

Exploring The Mediating Role of Influencer Credibility on Halal Products: Does Over-Endorsement Still Influence Purchase Intention?

Cut Misni

Universitas Syiah Kuala
cutriana17@gmail.com

T Meldi Kusuma

Universitas Syiah Kuala
teukumeldi@usk.ac.id

Hendra Halim

Universitas Syiah Kuala
hendra.halim@usk.ac.id

Fakhrurrazi

Universitas Syiah Kuala
fakhrurrazi.amir@usk.ac.id

Abstract

This study analyzes the effect of over-endorsement on purchase intention toward halal products, both directly and through Influencer Credibility as a mediating variable, among consumers in Aceh Province. The research is motivated by the rapid growth of influencer marketing in Indonesia's halal economy, the emergence of over-endorsement, excessive brand promotion within a short period that raises doubts about a recommendation's sincerity, and Aceh's implementation of Islamic law, which shapes local consumers' expectations of integrity. Using a quantitative SEM-PLS (Structural Equation Modeling-Partial Least Squares) approach via SmartPLS 4.0, primary data were collected from 150 respondents in Aceh through purposive sampling and a Likert-scale questionnaire, focusing on followers and viewers of three Acehese influencers who actively endorse halal products. The results show that over-endorsement has a negative and significant effect on purchase intention, both directly and through influencer credibility; it also significantly lowers influencer credibility, while credibility itself has a strong positive effect on purchase intention. The mediation test confirms that influencer credibility partially mediates this relationship, as both direct and indirect paths are significant. Overall, for consumers in Aceh, over-endorsement reduces purchase intention through two simultaneous channels: directly, by triggering skepticism, and indirectly, by undermining the credibility halal-conscious consumers rely on.

Keywords: Over-Endorsement, Influencer Credibility, Purchase Intention, Halal Products

Abstrak

Pesatnya pertumbuhan influencer marketing dalam ekonomi halal Indonesia diiringi oleh efek samping yang mengkhawatirkan, yaitu over-endorsement, praktik promosi berlebihan yang dilakukan seorang influencer terhadap banyak merek dalam waktu singkat, sehingga menimbulkan

keraguan atas ketulusan setiap rekomendasi yang diberikan. Penelitian ini menguji apakah over-endorsement memengaruhi minat beli konsumen terhadap produk halal secara langsung, secara tidak langsung melalui kredibilitas influencer, atau melalui keduanya. Penelitian ini berfokus pada pengikut dan penonton tiga influencer asal Aceh, yaitu Herlin KENZA, Zsalsa Nadila, dan Mutia Lifyana, yang aktif melakukan endorsement produk halal di Instagram dan TikTok. Dengan pendekatan kuantitatif, data kuesioner dikumpulkan dari 150 responden yang berdomisili di Provinsi Aceh, dipilih melalui purposive sampling, dan dianalisis menggunakan Structural Equation Modeling-Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa over-endorsement berpengaruh negatif dan signifikan terhadap minat beli, baik secara langsung maupun melalui pelemahan kredibilitas influencer; over-endorsement juga secara signifikan menurunkan kredibilitas influencer, sementara kredibilitas itu sendiri berpengaruh positif kuat terhadap minat beli. Kredibilitas influencer terbukti memediasi secara parsial hubungan antara over-endorsement dan minat beli. Temuan ini mengindikasikan bahwa aktivitas endorsement yang berlebihan tidak sekadar membuat audiens jenuh, melainkan mengikis kepercayaan yang diberikan konsumen halal kepada pembawa pesan, dan pengikisan tersebut membawa konsekuensi tersendiri yang independen terhadap minat beli. Brand dan influencer produk halal yang beroperasi di pasar religius seperti Aceh sebaiknya memperlakukan frekuensi endorsement sebagai aset kredibilitas yang perlu dikelola, bukan semata sebagai metrik jangkauan yang harus dimaksimalkan.

