

The Effect of Promotion Through Instagram on Purchase Intention With E-Wom as an Intervening Variable in Men's Halal Skincare Products

Ibra Achmed Fauzy¹, Muhammad Sholahuddin^{2*}

^{1,2}Management, Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

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ABSTRACT

This study investigates the effect of promoting halal men's skincare products through Instagram on purchase interest, with e-WOM as a mediating variable. Using a quantitative research design, data were collected through questionnaires from 100 respondents who were Instagram users residing in Surakarta City. The study employed non-probability sampling with a purposive sampling technique. The results, analyzed using SEM-PLS with SMARTPLS 3.0 software, revealed that promoting through Instagram has a positive and significant impact on both e-WOM and purchase intention. Additionally, e-WOM was found to have a positive and significant influence on purchase intention and to mediate the relationship between promoting through Instagram and purchase intention. This study contributes to the existing literature by exploring the relationship between promoting through Instagram, e-WOM, and purchase intention in the context of halal men's skincare products. The findings suggest that promoting through Instagram is an effective marketing strategy for increasing purchase intention and generating positive e-WOM in this particular market segment. Moreover, the study highlights the importance of e-WOM as a mediating variable in the relationship between promoting through Instagram and purchase intention. These insights provide valuable implications for marketers and businesses seeking to enhance their social media marketing strategies and improve their sales performance.

ABSTRAK

Studi ini menginvestigasi efek dari promosi melalui Instagram terhadap minat beli, dengan e-WOM sebagai variabel mediasi, pada produk halal perawatan kulit pria. Dengan menggunakan desain penelitian kuantitatif, data dikumpulkan melalui kuesioner dari 100 responden yang merupakan pengguna Instagram dan tinggal di Kota Surakarta. Studi ini menggunakan teknik pengambilan sampel non-probabilitas dengan teknik purposive sampling. Hasil studi, yang dianalisis dengan SEM-PLS dengan perangkat lunak SMARTPLS 3.0, mengungkapkan bahwa promosi melalui Instagram memiliki dampak positif dan signifikan pada e-WOM dan niat beli. Selain itu, e-WOM ditemukan memiliki pengaruh positif dan signifikan terhadap niat beli dan menjadi variabel mediasi dalam hubungan antara promosi melalui Instagram dan niat beli. Studi ini memberikan kontribusi pada literatur yang ada dengan mengeksplorasi hubungan antara promosi melalui Instagram, e-WOM, dan niat beli dalam konteks produk perawatan kulit pria. Temuan ini menunjukkan bahwa promosi melalui Instagram adalah strategi pemasaran yang efektif untuk meningkatkan niat beli dan menghasilkan e-WOM yang positif dalam segmen pasar ini. Selain itu, studi ini menekankan pentingnya e-WOM sebagai variabel mediasi dalam hubungan antara promosi melalui Instagram dan niat beli. Temuan ini memberikan implikasi yang berharga bagi pemasar dan bisnis yang ingin meningkatkan strategi pemasaran media sosial mereka dan meningkatkan kinerja penjualan mereka.

1. INTRODUCTION

In the era of developing times, the development of the internet began to become inseparable in everyday life. The growth of the

Internet has created opportunities for selling products, offering new forms of retail transactions including online shopping. One industry that utilizes the Internet to run its business is the

* Corresponding author, email address: ¹b100190147@student.ums.ac.id, ^{2*}muhammad.sholahuddin@ums.ac.id

cosmetics industry. (Ardhiansyah & Marlana, 2021).

The cosmetics industry in Indonesia is currently experiencing a significant increase. Indonesia itself is one of the potential countries to develop beauty products. (Novia Roudhlotul Janah, 2021). Over time, consumer attitudes towards cosmetics have changed due to changes in lifestyle and purchasing patterns. Today, skin care products are recognized as a primary need that must be fulfilled. With this primary need in society, companies began to compete in creating beauty products to fulfill the consumers in the market.

Skincare is a series of skincare that is used to keep the skin healthy. Skincare products began to appear on the market, companies began to take advantage of their business opportunities in seeking profits. With the intense competition in the market, the company must be able to design what strategies will be used to achieve company goals. One of the strategies that companies can use is to promote through Instagram and e-wom (Nurdin & Wildiansyah, 2021).

