

The Influence of Influencer Marketing and Halal Awareness on Purchase Intention for Sunscreen Products on Shopee: A Study of Muslim Generation Z in Samarinda

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Article Info

Article history:

Received Jul, 2026

Revised Jul, 2026

Accepted Aug, 2026

Keywords:

Generation Z;

Halal Awareness;

Influencer Marketing;

Purchase Intention;

Sunscreen

ABSTRACT

The rapid expansion of Indonesia's digital economy has strengthened Shopee's position as one of the country's leading e-commerce platforms supporting the beauty and personal care market, including sunscreen products. For Muslim Generation Z consumers, however, purchase decisions on such platforms are shaped not only by marketing exposure but also by considerations of halal compliance. This study examines the influence of influencer marketing and halal awareness on purchase intention for sunscreen products on Shopee among Muslim Generation Z consumers in Samarinda City, Indonesia. A quantitative approach was applied using a structured questionnaire distributed to 121 respondents selected through purposive sampling based on age, religion, domicile, and prior use of Shopee to search for or purchase sunscreen. Data were analyzed with ordinal logistic regression using SPSS 26. The results show that both influencer marketing and halal awareness have a positive and significant influence on purchase intention, evidenced by Wald test significance values below 0.05 and a Nagelkerke R Square of 0.443. These findings align with the Theory of Planned Behavior, in which the subjective norms shaped by influencers and the behavioral beliefs rooted in halal awareness jointly form consumer purchase intention. The study offers practical implications for halal skincare marketers designing influencer-based strategies aligned with the values of young Muslim consumers.

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1. INTRODUCTION

Technological advancement has reshaped nearly every aspect of daily life, and one of its clearest markers is the steady rise in internet use. According to the Digital 2026 report issued by We Are Social and Meltwater, Indonesia's internet user base reached 212.9 million people by early 2026,

equivalent to 75.3 percent of the national population [1]. This scale of digital penetration has turned the internet into core infrastructure for economic activity, including transactions carried out through e-commerce platforms. E-commerce itself refers to trade conducted over the internet, covering the offering, ordering, payment, and delivery of goods and services without requiring buyers

and sellers to meet in person [2], and it increasingly relies on websites, mobile applications, and browsers to support business and commercial exchange between organizations and individuals [3].

Shopee has emerged as one of the main e-commerce platforms supporting the growth of the skincare industry in Indonesia, including sunscreen. Traffic data compiled by SentraSoft as of March 2026 place Shopee well ahead of its competitors, recording around 237 million visits, compared with roughly 89 million for Tokopedia, 47 million for Lazada, and 29 million for Blibli [4]. This gap points to a broader rise in consumer purchase intention for products marketed through Shopee, particularly in the skincare category. Complementing this pattern, data compiled by Jubelio on Shopee's best-selling categories in 2025 show fashion and accessories in first place with a 49 percent share, followed by beauty and body care in second place at 41 percent [5], indicating strong and sustained demand for beauty products among Shopee users. Underlying this demand is purchase intention, a psychological state that develops once a consumer has gathered enough information and formed a favorable impression of a product to want to own it [6], which is shaped by both internal motivations and external cues such as social approval or credible endorsement [7], [8].

Much of the existing research on purchase intention in social commerce settings has emphasized influencer-driven persuasion, yet consumer response to influencer content is far from uniform, especially among Muslim consumers, for whom purchase intention is also weighed against religious values, particularly the extent to which a product satisfies halal requirements, a consideration commonly referred to as halal awareness in the Muslim consumer behavior literature. Halal awareness reflects a Muslim's understanding of the halal concept, including the importance of halal certification and the obligation to consume products that comply with Islamic law; consumers with strong halal awareness tend to understand the rules governing product permissibility and the correct

methods of animal slaughter, and they generally prioritize consumption that is consistent with their religious values [9]. Within the Theory of Planned Behavior (TPB), halal awareness can be linked to the attitudinal component of behavior: Muslim consumers who understand and value halal compliance tend to view the use of halal products favorably, and this favorable evaluation strengthens their intention to purchase halal-certified goods, including halal sunscreen [10].

