



Korean Wave, Brand Ambassadors, and Gen Z's Cosmetic Purchase Decisions: The Mediating Role of Halal Image

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Abstract

Indonesia's beauty industry continues to grow year after year. This growth creates enormous opportunities in Indonesia's vast beauty market. The cosmetics industry is a flagship industry, meaning it is a priority sector that will play a major role in driving future economic growth. The purpose of this study is to analyse the influence of the Korean wave and brand ambassadors on the decision to purchase cosmetic products among Generation Z in Bukittinggi, both directly and indirectly through halal image as an intervening variable, as well as to determine the role of halal image in mediating the relationship between the Korean wave and brand ambassadors and the decision to purchase cosmetics among Generation Z in Bukittinggi. This research is quantitative in nature. It is classified as field research, which aims to study the background and circumstances intensively. This study uses SEM-PLS analysis, and the data were analyzed using the Warp Partial Least Squares programme. The respondents were 291 Gen Z individuals in Bukittinggi. The results indicate that the Korean Wave and brand ambassadors have a positive and significant effect on cosmetic purchasing decisions. In addition, the Korean Wave and brand ambassadors positively and significantly affect halal image, and halal image positively and significantly affects purchasing decisions. The mediation test results show that halal image mediates the influence of the Korean Wave and brand ambassadors on purchasing decisions. Thus, the Korean Wave, Brand Ambassadors, and Halal Image are important factors in increasing Gen Z's decision to purchase cosmetics in the city of Bukittinggi.

Keywords: Brand Ambassador, Halal Image, Korean Wave, Cosmetic Purchase Decision.

Introduction

Indonesia is one of the regions with potential for developing the beauty product market, resulting in the emergence of many new cosmetic brands. This has led to increasingly fierce competition and forced businesses to adapt to survive. Competition in the beauty and cosmetics industry occurs not only between local brands, but also with foreign brands that dominate the cosmetics market in Indonesia. (R. I. P. Sari, 2022)

The beauty product industry is part of a rapidly growing sector, with the industry developing and expanding every year. The development of the Indonesian beauty industry, as studied by researchers from the website of the Ministry of Industry of the Republic of Indonesia, is known to have increased by 9% in 2019, with the number of domestic companies, as well as the size of the cosmetics industry and small industries, reaching 797 companies, or 760 companies from last year (Suleman & Adya Prasetyo, 2022). This suggests that 2018 could bring great opportunities in the beauty industry, given the size of the Indonesian market. In such a competitive market, consumers have ample opportunities to shop and purchase beauty products that meet their needs and desires. Marketing therefore focuses less on how products

reach consumers and more on whether their benefits can fulfil consumers' needs and desires (Chusnah & Nurlailasari, 2023).

The growing number of cosmetics users and people's desire to look attractive in public are among the reasons why the cosmetics industry is thriving in Indonesia. Market demand for cosmetics continues to increase every year. Consumers' selective behaviour has led companies to compete to provide products that meet potential buyers' needs and desires, with high quality and the best available options. Today, business competition requires every company to meet consumer needs and strive to create products with distinct advantages. Cosmetic products on the market influence people's attitudes towards purchasing and using goods (Walangitan, 2021).

In line with current cosmetic trends, Gen Z is increasingly interested in natural, back-to-nature cosmetic products that positively impact the environment (Amaliyah et al., 2025). On the other hand, amid the growing phenomenon of hijrah among Gen Z, more and more are choosing cosmetics with halal certification and seeking trends and innovations that help them look beautiful in the modern era in a way that aligns with Islamic values.

Consumer behaviour is an important indicator that companies must pay attention to, as it helps identify what consumers need. Celebrity brand ambassadors and a positive brand image are also very important for marketing a product (A. W. Sari et al., 2023). Marketing strategies greatly influence purchasing decisions and aim to increase profits. Each element of the marketing mix can influence consumers in various ways. The elements of the marketing mix are: Product, Price, Promotion, and Place. The marketing mix for products is commonly known as the 4P (Subakti, 2019).

The purchase decision is a stage in the buyer's decision-making process where consumers will actually purchase the product they have chosen. Before planning marketing, A company needs to identify consumers, their targets and their decision-making processes (Budiyanto et al., 2022). Many purchasing decisions involve several participants who play different roles, such as idea generators, influencers, decision makers, buyers, and users. A purchasing decision is a consumer decision that takes into account the information they know and the reality of the product after they have seen it (Kolinung et al., 2023).