(Massie, 2016) states that promotion can be considered a campaign that aims to persuade people to engage with a process by asking the sender to specify products, services, ideas, locations, people, or other aspects of the campaign. According to (Limanto, 2021) social media marketing is a strategy for running a business using social media sites such as Instagram. People will feel the need to question the quality of the products and services offered if the content is interesting and creative. This is in accordance with research conducted by (Jennifer & Saputra, 2021) Instagram social media online promotion has a significant effect on consumer buying interest in Batam City. Different results were obtained through research conducted by (Suparnoto & Setiobudi, 2021) which said that social media promotion variables did not have a significant influence on buying interest in Haverwood products.

(Massie, 2016) states that E-WOM is a type of online consumer community consisting of reviews and comments left by customers who have purchased the product in question and have used it consistently. With the development of the internet and the increasing number of social networking sites used by consumers to connect with each other, electronic word of mouth (eWOM) communication has developed (Qurniawati & Nurohman, n.d.). eWOM communication is a positive or negative statement made by potential customers, real consumers, or former customers about a product or company that can be accessed by many people or

institutions via the Internet (Fachrozie, 2017). Electronic word of mouth is a system that comes from word of mouth through social media, which contains messages related to products or services that are sent or received and consumers can convey them through online chats and messages (Nurdin & Wildiansyah, 2021). This is in accordance with research conducted by (Laksmi & Oktafani, 2016) which states that the electronic word-of-mouth variable has a significant effect on purchase intention. Different results were obtained through research conducted by (Prastyo et al., 2018) which said that the e-wom variable had a negative effect and partially had no significant effect on buying interest in online shops.

According to (Novia Roudhlotul Janah, 2021) purchase interest is a person's desire to get a product, purchase interest will arise if consumers have gained confidence in the quality and reliability of a particular product, as well as information about the product such as price, how to get it, and its advantages over other brands, so there will be a desire to buy the product. According to (Yunikartika & Harti, 2022) purchase interest is defined as consumers who act as if responding to an object by looking at their desire to buy it.

Social media is a new phenomenon that has changed the way the business environment operates. Through social media, businesses gain access to resources that are otherwise unavailable to business owners. It also helps companies to increase their viability, foster strategic partnerships and improve their contact with customers and suppliers (Prihadi & Susilawati, n.d.).

Promotion through social media is an effective way to promote businesses on platforms such as Instagram. Social media is currently a very important area for business people to focus on to increase production and make their companies more successful and resilient (Rezekimuli & Maolana, 2019).

Social media is always used by MSME business people to promote their business by making advertising videos about products as attractive as possible and showing as attractive as possible and showing products from packaging, product quality, product advantages, taste, how to use, and others. The video is uploaded through social media accounts such as Instagram, Facebook, WA, and Twitter, and is currently viral, through TikTok. Thus, many people (consumers) will know about the product (Febrianti et al., 2022).

One of the companies that promote through Instagram is Kahf Skincare. Kahf is one of the

skincare products for men that already have a halal certificate in Indonesia until now Kahf already has followers on Instagram reaching 119 thousand followers with photo and video uploads of as many as up to now reaching 744, these uploads contain information related to Kahf products, various Kahf products that will be marketed to consumers, videos about the use of products offered by Kahf.

In running this business, Kahf relies on social media such as Instagram to carry out activities to promote products widely to the general public. Social media can be used as a marketing communication strategy, this can be seen in certain social media product launches that use electronic word of mouth (e-WOM) as a tool to help business owners give customers a good perception of their products. Suppose customers receive product or service information from a reliable and high-quality source. In this case, the effect of electronic word of mouth on consumer purchase intentions will greatly impact consumer purchase intentions (Indiana et al., 2022). The use of this strategy has the aim of increasing consumer confidence in the products offered (Damayanti, 2020).

By having a large following, especially on Instagram, Kahf utilizes e-wom to attract potential customers. In every Kahf Instagram post, consumers who have bought Kahf's products will give reviews about the product. In these reviews, consumers will give positive comments on Kahf products, the existence of positive comments on Instagram so that people who have not used Kahf products will be curious about these products (Laksmi & Oktafani, 2016). In addition, information about a product will be more effective if disseminated through social media than word-of-mouth communication because it has a wider audience and is more accessible, making electronic-word of mouth a viable business strategy to develop consumer loyalty to the products they sell (Adriyati & Indriani, 2017). The e-word mouth that often occurs is generally short and comes from Instagram user accounts that appear or from Instagram account announcements to sell goods or provide related information (Ardhiansyah & Marlina, 2021). With regular communication, it will give an impression in the minds of potential customers so that they are interested in the product.