Prior studies offer mixed evidence on this relationship. Several works report that halal awareness positively shapes the purchase intention of Muslim Generation Z consumers, with higher awareness translating into more favorable attitudes toward halal cosmetics and skincare [11], [12], while other research finds that halal awareness can exert a negative influence on Generation Z purchase intention, suggesting that heightened awareness does not automatically translate into stronger buying intention [13]. This inconsistency indicates that halal awareness cannot be examined in isolation from the broader concept of halal itself, which in Islam extends well beyond food and beverages to cosmetics, pharmaceuticals, and other daily necessities [14]. Halal, in its literal sense, denotes what is permitted under Islamic law, while haram denotes what is forbidden, and this distinction underlies how Muslim consumers evaluate consumption decisions [15]. Cosmetic products must therefore be free of prohibited substances for their halal status to be assured [16], since the absence of clear halal status can raise concern among Muslim consumers about the possible presence of forbidden or unclean substances such as alcohol derived from khamr, porcine gelatin, or animal derivatives obtained without proper Islamic slaughter [17].

Sunscreen is one cosmetic category that deserves particular scrutiny on halal grounds. Some sunscreen formulations reportedly use gelatin derived from porcine collagen as a skin-protective agent against ultraviolet radiation, given collagen's role in supporting antioxidant enzyme activity that helps guard the skin from UV-related damage

[18]; porcine collagen is considered a halal-sensitive ingredient because it is comparatively cheaper and more widely available than alternative sources, which makes careful scrutiny of sunscreen ingredient lists important for Muslim consumers [19]. Because sunscreen is applied directly to the skin and used daily, Muslim consumers tend to be more critical about verifying its halal status, particularly given that alcohol, a halal-sensitive ingredient, is a common component of many cosmetic formulations [20]. This heightened attentiveness is closely associated with the consumer segment most active in using sunscreen in the current digital era, namely Generation Z.

Generation Z, defined as individuals born between 1997 and 2012, has grown up alongside rapid digital transformation, making the internet and social media integral to their lifestyle and to the formation of their everyday consumption interests [21]. Among Shopee users, this generation shows a consumption pattern strongly oriented toward skin health, driven by rising awareness of the risks associated with ultraviolet exposure, which positions sunscreen as one of their preferred product choices [22]. The context of Muslim Generation Z in Samarinda City is particularly relevant to this study, since this group has developed amid an increasingly intense digital ecosystem in which they are frequently exposed to influencer marketing content through platforms such as TikTok and Instagram [23], while their Islamic identity also inclines them to weigh halal awareness carefully when selecting sunscreen products with a clear halal status [24]. As a growing coastal capital of East Kalimantan Province, Samarinda occupies an important position as a center of economic and social activity supported by an expanding online shopping ecosystem through Shopee [25], a condition that leaves digitally native Generation Z consumers accustomed to seeking information, reading reviews, and gathering validation from other users before making a sunscreen purchase through e-commerce [26]. In choosing skincare, Muslim Generation Z

consumers therefore do not rely solely on trends and product reviews, but also weigh Shariah principles such as *maslahah*, ensuring that the products they use meet both halal and *tayyib* criteria [27], with variation in halal awareness across this generation likely producing corresponding variation in their purchase intention for sunscreen marketed through e-commerce [28].

Research examining purchase intention for sunscreen among Muslim Generation Z remains limited, particularly in the context of e-commerce use in secondary cities such as Samarinda. Much of the prior literature has tended to examine influencer marketing and halal awareness separately rather than jointly, and the findings that do exist are inconsistent: several studies report that influencer marketing significantly shapes consumer purchase intention, while others find its effect to be comparatively weak, especially among younger consumers who are more selective and critical of promotional content circulating on digital media [29][29], [30]. A similar pattern appears for halal awareness, where some studies confirm a positive influence on purchase intention for halal products while others suggest that strong halal awareness does not necessarily translate into strong buying intention among Generation Z [11] [13]. These gaps and inconsistencies underline the need for further empirical investigation.

Building on this rationale, the present study analyzes the partial influence of influencer marketing and halal awareness on purchase intention for sunscreen products on Shopee among Muslim Generation Z consumers in Samarinda City. Theoretically, the study is intended to strengthen the literature on Islam-value-based digital marketing viewed through the lens of the Theory of Planned Behavior, particularly for Generation Z as the dominant consumer segment in the current digital era. Practically, the findings are expected to help halal skincare businesses and marketers design influencer marketing strategies that are better targeted and more consistent with the religious values held by Muslim Generation Z consumers, while also helping producers and

distributors of halal sunscreen understand the importance of communicating halal status transparently through digital platforms, thereby supporting the growth of a more competitive halal industry within Indonesia's e-commerce market.