Hallyu originated from the Korean word hallyu, which means Korean wave. Hallyu is the spread of modern Korean popular culture and the Korean entertainment industry throughout the world in the form of popular music (K-pop), television dramas (K-dramas), films, animation, fashion, and cuisine, which began to spread in the mid-1990s and continues to transform through new versions to this day (Thamrin & Gabriella, 2025). Korea's wave occurred as a result of the South Korean government's strategy to promote its products, which is a global phenomenon in the industrial sector, not only in terms of producing goods and selling them abroad, but also in terms of influencing and determining the number of consumers of the products produced (Novarianti & Ardiyansyah, 2021).

Korean dramas, K-Pop music, and eccentric fashion trends à la Korean stars, known as the Korean Wave, are now hugely popular among Gen-Z. People use various languages when interacting with one another. This is inseparable from the digital era, which has become a space for the entry and exit of various things, including culture (Amelia & Aprilia, 2022).

Brand ambassadors are part of marketing; their presence creates an impression, making consumers selective in their choices and enhancing their status by choosing what the brand

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ambassador uses. This is one of the factors consumers consider when deciding whether to trust the message conveyed by advertisers (D.a, 2021).

Brand ambassadors are often public figures who are role models or idols in society and have a positive image. Brand ambassadors create an emotional connection between a brand or company and consumers, indirectly building the product's image and influencing purchasing and usage decisions. As stated by Diyah Ariani in her research entitled 'The Influence of Slogans and Brand Ambassadors on Brand Awareness', she concluded that there is a positive and significant influence between the variables of slogans and brand ambassadors on the variable of brand awareness (Ainiah et al., 2022).

The word Halal comes from the Arabic root word Halal, Yahullu, Hallan wa Halalan, which means to break the state of ihram, to be permitted or allowed. When the word is associated with an item, it means that it is halal (permitted to be eaten or drunk). However, when associated with a place, the word means to stop, stay, reside or dwell (Munawwir, 1997). Yunus al-Mashri defines production practices with several restrictions, namely: (1) producing goods and services that are halal and beneficial to humans. Therefore, it is haram to produce dirty goods that can harm the mind, soul and body of humans. Goods and services must benefit humanity and increase their happiness. (2) Production should prioritise goods and services that are primary needs (Dharuriyat) for humans. Once primary needs are met, then goods for secondary needs (Hajiyat) should be produced, followed by goods for tertiary needs (Tahsinियat)(Mashri, 1993).

Based on the background above, the author aims to determine how the Korean Wave and brand ambassadors influence the decision to purchase cosmetics, with Halal Image as an intervening variable.

Literature review

The theory of purchasing decisions stems from consumer behavior, which refers to the way individuals, groups, and organizations select, acquire, use, and utilize goods, services, ideas, or experiences to fulfil their various needs and desires (Kotler & Keller, 2016). The stages in the purchasing decision-making process include concrete steps buyers take when they want to make a transaction. Consumers have the freedom to choose products that suit their needs, determine the location and method of purchase, and determine the quantity of goods to be purchased (Kotler & Gery, 2012). In Islam, purchasing decisions are part of consumer behavior that is closely related to individual decisions in competition and in choosing and using goods and services.

According to Boyd Walker, purchasing decision-making is an approach to solving a problem in human activities by buying a product to meet an individual's needs and desires (Walker, 1997). Several studies have mentioned that, based on the analysis and discussion conducted regarding the process of the formation of Creative Business from the influence of the Korean Wave and the role of the Korean Wave on Creative Business in East Java Province, the results show that the spread of the Korean Wave can play a role in Creative Business in East Java Province (Lazzuarda, 2022). Further research states that brand ambassadors significantly affect students' decisions to purchase skincare products at STIE Pancasetia

Banjarmasin, showing that they directly increase students' preference for purchasing skincare products. The Korean Wave also significantly influences students' skincare purchase decisions at STIE Pancasetia Banjarmasin, indicating that its popularity directly increases their likelihood of buying skincare products (Huda et al., 2024).