At a macro level, the effect felt by the increasing number of halal-certified products is a stronger trade movement with this halal guarantee. Strengthening the trade of business actors will be able to increase per capita income, as well as in the long run increase foreign exchange when the level of

product demand from foreign markets increases (Kuswati et al., n.d.).

The purpose of this study is to determine the effect of promotion through Instagram on buying interest with E-Wom as an intervening variable in halal male skincare products.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Marketing

According to (Virenabia & Oktafani, 2018) marketing management is the art and science of selecting target markets and reaching, managing, delivering, and growing customers by creating, delivering, and using superior customer value. According to (Rezekimuli & Maolana, 2019) marketing is a specific organizational function and related procedures for informing, communicating with, and providing assistance to users, as well as fostering user-user relationships in a way that benefits the organization and those who bear responsibility for it.

Based on the opinions of the experts above, it can be concluded that marketing is the main function of the organization and related procedures to inform, communicate, and provide assistance to users. This involves user-user relationships in a way that benefits both the organization and the users who have an interest in it.

Promotion

According to (Rezekimuli & Maolana, 2019) promotion is an activity carried out by customers to consumers regarding the advantages of the product and persuading them to buy it. (Massie, 2016) states that promotion can be considered a campaign that aims to persuade people to engage with a process by asking the sender to determine products, services, ideas, locations, people, or other aspects of the campaign. Promotion is the most important element in marketing that is used to encourage product demand. Based on the opinions of the experts above, it can be concluded that promotion is an activity that mostly aims at per-purchase promotions, social media campaigns, and personal branding used by businesses in furthering their promotional and marketing goals.

Social Media

According to (Batee, 2019) social media is a medium used by consumers to share information related to text, images, audio, and video with other people related to business and vice versa. Social

media is a phenomenon that emerged with the advancement of internet technology. The use of social media used by the general public aims to gather news, business, projects, and other activities (Jaelani et al., 2022). Based on the opinions of the experts above, it can be concluded that social media is a medium used by consumers to share information related to text, images, audio, and video with other people related to business and vice versa.

Instagram

According to (Utari & Romyeni, 2017) Instagram is a photo-sharing application that allows users to take photos and apply filters to share them to social media with other Instagram users. One of the typical filters on Instagram is to turn the photo into a square so that it looks like a photo taken by a kodak instamatic or Polaroid camera.

Purchase Interest

According to (Novia Roudhlotul Janah, 2021) purchase interest is a person's desire to get a product, purchase interest will arise if consumers have gained confidence in the quality and reliability of a particular product, as well as information about the product such as price, how to get it, and its advantages over other brands, so there will be a desire to buy the product. According to ((Yunikartika & Harti, 2022) purchase interest is defined as consumers who act as if responding to an object by looking at their desire to buy it.

Framework of Thought

This study uses promotion through Instagram as the independent variable and purchase intention as the dependent variable. While e-wom is used as a mediating variable in the study. This model aims to test the relationship between the effect of promotion through Instagram on purchase intention (H1), promotion through Instagram on e-wom (H2), e-wom on purchase intention (H3), promotion through Instagram on purchase intention mediated by e-wom (H4). The research framework in this study can be structured as follows:

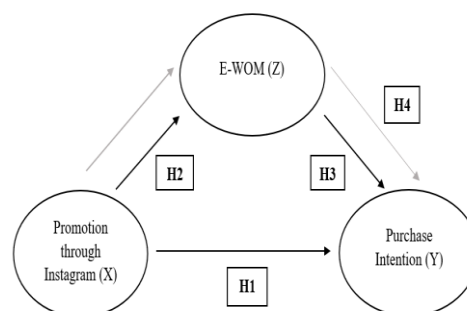


Figure 1. Framework of Thought

Hypothesis Development

The Effect of Promotion Through Instagram on Buying Interest

(Massie, 2016) states that promotion can be considered a campaign aimed at persuading people to engage with a process by asking the sender to specify products, services, ideas, locations, people, or other aspects of the campaign. E-marketing is the process of promoting products and services to customers through online media. Promotion, advertising, transactions, and payments can all be done using the website. The results of this study are in line with research (Jennifer & Saputra, 2021) which states that the variable online promotion of social media Instagram has a significant effect on consumer buying interest in Batam City.