Kata Kunci: Over-Endorsement, Kredibilitas Influencer, Minat Beli, Produk Halal

INTRODUCTION

Social media penetration in Indonesia reached 191.2 million active users in early 2025, or 67.9 percent of the total population, with Instagram and TikTok as the two platforms with the highest daily usage rates (We Are Social & Meltwater, 2025). This scale of connectivity makes influencer marketing a key channel for brands to reach consumers, and no context is more significant than the halal industry. As the country with the world's largest Muslim population, Indonesia is a strategic market for the global halal industry: the halal sector's contribution to the national GDP reached 47.27 percent, or the equivalent of Rp10,600 trillion, in 2024 (KNEKS, 2024), while global Muslim consumer spending in the halal economy is projected to grow from USD 2.43 trillion in 2023 to USD 3.36 trillion in 2028 (DinarStandard, 2024/2025).

Influencers have now become key intermediaries in this market, not only as promoters but also as informal educators who share knowledge about halal certification and Islamic values with their followers. However, the very growth that has made influencers indispensable in halal product marketing has also given rise to a concerning phenomenon: over-endorsement, where an influencer floods their followers with sponsored content from too many brands in a short period of time, driven more by financial motivation than genuine conviction (Cheah et al., 2024). When

followers see an influencer promoting various halal products even those that overlap within a short period, their “persuasion knowledge” is activated (Hung et al., 2011), triggering doubts about whether the endorsements reflect genuine experiences or are merely for financial gain.

This raises a research question worth testing: Does over-endorsement directly reduce consumers’ purchase interest in halal products, or does a mechanism such as influencer credibility act as an intermediary before that reduction occurs? Previous research has largely examined this relationship in general, non-religious markets (Cheah et al., 2024); consequently, there is still limited research examining the same mechanism in a context where the product itself carries religious significance and consumers demand higher standards of integrity from influencers such as in Aceh, the only province in Indonesia that officially implements Sharia law in public life.

To address this gap, this study analyzes the effect of over-endorsement on the intention to purchase halal products both directly and through influencer credibility as a mediating variable among the followers and viewers of three Acehnese influencers Herlin Kenza, Zsalsa Nadila, and Mutia Lifyana who actively endorse halal products on Instagram and TikTok. This study is expected to enrich the theoretical literature on influencer marketing and consumer behavior regarding halal products, as well as provide practical insights for halal product brands and influencers in managing endorsement activities responsibly.

LITERATURE REVIEW

Purchase Intention

Purchase intent describes consumers’ tendency or plan to buy a product that is, the psychological stage that precedes the actual purchase (Kotler & Keller, 2016). In the context of digital marketing, purchase intent is shaped by exposure to product information through digital platforms, including endorsements from influencers (Lou & Yuan, 2019). Specifically for halal products, consumers cannot always independently verify halal status and therefore rely heavily on trusted information sources, making source credibility one of the strongest predictors of purchase intent (Abd Rahman et al., 2015; Cheah et al., 2024). This study measures this construct using six indicators adapted from Cheah et al. (2024): interest in trying the endorsed service, product, and brand.

Over-Endorsement

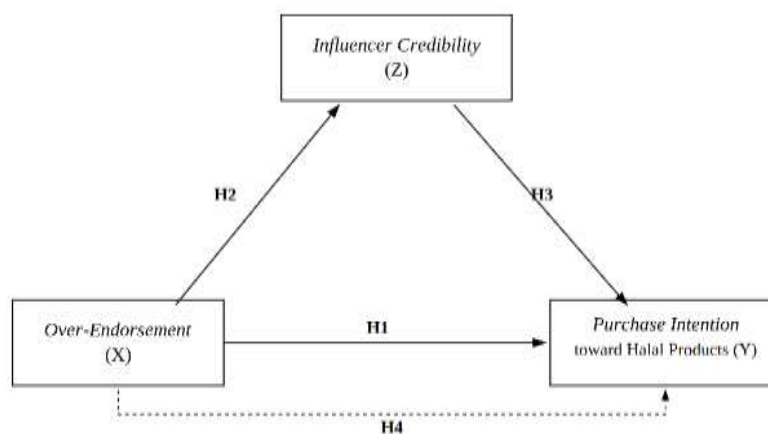
Over-endorsement describes a situation in which followers perceive an influencer as consistently promoting various products with similar functions or from the same category within a short period of time, thereby reinforcing the impression that the influencer lacks genuine belief in the endorsed products (Cheah et al., 2024). This concept stems from research by Tripp et al. (1994) on multiple celebrity endorsements, which found that celebrities who endorse four or