Another study mentions that the Korean Wave strongly influences brand image, although its impact on purchase decisions is not directly significant. This indicates that although popular cultural trends such as the Korean Wave can increase brand appeal, this does not always directly encourage consumers to purchase the product. Conversely, a positive brand image, which the Korean Wave may reinforce, has proven more effective in influencing purchasing decisions. Therefore, these findings imply that brands must focus on developing a strong, consistent brand image and use elements of the Korean Wave to enrich consumers' perceptions of the brand. The proposed solution is to strategically integrate these pop culture elements into marketing campaigns, not just as a temporary trend, but as an integral part of the brand communication strategy. This will not only strengthen the brand image but also gradually increase purchasing decisions through increased brand awareness and appeal among consumers (Huda et al., 2024).

Further research suggests that companies should focus more on strengthening their brand image because it has the strongest influence on consumer purchasing decisions. Companies can also improve their marketing strategies to build a positive brand image through product quality and effective marketing communication. Although the Hallyu Wave and Brand Ambassadors do not have a significant partial effect, both can still be used as supporting strategies to increase brand appeal and awareness. In addition, researchers are advised to add other variables such as product quality, price, promotion, or brand trust, and to expand the number of respondents so the results are more comprehensive (Wardani & Santosa, 2020).

Based on the above description, research on the Korean Wave using halal image as an intervening variable has not been studied. This is an opportunity for the author to present the Mediation Effect of Halal Image in the Relationship between the Korean Wave and Brand Ambassadors on Purchasing Decisions among Generation Z in the city of Bukittinggi. This study aims to show its novelty and distinguish it from previous studies.

Research method

This study uses a quantitative approach with field research to analyse the influence of the Korean wave and brand ambassadors on purchase decisions for cosmetic products, with halal image as an intervening variable. The population in this study consists of consumers who have purchased or used cosmetic products and are aware of the Korean wave phenomenon and brand ambassadors of the products being studied. The research sample consisted of 291 respondents, in line with RAO Purba's view that sampling must be random and representative so that statistical inferences drawn from the sample apply to the population (Sugiyono, 2008). The study used primary data collected through questionnaires with a five-point Likert scale, supported by secondary data from literature and previous studies (Ramdona et al., 2025). Data analysis used SEM-PLS with SmartPLS, including testing the outer model (validity and reliability), the inner model (R-square and Path Coefficients), and mediation testing through bootstrapping to determine the role of halal image as an intervening variable (Nusrang et al., 2023).

Results

Measurement Model Evaluation (Outer Model)

The first step in using the partial least squares method is to test the measurement model (outer model). The measurement model (outer model) is evaluated to assess the model's validity and reliability. The measurement model parameters include convergent validity, discriminant validity, composite reliability, and Cronbach's alpha.

The Average Variance Extracted (AVE) value is required to evaluate convergent validity, with a criterion value above 0.50. The Average Variance Extracted (AVE) values are as follows.

Table 1. *Average Variance Extracted (AVE).*

Variable	<i>Average Variance Extracted (AVE)</i>	Keterangan
Korean Wave	0.813	Valid
Brand Ambassador	0.570	Valid
Halal Image	0.720	Valid
purchasing decisions	0.564	Valid

Source: Primary data processed, 2026

Discriminant validity is assessed using the cross-loading values of the measurements with their constructs. Another method to assess discriminant validity is to compare the average variance extracted (AVE) root for each construct with the correlations between constructs and other constructs in the model.

Table 2. *Average variance extracted value (AVE)*

Variabel	Average variance extracted (AVE)
KW (X1)	0.813
BA(X2)	0.570
PD (Y)	0.564
HI (Z)	0.720

Source: Primary data processed, 2026

According to Table 2, all variables meet the convergent validity standard, with Average Variance Extracted (AVE) above 0.5, indicating that all variables are valid.

When analysing data using partial least squares (PLS), reliability tests are also carried out alongside validity tests to measure the internal consistency of the measuring instrument. Reliability indicates the accuracy, consistency, and precision of a measuring instrument. Reliability tests can be performed using two methods, namely Cronbach's alpha and Composite Reliability. The rule of thumb is that the alpha or composite reliability value must be greater than 0.7, although 0.6 is still acceptable.