H1: Promotion via Instagram is thought to have an effect on buying interest.

The Effect of Promotion Through Instagram on E-WOM

According to (Suparnoto & Setiobudi, 2021) social media marketing is an activity directed at encouraging people to increase their awareness, improve their reputation, or sell goods or services. Using social media such as Facebook, Instagram, Twitter, and other similar platforms to communicate with customers about specific products is the single most effective method of communication (Suparnoto & Setiobudi, 2021). This is in line with the results of research conducted (Putri & Sukawati, 2019) that social media promotion has a positive and significant effect on E-WOM.

H2: Promotion via Instagram is thought to have an effect on e-wom.

The Effect of E-WOM on Purchase Intention

Electronic word of mouth is a system that comes from word of mouth through social media, which contains messages related to products or services that are sent or received and consumers can convey them through online chat and messages (Nurdin & Wildiansyah, 2021). Electronic Word Of Mouth (EWOM) is a safe and effective method to use when

promoting products or services for a particular business because the cost of doing so is not too high and because its influence is already embedded through social media platforms such as Facebook, Twitter, Instagram, Line, and others (Elvina & Sarah, 2021). The results of this study are also in line with research conducted by (Aisyah & Engriani, 2019) where the results of their research state that E-WOM has a positive effect on purchase intention.

H3: E-WOM is thought to have an effect on purchase intention

The Effect of Promotion Through Instagram on Purchase Intention Mediated by E-WOM

According to (Adriyati & Indriani, 2017) electronic word of mouth is positive or negative feedback previously submitted by consumers regarding products or companies that have a wide customer base using social media. This communication used has an important role to influence consumers positively or negatively (Nurdin & Wildiansyah, 2021). The results of this study are also in line with research conducted by (Ariesandy, P., & Zuliestiana, 2019) which states that word of mouth can mediate the relationship between promotion via Instagram on purchase intention.

H4: The effect of promotion through Instagram on purchase intention with e-wom as mediation is thought to have an effect.

3. RESEARCH METHOD

This study uses a type of quantitative research. According to (Sugiyono, 2020) quantitative research methods are research methods based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, and data analysis is quantitative/statistical, with the aim of testing predetermined hypotheses. In this study, the dependent variable is Purchase Intention, the independent variable is promotion via Instagram and the mediating variable is E-wom.

In this study, the unit of analysis determined by the author is the users of the Instagram social media platform in Surakarta City for Promotion Through Instagram on Purchase Intention with e-wom as an intervening variable in "Kahf" skincare. The population in this study were all Surakarta City people who use Instagram social media. The sample in this study the criteria that respondents have seen promotions about "Kahf" skincare products on Instagram social media. The sampling of this research is not known exactly the number using the Rao Purba formula,

The sample size calculation is as follows:

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

$$n = 96,4$$

So based on the formula above, the minimum sample size is 96.4 people. To facilitate the calculation, the sample was rounded up to 100 people.

This study uses a sampling method, namely the type of nonprobability sampling with a Purposive sampling technique. According to (Sugiyono, 2020) Nonprobability sampling is a sampling technique by not providing equal opportunities or opportunities to each member or element of the population to be selected as a sample. Meanwhile, the Purposive sampling technique according to (Sugiyono, 2020) is a sampling technique by means of certain considerations. The criteria considered for the sample in this study are:

1. Have used Instagram social media
2. Have seen the promotion of "Kahf" skincare products on Instagram
3. Have used the product

This research uses data collection techniques, namely by questionnaire. The results of distributing the questionnaire must be quantitative data, so it requires an assessment with a Likert scale.

The type of data used is quantitative data, namely by distributing questionnaires about the effect of promotion via Instagram on buying interest with e-wom as an intervening variable in skincare "Kahf". The data source used in this study is primary data, where the data was obtained from direct observation by distributing questionnaires to respondents of Instagram users.

