to seek the impact of digital marketing on consumers purchase decisions toward halal cosmetic product. This study is conducted by using a qualitative survey method. Based on the results, it shows that, consumers purchase decision to use wardah product as a halal cosmetic are effected by several reason such as online marketing like Facebook, Instagram, tiktok, youtube etc. were give information about product, prices and provide cosmetics product knowledge to the consumers about suitable product to different skin, to woman pregnancy to the level of ages and presented in the form of attractive and good promotions. Another impact of digital marketing is conveying information about product quality such as using natural or herbal material, Halal certified product, BPOM licence, brand product and product compatibility.

The next variables impacting consumers purchase decision is easy to shop wardah cosmetics product by shopping onliene whether it is using marketplace or e-commerce such as shoppe, lazada, tokopedia, etc and through to the wardah product website. From the finding found that the result of consumer purchase decision to choose online shopping due to easy to find product, the price also cheaper than in the real market and getting free in delivery. Thus, consumers still buy the product by reducing cost and effort and shop easily buy online shopping and using digital marketing.

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