more products experience a 32 percent decline in credibility. Cheah et al. (2024) identified four cumulative indicators of this phenomenon: high endorsement frequency, similarity in the categories of promoted products, a mismatch between the products and the influencer's identity, and the detection of a financial orientation that overrides content integrity. This study measures over-endorsement using eight indicators, including emotional rejection, perceived financial orientation, content fatigue, and relationship damage.

Influencer Credibility

An influencer's credibility refers to followers' perceptions of the influencer's level of trustworthiness, honesty, and expertise in recommending products (Lou & Yuan, 2019; Belanche et al., 2021). Unlike credibility in the context of traditional communication, an influencer's credibility is built through ongoing digital interactions and is constantly evaluated based on the influencer's consistency and integrity over time. In the specific context of halal products, credibility has an additional dimension: followers must believe that the influencer genuinely understands and prioritizes halal aspects, rather than merely exploiting religious sentiments for commercial gain (Shamim et al., 2024). Self-Congruity Theory states that when a consumer's religious identity aligns with the values genuinely held by an influencer, purchase intent is more likely to develop (Yang et al., 2022). This study measures influencer credibility using six indicators adapted from Cheah et al. (2024): trust, honesty, and expertise.

Together, these three constructs trace the psychological path consumers take—from detecting patterns of excessive endorsement, to assessing whether an influencer remains credible, to making an actual purchase decision which makes influencer credibility central to understanding how over-endorsement translates into consumer behavior in Aceh's halal product market. Based on the literature cited above, Figure 1 illustrates the relationship between the independent, mediating, and dependent variables.



(Adapted from Cheah et al., 2024)

Figure 1. Conceptual Framework

H1 : Over-Endorsement Has a Negative Effect on Purchase Intent

H2 : Over-Endorsement Has a Negative Effect on Influencer Credibility

H3 : Influencer Credibility has a Positive effect on Purchase Intention

H4 : Influencer Credibility Mediates the Effect of Over-Endorsement on Purchase Intention (indirect effect)

METHODS

This study employs an explanatory quantitative approach to examine the predictive relationship between over-endorsement, influencer credibility, and purchase intent for halal products through a cross-sectional survey. The research subjects were social media users in Aceh Province who had been exposed to halal product endorsement content from Herlin KENZA, Zsalsa Nadila, or Mutia Lifyana, either as active followers or casual viewers. Since this population cannot be precisely quantified, this study treats it as an infinite population.

Respondent selection was conducted through purposive sampling, a non-probability method, guided by several specific criteria: respondents needed to be at least 17 years old, reside in Aceh Province, use Instagram or TikTok actively for a minimum of three times per week, and have some level of awareness or exposure to halal product endorsements from one of the three previously mentioned influencers. In line with Hair et al.'s (2019) recommendation that the minimum sample should be ten times greater than the number of indicators found within the construct possessing the highest indicator count, this research necessitated a minimum of 100 participants. Aiming for stronger analytical reliability, the study ultimately gathered 150 valid responses, an amount consistent with comparable prior studies, including those conducted by Cheah et al. (2024) with 303 respondents and Abd Rahman et al. (2015) with 234 respondents.