The analysis tool in this study uses the help of SMARTPLS 3.0 software. This research uses Structural Equation Model (SEM) analysis with Partial Least Square (PLS). PLS (Partial Least Square) is a powerful analysis method because it does not assume the data must be with a certain scale measurement (Ghozali, 2014). PLS-SEM analysis consists of two Outer models and an Inner model (Ghozali, 2014).

4. RESULT AND DISCUSSION

PLS Programme Scheme

In this study, hypothesis testing used the Partial Least Square (PLS) data analysis technique with the SmartPLS 3.0 program. The following is the PLS program model scheme tested:

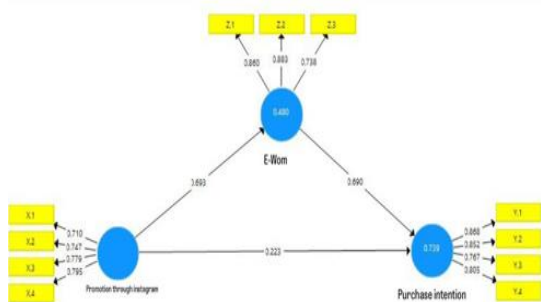


Figure 2. Outer Model

a. Analysis Outer Model
Convergent Validity

Table 1. Outer Loading Value

Variable	Indicator	Outer Loading
Promotion through Instagram (X)	X.1	0.710
	X.2	0.747
	X.3	0.779
	X.4	0.795
E-WOM (Z)	Z.1	0.860
	Z.2	0.883
	Z.3	0.738
Purchase Intention (Y)	Y.1	0.868
	Y.2	0.852
	Y.3	0.767
	Y.4	0.805

Source: Primary Data Processed, 2022

Based on the table above, it is known that each indicator of the research variable has many outer loading values > 0.7. However, according to Chin, (1998) the measurement scale loading value of 0.5 to 0.6 is considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators whose outer loading value is below 0.7, so all indicators are declared feasible or valid for research use and can be used for further analysis.

Discriminant Validity

Table 2. Average Variance Extracted value

Variable	AVE	Description
Promotion through Instagram (X)	0.575	Valid
E-WOM (Z)	0,688	Valid
Purchase Intention (Y)	0.679	Valid

Source: Primary Data Processed, 2022

Based on Table 2, each variable in this study shows an AVE value of > 0.5. Each variable in this study has a respective value for promotion via

Instagram of 0.575, E-WOM of 0.688, and purchase intention of 0.679. This shows that each variable in this study can be said to be valid in terms of discriminant validity.

Reliability Test

Reliability testing in this study uses Cronbach Alpha and Composite Reliability.

Table 3. Cronbach Alpha

Variable	Cronbachs Alpha
Promotion through Instagram (X)	0.757
E-WOM (Z)	0.771
Purchase Intention (Y)	0.842

Source: Primary Data Processed, 2022

Based on table 3 shows that the Cronbach alpha value of all variables in this study is above > 0.6 with a promotion value via Instagram of 0.757, E-WOM of 0.771, and purchase intention of 0.842. which means that the Cronbach alpha value has met the requirements so that all constructs can be said to be reliable.

Table 4. Composite Reliability

Variable	Composite Reliability
Promotion through Instagram (X)	0.844
E-WOM (Z)	0.868
Purchase Intention (Y)	0.894

Source: Primary Analysis Data, 2022

From Table 4, it can be shown that the composite reliability value of all research variables is > 0.7. With the value of the value of promotion via Instagram of 0.844, E-WOM of 0.868, and purchase intention of 0.894. This shows that each variable has fulfilled composite reliability so it can be concluded that all variables have a high level of reliability.

Multicollinearity test

The multicollinearity test can be seen from the tolerance value and variance inflation factor (VIF). Multicollinearity can be detected with a cut-off value that shows a tolerance value > 0.1 or the same as the VIF value < 5. Below is the VIF value in this study.