Table 3. *Composite Reliability dan Cronbach's Alpha Value.*

	Cronbach's alpha	Composite reliability (rho a)	Keterangan
KW (X1)	0.776	0.833	<i>Reliable</i>
BA(X2)	0.849	0.850	<i>Reliable</i>
PD (Y)	0.845	0.852	<i>Reliable</i>
HI (Z)	0.870	0.880	<i>Reliable</i>

Source: Primary data processed, 2026

Table 3 shows the composite reliability results for each construct, namely Korean wave (0.833), Brand Ambassador (0.850), Purchase Decision (0.852), and Halal Image (0.880). The Cronbach's alpha results for each construct are Korean wave (0.776), Brand Ambassador (0.849), Purchase Decision (0.845), and Halal Image (0.870).

Structural Model Evaluation (Inner Model)

Inner model testing, or structural model evaluation, is conducted after outer model testing, or measurement model evaluation, is complete. Structural models in PLS can be evaluated using R2 for dependent constructs, path coefficient values or t-values for each path to test significance between constructs in the structural model. The R2 value measures the variation in the dependent variable explained by the independent variables. The table below shows the R-square results calculated using SmartPLS 4.0. The following are the R-square values for each endogenous variable:

Table 4. *R-Square Variabel Endogen Value.*

Variabel	R-square	R-square adjusted
Y (Purchasing decisions)	0.673	0.670
Z (Halal Image)	0.646	0.644

Source: Primary data processed, 2026

Table 4 shows that the R-square value for the purchase decision variable is 0.673. This means that the Korean Wave, Brand Ambassador, and Halal Image variables explain 67.3% of the variation in the purchase decision variable, while the remaining 32.4% is explained by variables outside the proposed model. The R-square value for the Halal Image variable is 0.646. This means the Korean Wave and Brand Ambassador variables explain 64.6% of the variation in the Halal Image variable, while variables outside the proposed model explain the remaining 35.4%.

Furthermore, the model can be measured with Q-square to assess the capability of a model. The results of the Q-square calculation in this study are as follows:

$$Q^2 = 1 - (1 - R1^2) \times (1 - R2^2)$$

$$Q^2 = 1 - (1 - 0,673) \times (1 - 0,670)$$

$$Q^2 = 1 - (0,327) \times (0,33)$$

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$$Q^2 = 1 - 0,10791$$

$$Q^2 = 0,89209$$

$$Q^2 = 89,2\%$$

According to the Q-square test above, the predictive relevance value is 0.892, or 89.2%. Meanwhile, the remaining 10.2% is explained by other variables not included in this research model.

Table 5. Path Coefficients (Inner Model).

	Purchase decision (Y)	Halal Image (Z)	Brand Ambassador (X2)	Korean Wave (X1)
Korean Wave (X1)	0.187	0.483		
Brand Ambassador (X2)	0.249	0.399		
Purchase decision (Y)				
Halal Image	0.466			

Source: Primary data processed, 2026

Based on Table 5, there are no negative results, indicating that the Korean wave variable positively influences purchasing decisions and the Halal Image variable. Furthermore, the Brand Ambassador variable has a positive influence on the purchasing decision variable and the Brand Ambassador variable has a positive influence on Halal Image. Finally, the Halal Image variable as an intervening variable influences the purchasing decision variable.

Hypothesis test results

The results of the structural model testing can be seen in Figure 1 below:

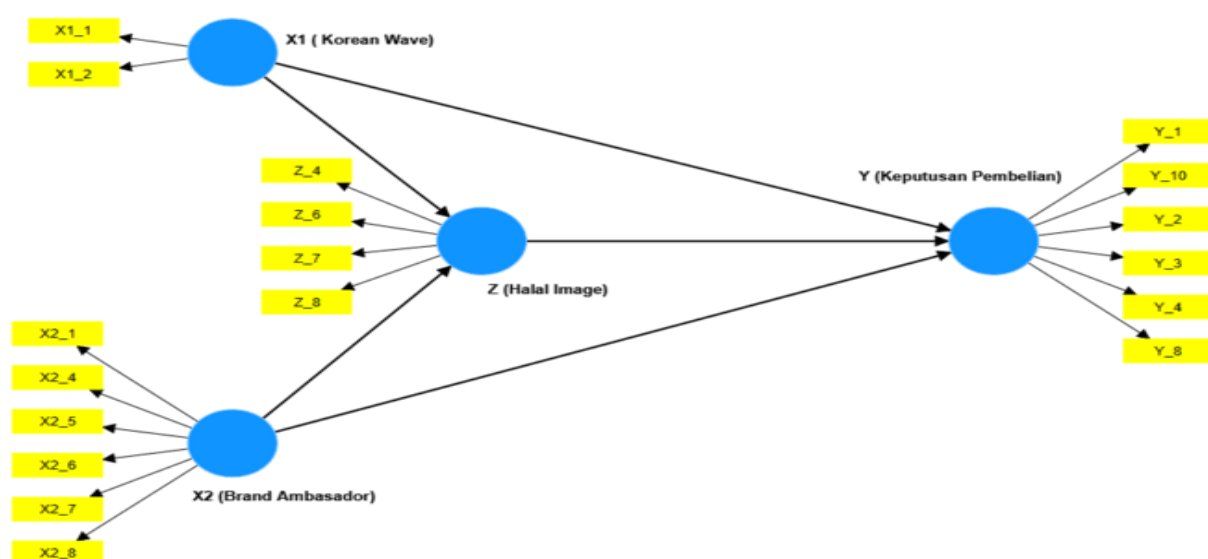


Figure 1. Hypothesis Testing Results

Table 6. Hypothesis Bootstrapping Test.

Variable	Original Sample (O)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P value	Note
X1 (Korean Wave) -> Y (Purchase Decision)	0.187	0.070	5.896	0.000	Positive & Significant
X1 (Korean Wave) -> Z (Halal Image)	0.483	0.058	8.293	0.000	Positive & Significant
X2 (Brand Ambassador) -> Y (Purchase Decision)	0.249	0.068	6.379	0.000	Positive & Significant
X2 (Brand Ambassador) -> Z (Halal Image)	0.399	0.058	6.856	0.000	Positive & Significant
Z (Halal Image) -> Y (Purchase Decision)	0.466	0.069	6.788	0.000	Positive & Significant

Source: Primary data processed,2026

Table 6 shows the path coefficient values indicated by the t-statistics and p-values for the direct relationship between the exogenous variables and the endogenous variables.

Table 7. Indirect Effect Test Results

Variable	Original Sample (O)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P value	Note
X1 (Korean Wave) -> Z (Halal Image) -> Y (Purchase Decision)	0.225	0.043	5.210	0.000	Positive & Significant
X2 (Brand Ambassador) -> Z (Halal Image) -> Y (Purchase Decision)	0.186	0.038	4.953	0.000	Positive & Significant

Source: Primary data processed, 2026.

Table 7 shows the path coefficient values, indicated by t-statistics and p-values, for the indirect relationship between the exogenous and endogenous variables.

Discussion

The Influence of the Korean Wave (X1) on Purchasing Decisions (Y)

The Korean Wave variable in this study was measured using one indicator, namely advertising, which was divided into two statement items, while purchasing decisions in this study were measured using four indicators, namely product choice, brand choice, purchase timing, and purchase quantity, which were divided into four statement items.

The results of this study are consistent with previous research conducted by Rachman & Yusuf (2020) regarding the Korean Wave's significant positive influence on the purchase decision variable for the official album of the K-pop girl group BLACKPINK. The research described in the paragraph above shares similarities and differences with the previous study conducted by Rifqi Taufik Rachman. The similarity lies in the research focus: both examine the influence of the Korean Wave on purchasing decisions and show that the Korean Wave has a positive and significant effect on purchasing decisions. Furthermore, both studies employ a quantitative approach to test the relationship between variables. However, the research subjects differ: this study focuses on cosmetic products, while the previous study focused on purchasing official albums by the K-pop group Blackpink. Another difference lies in the indicators used to measure the purchase decision variables, which in this study include product selection, brand selection, time of purchase, and purchase quantity, as well as the use of the SmartPLS 4.0 analysis method, which may differ from that used in the previous study.

The Influence of Brand Ambassador (X2) on Purchase Decisions (Y)

The Brand Ambassador variable in this study was measured through four indicators, namely Visibility (popularity), Credibility, Attraction, and Power, which were divided into six statement items, while the purchase decision in this study was measured using four indicators, namely Product Choice, Brand Choice, Purchase Timing, and Purchase Quantity, which were divided into 6 statement items.