The primary data collection process took place through an electronically administered survey distributed by means of Google Forms, utilizing a five-point Likert scale (1 = strongly disagree, 5 = strongly agree); this instrument was adapted based on Cheah et al. (2024). In addition, secondary data were compiled from various sources, including books, scholarly journal articles, and other credible academic references.

This study applied Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0 to analyze the data. Assessment of the outer model encompassed several criteria:

outer loadings to establish convergent validity, cross loadings to examine discriminant validity, along with Average Variance Extracted (AVE), composite reliability, and Cronbach's Alpha to confirm construct reliability. For the inner model, explanatory and predictive strength were examined through R-Square and F-Square values. To test the hypotheses, a bootstrapping technique was applied at a 5 percent two-tailed significance threshold; a hypothesis was deemed supported when the resulting t-statistic surpassed 1.96 and the corresponding p-value remained under 0.05 (Hair et al., 2019). The mediating effect was further examined using the traditional Baron and Kenny (1986) procedure, allowing the study to distinguish between full and partial mediation.

RESULT AND DISCUSSION

The Respondent Profile ($n = 150$). Of the 150 respondents who participated, the majority were female, totaling 109 people (72.7%), and the 22–26 age group was the largest, with 68 people (45.3%), indicating that the sample was dominated by young consumers. In terms of education, high school graduates or equivalent constituted the largest group at 84 people (56.0%), followed by diploma or bachelor's degree holders at 61 people (40.7%). In terms of occupation, students were the largest group at 61 people (40.7%). The majority of respondents had a monthly income of $\leq$ Rp 2,000,000, totaling 68 people (45.3%). Respondents came from all 23 regencies/cities in Aceh Province, with the largest proportion residing in Banda Aceh (22.7%). Table 1 summarizes these characteristics.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	41	27.3
	Female	109	72.7
Age	17–21 years	42	28.0
	22–26 years	68	45.3
	27–31 years	28	18.7
	32–36 years	10	6.7
	37–41 years	1	0.7
	42–46 years	1	0.7
	47–51 years	1	0.7
Education	Junior High School	3	2.0
	Senior High School	84	56.0
	Diploma/Bachelor's (D3/S1)	61	40.7
	Master's (S2)	2	1.3
Occupation	Student	61	40.7
	Private employee	39	26.0
	Self-employed	23	15.3

Income	Civil servant/military/police	15	10.0
	Homemaker	8	5.3
	Unemployed	4	2.7
	≤ IDR 2,000,000	68	45.3
	IDR 2,000,001–4,000,000	35	23.3
	IDR 4,000,001–6,000,000	24	16.0
	IDR 6,000,001–8,000,000	18	12.0
	> IDR 8,000,000	5	3.3

Respondents' perceptions of each variable were categorized using a class interval (highest value – lowest value) / number of classes = $(5-1)/5 = 0.80$; thus, average scores of 3.41–4.20 fall into the “good” category, while scores of 2.61–3.40 fall into the “less than good” category. Over-Endorsement had an overall average score of 2.87 (less than good), with the highest indicator being the perception that influencers promote halal products not out of conviction but for material gain (3.03), and the lowest indicator being annoyance at influencers who endorse too many products in a short period of time (2.65). Influencer Credibility averaged 4.02 (good), with the highest indicator being the belief that influencers are always honest when sharing their experiences using halal products (4.14). Purchase Intent averaged 3.94 (good), with the highest indicator being the interest in using the endorsed service again (4.07). Overall, these results indicate that respondents perceive the level of over-endorsement to be in the “less than good” category, yet this is accompanied by positive views regarding influencer credibility and purchase intent in the halal product market in Aceh.

Measurement Model (Outer Model) Evaluation

Convergent validity testing revealed that all indicators had outer loadings above the threshold of 0.70, as summarized in Table 2.

