

ABSTRAK

Farah Kayla Aulia, 2026. Pengaruh *Social Media Marketing*, *Country of Origin*, dan Label Halal terhadap Minat Beli Produk Kosmetik Korea Halal melalui *Brand Trust* sebagai Variabel Intervening (Studi Kasus Konsumen Muslim di Jawa Barat). Program Studi Ekonomi Syariah. Fakultas Agama Islam. Universitas Siliwangi

Perkembangan industri kosmetik, khususnya produk kosmetik Korea, mengalami peningkatan yang signifikan seiring dengan tingginya minat masyarakat terhadap tren kecantikan. Pemanfaatan *social media marketing* menjadi salah satu strategi yang banyak digunakan dalam mempengaruhi minat beli konsumen. Selain itu, faktor lain seperti *country of origin* dan label halal juga turut mempengaruhi minat beli konsumen. Meskipun *social media marketing* telah banyak digunakan sebagai strategi pemasaran, tidak semua aktivitas tersebut mampu membangun kepercayaan terhadap merek. Di sisi lain, faktor seperti *country of origin* dan label halal justru seringkali menjadi pertimbangan utama dalam membentuk kepercayaan dan minat beli konsumen, khususnya pada produk kosmetik yang berkaitan langsung dengan keamanan penggunaan.

Metode penelitian ini adalah kuantitatif deskriptif dengan menggunakan *tools SmartPLS 4.0*. Populasinya adalah konsumen muslim di Jawa Barat yang pernah/berminat menggunakan produk kosmetik Korea halal, dan teknik pengambilan sampel adalah teknik *non probability sampling*. Teknik analisis data dimulai dari analisis *Least Square (PLS)*, pengukuran *outer model*, pengukuran *inner model*, dan uji hipotesis.

Hasil analisis menunjukkan bahwa *social media marketing*, *country of origin*, dan label halal secara langsung berpengaruh signifikan terhadap minat beli. Sementara itu, *country of origin* dan Label Halal terbukti berpengaruh signifikan terhadap *brand trust*. Namun, *social media marketing* tidak berpengaruh terhadap *brand trust*. Lebih lanjut, *brand trust* memiliki pengaruh signifikan terhadap minat beli. Dalam pengujian mediasi, ditemukan bahwa *brand trust* tidak mampu memediasi pengaruh *social media marketing* terhadap minat beli. Sebaliknya, *brand trust* mampu memediasi pengaruh *country of origin* dan label halal terhadap minat beli secara signifikan.

Implikasi penelitian ini yaitu bagi pihak perusahaan perlu memprioritaskan transparansi akan informasi dan kualitas interaksi digital untuk membangun kepercayaan konsumen. Strategi pemasaran sebaiknya lebih menonjolkan strategi marketing pada media sosial yang kredibel. Akademisi juga dapat menggunakan temuan ini untuk mengembangkan kajian terkait perilaku konsumen digital di sektor halal. Peneliti selanjutnya disarankan mengeksplorasi variabel lain yang relevan agar hasil penelitian lebih komprehensif.

Kata kunci: *Social Media Marketing*, *Country of Origin*, Label Halal, Minat Beli, *Brand Trust*

ABSTRACT

Farah Kayla Aulia, 2026. The Influence of Social Media Marketing, Country of Origin, and Halal Label on the Purchase Intention of Halal Korean Cosmetics Products thru Brand Trust as an Intervening Variable (Case Study of Muslim Consumers in West Java). Islamic Economics Study Program, Faculty of Islamic Studies, Siliwangi University

The development of the cosmetics industry, particularly Korean cosmetic products, has seen significant growth in line with the high public interest in beauty trends. The use of social media marketing has become one of the widely used strategies in influencing consumer purchasing interest. Additionally, other factors such as country of origin and halal labels also affect consumer purchasing interest. Although social media marketing has been widely used as a marketing strategy, not all of these activities can build trust in the brand. On the other hand, factors such as country of origin and halal labels often become the main considerations in forming trust and consumer purchasing interest, especially for cosmetic products directly related to safety of use.

The research method is descriptive quantitative using the SmartPLS 4.0 tool. The population consist of Muslim consumers in West Java who have ever been interested in using halal Korean cosmetic products, and the sampling technique used is non-probability sampling. The data analysis technique starts with Least Square (PLS) analysis, outer model measurement, inner model measurement, and hypothesis testing.

The analysis results show that social media marketing, country of origin, and halal label significantly directly influence purchase intention. Meanwhile, country of origin and halal label have been proven to significantly affect brand trust. However, social media marketing does not affect brand trust. Furthermore, brand trust significantly influences purchase intention. In mediation testing, it was found that brand trust cannot mediate the influence of social media marketing on purchase intention. Conversely, brand trust can significantly mediate the influence of country of origin and halal label on purchase intention.

The implication of this research is that companies need to prioritize transparency in information and the quality of digital interactions to build consumer trust. Marketing strategies should emphasize credible social media marketing strategies. Academics can also use these findings to develop studies related to digital consumer behavior in the halal sector. Researchers are further advised to explore other relevant variables to make the research results more comprehensive.

Keywords: Social Media Marketing, Country of Origin, Halal Label, Purchase Buying, Brand Trust