The results of this study are consistent with previous research conducted by Sekar Wijayanti, Sudharto P Hadi, and Sari Listyorini (2023), which found that the Nature Republic brand has a significant positive influence on the variables affecting purchasing decisions. This indicates that the popularity of the Nature Republic brand is accompanied by consumer purchasing interest. The similarities and differences between the study described above and the study in the concluding section are as follows. Both studies examine the influence of brand ambassadors on purchasing decisions and show that brand ambassadors have a positive and significant effect on purchasing decisions. This indicates that brand ambassadors' popularity, credibility, attractiveness, and influence can shape consumer interest and purchase decisions. However, the differences lie in the indicators and context of the research: this study measures brand ambassador variables in detail through four indicators—namely, visibility, credibility, attraction, and power—and uses purchase decision indicators covering product selection, brand choice, timing, and purchase quantity.

The Influence of the Korean Wave (X1) On Halal Image (Z)

The Korean Wave variable in this study was measured through four indicators, namely Visibility (popularity), Credibility, Attraction, and Power, which are divided into six statement items. The Halal Image variable in this study is measured through three indicators, namely Islamic Symbols, Product Labelling, and Islamic Branding Image, which are divided into four statement items.

The results of this study are consistent with previous research conducted by Noor Rizkyana Febiyanti (2022) which found that Korean waves have a significant positive

influence on the value of halal image. The similarities and differences between the study described in the paragraph above and that conducted by Noor Rizkyana Febiyanti can be explained as follows. Both studies examined the influence of the Korean Wave on halal image and showed that the Korean Wave has a positive and significant effect on halal image. This indicates that the Korean cultural phenomenon can influence consumers' perceptions of a product's halal image. However, the differences lie in the measurement of variables, whereby this study measures the Korean Wave variable using four indicators—namely, visibility, credibility, attraction and power—and the halal image variable using indicators such as Islamic symbols, product labelling and Islamic branding, which are elaborated in detail across several statement items.

The Effect of Brand Ambassador (X2) on Halal Image (Z)

The Brand Ambassador variable in this study was measured through four indicators, namely advertising, which was divided into two statement items. The Halal Image variable in this study was measured through three indicators, namely Islamic Symbols, Product Labelling, and Islamic Branding Citral, which were divided into four statement items.

The results of this study are consistent with previous research conducted by Wulan Syah Fitri and Wan Laura Hardilawati (Fitri et al., 2025), which found that the Al-Mambasaldor brand has a significant positive influence on the value of the brand's image. The similarities and differences between the study described above and the one conducted by Wulan Syah Fitri and Wan Laura Hardilawati can be explained as follows. Both studies examined the influence of brand ambassadors on halal image and showed that brand ambassadors have a positive and significant effect on halal image. This indicates that brand ambassadors can enhance consumers' perception of a product's halal image. However, the differences lie in variable measurement and depth of analysis: this study measures the brand ambassador variable through advertising indicators broken into two statement items, and measures halal image through indicators such as Islamic symbols, product labelling, and Islamic branding in detail.

The Effect of Korean Wave (X1) on Purchase Decisions (Y) with Halal Image (Z) as an Intervening Variable

The Korean Wave variable in this study was measured using one indicator, namely advertisements, which consisted of two statements. Meanwhile, purchasing decisions in this study are measured using four indicators, namely product selection, brand selection, time of purchase, and selection of purchase quantity, which are divided into six statement items. The Halal Image variable in this study is measured using three indicators, namely Islamic symbols, product labelling, and Islamic branding image, which are divided into four statement items.

The results are consistent with previous research by Rifki Taufi Rachaman and Ramayani Yusuf (2020) on the Korean wave's significant positive influence on purchase decisions for the official album of the K-pop girl group Blackpink. However, this study differs by including image as an intervening variable. The similarities and differences between the study described above and the research conducted by Rifqi Taufi Rachman and Ramayani Yusuf are as follows. Both studies examine factors influencing purchasing decisions and show a positive, significant influence on purchasing decisions. Furthermore, both studies relate to the Korean Wave phenomenon, which influences consumer behaviour. However, they differ

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in the variables used and the research model: this study adds the ‘halal image’ variable as an intervening variable influencing purchasing decisions, while the study mentioned at the end focuses solely on the direct influence of the Korean Wave on purchasing decisions without involving any mediating variables. Furthermore, this study utilises more detailed indicators in measuring halal image and purchasing decisions, as well as a different research context, namely cosmetic products, whereas previous research has focused on purchases of official K-pop albums.