Table 2. Convergent Validity (Outer Loading) Results

Variable	Outer Loading	Category
Over-Endorsement (OE)	0.842 – 0.925	Valid
Purchase Intention (MB)	0.813 – 0.857	Valid
Influencer Credibility (KI)	0.784 – 0.845	Valid

Source: Processed data (2026)

An examination of discriminant validity via cross-loading values reveals that every indicator demonstrates its strongest association with its corresponding construct rather than with any alternative construct, thereby confirming that discriminant validity has been satisfactorily

established across all constructs. Corresponding figures for AVE, composite reliability, and Cronbach's alpha can be found in Table 3.

Table 3. Reliability and AVE Results

Variable	AVE	Composite Reliability	Cronbach's Alpha	Remarks
Over-Endorsement (OE)	0.820	0.973	0.969	Reliable
Purchase Intention (MB)	0.694	0.932	0.912	Reliable
Influencer Credibility (KI)	0.683	0.928	0.907	Reliable

Source: Processed, 2026. Thresholds: AVE > 0.50; Composite Reliability > 0.70; Cronbach's Alpha > 0.70 (Hair et al., 2019).

All variables had an AVE above 0.50, a composite reliability above 0.70, and a Cronbach's alpha above 0.70; therefore, the measurement model was deemed reliable.

Structural Model (Inner Model) Evaluation

The R-Square result indicates that Over-Endorsement explains 9.9% of the variation in Influencer Credibility (weak), while Over-Endorsement and Influencer Credibility together explain 60.0% of the variation in Purchase Intention (moderate), as shown in Table 4.

Table 4. R-Square Results

Endogenous	R-Square	R-Square Adjusted	Classification
Influencer Credibility (KI)	0.099	0.093	Weak
Purchase Intention (MB)	0.600	0.594	Moderate

Source: Data processed (2026)

The F-square test indicates that Influencer Credibility has a strong effect on Purchase Intention (1.169), while Over-Endorsement has a moderate effect on Influencer Credibility (0.110) and a small effect on Purchase Intention (0.042), as shown in Table 5.

Table 5. F-Square Results

Path	F-Square	Effect Size
Influencer Credibility (KI) → Purchase Intention (MB)	1.169	Large
Over-Endorsement (OE) → Influencer Credibility (KI)	0.110	Medium
Over-Endorsement (OE) → Purchase Intention (MB)	0.042	Small

Source: Processed (2026)

Hypothesis Testing

The hypotheses were tested using the bootstrapping procedure in SmartPLS 4.0, with acceptance criteria of a t-statistic > 1.96 and a p-value < 0.05. Table 6 presents the results of the direct and mediating effects.

Table 6. Path Coefficient and Mediation Results

Path	Coefficient (β)	T-Statistics	P-Values	Remarks
OE → MB (direct effect)	-0.136	2.705	0.007	Significant
OE → KI (direct effect)	-0.315	4.417	0.000	Significant
KI → MB (direct effect)	0.721	13.153	0.000	Significant
OE → KI → MB (indirect effect)	-0.227	4.056	0.000	Significant

Source: Processed data (2026)

Table 7 summarizes the results of the tests of the four hypotheses. All four hypotheses were accepted.

Table 7. Summary of Hypothesis Testing

Hypothesis	Test Result	Conclusion
H1: Over-Endorsement → Purchase Intention	$t = 2.705 > 1.96; p = 0.007 < 0.05$	Accepted
H2: Over-Endorsement → Influencer Credibility	$t = 4.417 > 1.96; p = 0.000 < 0.05$	Accepted
H3: Influencer Credibility → Purchase Intention	$t = 13.153 > 1.96; p = 0.000 < 0.05$	Accepted
H4: Over-Endorsement → Purchase Intention through Influencer Credibility	$t = 4.056 > 1.96; p = 0.000 < 0.05$	Accepted (Partial Mediation)

Source: Processed data (2026)

Since both the direct effect of over-endorsement on purchase intention (H1) and its indirect effect via influencer credibility (H4) are significant, the mediation pattern in this study following the classical approach of Baron and Kenny (1986) is partial mediation.