Table 5. Colinearity Statistic (VIF)

Purchase Intention	E-WOM
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Promotion through Instagram (X)	1.923	1.000
E-WOM (Z)		
Purchase Intention (Y)	1.923	

Source: Primary Analysis Data, 2022

Table 5, the results of Collinearity Statistics (VIF) to see the multicollinearity test with the results of the promotion variable via Instagram on purchase intention of 1.923 and on e-wom of 1.000. Then the value of the e-wom variable on buying interest is 1,923. Each variable has a cut-off value > 0.1 or the same as the VIF value < 5, so it does not violate the multicollinearity test.

b. Analysis Inner Model

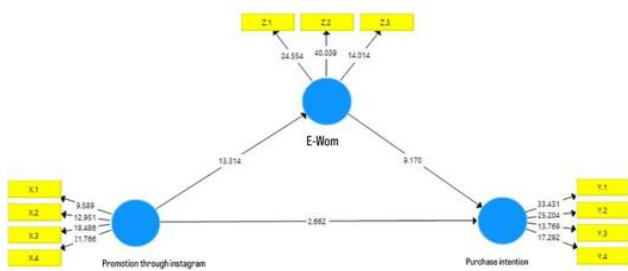


Figure 3. Inner Model

The inner model is used to test the effect between one latent variable and another latent variable. Inner model testing can be done with three analyses, namely measuring the R2 (R-square) value, Q Square, and Hypothesis Test.

Uji Coefficient Determination (R²)

Table 6. R-Square value

	R-Square
E-WOM (Z)	0,480
Purchase Intention (Y)	0,739

Source: Primary Analysis Data, 2022

Based on Table 6, R-Square is used to see the magnitude of the influence of the promotion variable via Instagram on E-WOM, namely with a value of 0.480 or 48%, which means it has a weak relationship. Meanwhile, the magnitude of the influence of promotion through Instagram and E-WOM on purchase intention is a value of 0.739 or 73.9%. So it can be said that this relationship is a moderate relationship.

The goodness of Fit Test

Table 7. Q-Square Value

	E-WOM	Minat Beli
Promotion through Instagram (X)	0.923	0.099
E-WOM (Z)		0.948
Purchase Intention (Y)		

Source: Primary Analysis Data, 2022

The results obtained in the table above are:

- a) The promotion variable via Instagram on E-WOM produces a Q-Square value of 0.923 which means > 0.02, > 0.15, and > 0.35 so the promotion variable via Instagram has a strong proportion of buying interest.
- b) The promotion variable via Instagram on purchase intention results in a Q Square value of 0.099 which means > 0.02 but < 0.15, and < 0.35 so the promotion variable via Instagram has a weak proportion of purchase intention.
- c) The E-WOM variable on purchase intention produces a Q Square value of 0.948 which means > 0.02, > 0.15, and > 0.35 so the E-WOM variable has a strong proportion of purchase intention.

c. Hypothesis Test

Direct Effect

Table 8. Direct Effect

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Promotion through Instagram (X) -> Purchase Intention (Y)	H1	0,223	2,883	0,004	Significant Positive
Promotion through Instagram (X) -> E-WOM (Z)	H2	0,693	13,176	0,000	Significant Positive
E-WOM (Z) -> Purchase Intention (Y)	H3	0,690	9,707	0,000	Significant Positive

Source: Primary Data Processed, 2022

Based on the table above, the interpretation is as follows:

- 1. The first hypothesis tests whether promotion via Instagram has a positive and significant effect on purchase intention. The table above shows a t-statistic value of 2.883 with a magnitude of influence of 0.223 and a p-value of 0.004. With a t-statistic value of 2.883 > 1.96 and a p-value of 0.004 < 0.05, it can be concluded that hypothesis one is accepted where there is a positive and significant influence between promotion via Instagram on buying interest.

2. The second hypothesis tests whether promotion via Instagram has a positive and significant effect on E-WOM. The table above shows a t-statistic value of 13.176 with an effect of 0.693 and a p-value of 0.000. With a t-statistic value of $13.176 > 1.96$ and a p-value of $0.000 < 0.05$, it can be concluded that hypothesis two is accepted where there is a positive and significant influence between promotion via Instagram on E-WOM.
3. The third hypothesis tests whether E-WOM has a positive and significant effect on purchase intention. The table above shows a t-statistic value of 9.707 with an effect of 0.690 and a p-value of 0.000. With a t-statistic value of $9.707 > 1.96$ and a p-value of $0.000 < 0.05$, it can be concluded that hypothesis three is accepted where there is a positive and significant influence between E-WOM on purchase intention.