The Effect of Brand Ambassador (X2) on Purchase Decision (Y) with Halal Image (Z) as an Intervening Variable

The Brand Ambassador variable in this study was measured using four indicators, namely Visibility (popularity), Credibility, Attraction, and Power, which were divided into six statement items. Meanwhile, purchasing decisions in this study are measured using four indicators, namely product selection, brand selection, time of purchase, and quantity of purchase, which are divided into six statement items. The Halal Image variable in this study is measured using three indicators, namely Islamic Symbols, Product Labelling, and Islamic Branding Image, which are divided into four statement items.

The results of this study are consistent with previous research conducted by Sekar Wijayanti, Sudharto P Haldi and Salri Listyorini(2023) regarding the fact that the Ambassador brand exerts a significant positive influence on the purchase decision-making variables for the Nature Republic brand. This indicates that the popularity of the Ambassador brand is accompanied by consumer purchasing interest. However, this study differs in that brand image acts as an intervening variable. The similarities and differences between the study described above and the research conducted by Sekar Wijayanti, Sudharto P. Hadi, and Sari Listyorini can be explained as follows. Both studies examined the influence of brand ambassadors on purchasing decisions and found that brand ambassadors have a positive and significant influence on purchasing decisions. This indicates that brand ambassadors' popularity, credibility, and appeal can increase consumers' purchasing interest. However, the difference lies in the research model used: this study incorporates the ‘halal image’ variable as an intervening variable capable of mediating the influence of brand ambassadors on purchasing decisions, whereas the study mentioned at the end only tests the direct influence of brand ambassadors on purchasing decisions without involving any mediating variables.

The Effect of Halal Image (Z) on Purchase Decisions (Y)

The Halal Image variable in this study was measured through three indicators, namely Islamic Symbols, Product Labelling, and Islamic Branding Image, which were divided into four statement items. While purchasing decisions in this study were measured using four indicators, namely Product Choice, Brand Choice, Purchase Timing, and Purchase Quantity, which were divided into six statement items.

The results are consistent with previous research by Ayu Paramita, Hapzi Ali, and Fransiskus Dwikoco (2022), which found that brand loyalty influences purchasing behaviour, product quality influences purchasing behaviour, and purchasing behaviour influences

purchasing decisions. The similarities and differences between the study described in the paragraph above and the study conducted by Ayu Paramita, Hapzi Ali, and Fransiskus Dwikoco are as follows. Both studies examine the halal aspect of products and show that halal variables, such as halal image and halal labelling, positively and significantly influence consumer behaviour. Both also affirm that halal factors can increase both purchase interest and purchasing decisions. However, the differences lie in the research models and variables used: this study directly tests the influence of halal image on purchasing decisions, whilst the study mentioned in the concluding section employs a more complex model involving the variables of halal labelling and product quality on purchase interest, which subsequently influences purchasing decisions as a subsequent variable. Furthermore, this study uses more detailed indicators to measure halal image and purchasing decisions, while the other study places greater emphasis on a sequential relationship through purchase interest.

Conclusion

Based on the PLS-SEM results, all variables in this study positively and significantly influence the decision to purchase cosmetic products, both directly and indirectly. The Korean Wave and Brand Ambassador have been proven to enhance the Halal Image and directly influence purchasing decisions. In addition, Halal Image also acts as an intervening variable that strengthens the influence of the Korean Wave and Brand Ambassador on purchasing decisions. Positive path coefficients, t-statistics greater than the t-table (1.96), and p-values smaller than 0.05 across all hypotheses indicate that this research model is statistically significant and valid. Thus, the results confirm that marketing strategies that utilise the Korean Wave phenomenon, the appropriate use of Brand Ambassadors, and the strengthening of Halal Image are important factors in increasing consumer purchasing decisions. This study is expected to serve as a reference for business actors and future researchers in developing effective marketing strategies aligned with market characteristics.

The researchers acknowledge that this study has limitations in sample size, which was limited to Gen Z in the city of Bukittinggi. For future researchers, it is recommended to add other variables that may influence purchasing decisions, such as religiosity, brand trust, electronic word of mouth, or lifestyle, to make the research model more comprehensive.

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