Effect of Over-Endorsement on Purchase Intention

Over-endorsement was found to have a significant negative effect on purchase intention ($\beta = -0.136$; $p = 0.007$), thus accepting H1. This indicates that consumers who perceive an influencer as promoting too many brands in quick succession activate their persuasion knowledge, becoming skeptical of the motives behind each recommendation (Hung et al., 2011). This direct effect differs from the findings of Cheah et al. (2024), who did not find a significant direct path in the general market; this difference can likely be explained by the fact that halal products constitute a high-involvement category for Acehnese consumers, so the detection of over-endorsement appears to directly trigger a decrease in purchase intention. This is consistent with Shamim et al. (2024), who noted that Muslim consumers have higher integrity expectations of endorsers.

Effect of Over-Endorsement on Influencer Credibility

Over-endorsement was found to have a significant negative effect on an influencer's credibility ($\beta = -0.315$; $p = 0.000$), thus H2 is accepted. This confirms that endorsement frequency serves as a signal consumers use to assess sincerity: the more brands an influencer promotes in a short period, the greater consumers' doubts about whether the influencer truly verifies the halal status of each product. This is consistent with Cheah et al. (2024) and supported by Tripp et al. (1994), who showed that multiple endorsements erode both trustworthiness and expertise, two core dimensions of credibility.

Effect of The Effect of Influencer Credibility on Purchase Intention

The influencer's credibility was found to have a positive and significant effect on purchase intent ($\beta = 0.721$; $p = 0.000$), thus H3 is accepted, with the largest coefficient among all relationships in the model. Credible influencers perceived as trustworthy, honest, and knowledgeable about halal certification build an emotional connection between consumers and the endorsed product, which ultimately increases purchase intention. This is supported by Joshi et al. (2024), who identified credibility as the strongest predictor of purchase intention, as well as Masuda et al. (2022), who found that trustworthiness and expertise are the strongest drivers within the credibility construct itself.

Effect Over-Endorsement on Purchase Intention through Influencer Credibility

The mediation test showed that the influencer's credibility significantly mediates the effect of over-endorsement on purchase intention ($\beta = -0.227$; $t = 4.056$; $p = 0.000$), thus accepting H4. Since both the direct and indirect effects of over-endorsement on purchase intention are significant, the resulting pattern is partial

mediation. In practical terms, over-endorsement does not merely work by first undermining credibility it also directly reduces purchase intention, likely by immediately triggering consumer skepticism toward the exploitation of religious sentiment for commercial gain (Wilson & Liu, 2011). An influencer's credibility thus serves as a key though not the only mechanism linking over-endorsement to purchase intent for halal products in Aceh.

CONCLUSION

This study examines the effect of over-endorsement on the intention to purchase halal products, with influencer credibility serving as a mediating variable, using data from 150 consumers in Aceh Province and the SEM-PLS method. The results show that over-endorsement has a direct, significant, and negative effect on purchase intention, as well as a significant and negative effect on influencer credibility. Influencer credibility, in turn, has a strong positive effect on purchase intention and partially mediates the relationship between over-endorsement and purchase intention. In short, over-endorsement erodes consumer interest in halal products in Aceh through two channels simultaneously: directly, and through the credibility it undermines.

Theoretically, this study expands the literature on influencer marketing into religiously-oriented markets, demonstrating that the mediation pattern found in general markets (full mediation) does not always hold when religious values are at stake. Practically, these findings suggest that halal product brands need to be more selective in partnering with influencers and consider contractually limiting the frequency of endorsements, while influencers operating in the halal segment need to prioritize selectivity and transparency over the quantity of collaborations to maintain their long-term credibility.

This study has limitations because it focuses only on a single province with a unique Sharia regulatory context and three specific influencers; therefore, its findings should be generalized with caution to other contexts. Future research could expand the geographic scope and the range of influencers included, as well as incorporate additional variables such as religiosity, consumer skepticism, or product involvement to obtain a more comprehensive understanding of the impact of over-endorsement on consumer behavior toward halal products.

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