Indirect Effect

Table 9. Indirect Effect

Indirect Effect	Hypothesis	Original Sample	t-Statistics	P Values	Description
Promotion through Instagram (X) → E-WOM (Z) → Purchase Intention (Y)	H4	0,478	8,204	0,000	Significant Positive

Source: Primary Data Processed, 2022

Based on the table above, the results show that: The fourth hypothesis tests whether E-WOM mediates the relationship between promotion via Instagram on purchase intention. Based on the table above, shows that the t-statistic value is 8.204 which means > 1.96 with a p-value of 0.000 which means $0.000 < 0.05$. So it can be concluded that E-WOM can mediate the relationship between promotion through Instagram and purchase intention.

Discussions

The Effect of Promotion Through Instagram on Buying Interest

In developing a business, promotion is one of the most powerful weapons for sales and marketing. Promotion is currently changing in the digital era, one of which is using Instagram media. This is also what the Kahf company does. In the results of this study, it is proven that promotion through Instagram media can increase buying interest from consumers. The results of this study are in line with research (Ariesandy, P., & Zuliestiana, 2019) where

the results of his research are the influence of Instagram promotion on buying interest. In conducting promotions through social media Instagram, business actors must provide information that is trustworthy, innovative, and also able to attract consumers so that it can increase buyer interest.

The Effect of Promotion Through Instagram on E-WOM

Promotion via Instagram has a positive and significant influence on E-WOM. This is in line with the results of research conducted by (Putri & Sukawati, 2019) that social media promotion has a positive and significant influence on E-WOM. The application of this promotion will make someone recommend a product to others if the product is satisfactory.

The most important thing is how to take advantage of social media in promoting or introducing the products offered to consumers. It is very important for business owners and marketers to understand how social media works as a communication, marketing tool and how they can significantly grow their business. Social media is a means of communication to be able to interact and share insights between users on a wide scale.

The Effect of E-WOM on Purchase Intention

E-WOM has a positive and significant influence on buying interest. This is in line with the theory expressed by (Soinbala & Bessie, 2020) defining E-WOM as a form of personal communication by someone to provide information or even influence others using electronic media such as the Internet. The results of this study are also in line with research conducted by (Aisyah & Engriani, 2019) where the results of their research state that E-WOM has a positive effect on purchase intention. Usually, a prospective customer trusts information obtained from close friends or other people more than information obtained from various media such as TV, Radio, Web, and Brochures. Information obtained from friends or other people can be in the form of reviews, stories of experiences, or comments about an object or event, known as word of mouth (WOM) communication. Most people tend to trust WOM more than any promotional method that is more formal in nature. People who receive recommendations based on WOM tend to be more confident that the recommender is speaking honestly and is not ridden with ulterior motives.

The Effect of Promotion Through Instagram on Purchase Intention Mediated by E-WOM

The calculation results show that E-WOM can mediate the effect of green marketing on purchase intention. This proves that the mediating ability of E-WOM on the relationship between promotion through Instagram and purchase intention is significant. These results provide evidence that the effect of promotion through Instagram on consumer buying interest can also depend on the attitudes that consumers have. Social media is a means of communication to be able to interact and share insights between users on a broad scale. The use of promotional strategies through good and appropriate social media is the core of marketing a product because, with this, traders can capture the attention of consumers and make products more remembered and spread from one person to another. This will be able to increase the buying interest of new consumers due to reviews or comments from other consumers.

The results of this study are in line with research conducted by (Ariesandy, P., & Zuliestiana, 2019) which states that word of mouth can mediate the relationship between promotion through Instagram on buying interest. With the promotion through social media, people who see or who have already bought will provide reviews and also recommend to friends or family so that consumer buying interest will increase.

Research Novelty

The novelty in this study is in the object of research, the object used by researchers is halal male skincare products, and the research variables used by researchers are Ewom, Purchase intention, and Promotion via Instagram. This research provides new and important insights into consumer preferences and behavior in the skincare market.

5. CONCLUSION

Based on the results of the data analysis, the conclusions obtained in this study are promotion via Instagram has a positive and significant effect on Purchase Intention so the first hypothesis is accepted. Promotion through Instagram has a positive and significant influence on E-WOM so the second hypothesis is accepted. E-WOM has a positive and significant effect on Purchase Intention so the third hypothesis is accepted. E-WOM can mediate the relationship between Instagram Promotion and Purchase Intention so that the fourth hypothesis is accepted.

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