2. LITERATURE REVIEW

2.1 *Theory of Planned Behavior*

The Theory of Planned Behavior (TPB), developed by Ajzen [10], explains the mechanism underlying the formation of a person's intention to perform a given behavior, with that intention subsequently serving as the primary determinant of whether the behavior is actually carried out. The theory holds that behavior is shaped by intention, understood as an individual's degree of willingness or drive to perform a specific action, and that intention itself is formed through three components: attitude toward the behavior, subjective norm, and perceived behavioral control. Attitude toward the behavior refers to an individual's evaluation of purchasing sunscreen through Shopee, that is, whether the act is perceived as beneficial, safe, and suited to skincare needs, an evaluation that influencer marketing helps to shape through reviews, recommendations, and product demonstrations shared on social media. Subjective norm concerns the social pressure exerted by individuals or groups the consumer regards as important, such as family, peers, the Muslim community, or followed influencers, whose support or endorsement strengthens the normative pull behind purchase intention. Perceived behavioral control refers to Generation Z consumers' confidence in their own ability to complete a purchase on Shopee, shaped by platform usability, product availability, and affordability.

Within this framework, halal awareness contributes to the formation of attitude and subjective norm, since awareness of halal compliance encourages Muslim consumers to view the purchase of halal-certified sunscreen

as consistent with their religious values and with safe consumption practices, while influencer marketing reinforces attitude and subjective norm through content produced by trusted influencers, which strengthens consumer confidence that a promoted sunscreen product is suitable, safe, and worth purchasing on Shopee. This theoretical positioning is consistent with the broader marketing literature, where marketing itself is understood as the process through which firms build engagement with customers, cultivate strong relationships, and deliver value in exchange for profit and customer loyalty [31], increasingly realized through digital platforms, internet technology, and data analysis intended to reach and influence consumers more effectively, referred to as digital marketing [32], [33], [34].

2.2 *Influencer Marketing*

Influencer marketing combines two ideas: the influencer, an individual capable of shaping the attitudes, opinions, or behavior of others, and marketing, the set of activities intended to introduce and promote a product or service to consumers [35]. It has been described as a marketing strategy that relies on individuals with a substantial following to promote a product, thereby shaping consumer attitudes, perceptions, and decisions in ways that ultimately encourage product use or purchase [7], and, more broadly, as an approach that draws on social media platforms such as Instagram, TikTok, and X, engaging individuals capable of influencing the attitudes, perceptions, and decisions of their followers toward a given product or service [36]. Bonus et al. [37] identify five factors shaping the effectiveness of influencer marketing: the audience's desire to imitate the influencer, the influencer's perceived expertise, physical attractiveness, presence across multiple platforms, and consistency of online presence, each of which strengthens the trust and credibility that ultimately translate into purchase intention.

Campbell and Farrell [38] further classify influencers by follower count into nano, micro, macro, mega, and celebrity influencers, each carrying different implications for reach and perceived authenticity. Building on the credibility-based TEARS model, S. M. Putri and Rosmita [35] identify trustworthiness, expertise, physical attractiveness, respect, and similarity as the five indicators most consistently associated with effective influencer-based promotion, indicators adopted as the operational basis for influencer marketing in this study.

2.3 Halal Awareness

Halal awareness denotes the level of knowledge and consciousness a Muslim holds regarding the concept of halal, including the halal production process and the importance of consuming products that comply with Islamic law in meeting daily needs [39]. It has similarly been defined as the degree of understanding Muslim consumers possess about the obligation to consume halal-compliant products [40], and, more broadly, as the awareness that shapes how individuals engage with halal-related issues in everyday life [41], with related work emphasizing consumers' level of concern for halal aspects during product selection and use [42].

This concept is grounded in the Qur'anic principle of halal consumption articulated in Surah Al-Baqarah (2:168), which instructs believers to eat what is lawful and good from the earth and not to follow the footsteps of Satan, establishing that permissible consumption must be both halal and wholesome (tayyib) and free of anything forbidden. A complementary passage, Surah Al-Ma'idah (5:3), enumerates categories of forbidden consumption, including carrion, blood, and swine, providing the scriptural basis Muslim consumers draw upon when evaluating whether a skincare product, including sunscreen, satisfies halal requirements with respect to its ingredients, its production process, and its halal certification.

Golnaz et al. [43] identify attitude and understanding, social environment, alignment of values, and age and education as the main factors shaping the strength of halal awareness, while Basri and Kurniawati [44] propose five indicators commonly used to operationalize the construct: halal consumption, halal composition, halal process, halal logo, and halal knowledge. These five indicators form the operational basis for halal awareness adopted in this study.

2.4 Purchase Intention

Purchase intention reflects a tendency in consumer behavior that indicates the degree of desire and readiness of an individual to buy a given product [45]. It has been described as a consumer's inclination to take actions oriented toward purchase, expressed through efforts to search for and gather product information prior to making a purchase decision [46], and as a component of consumer behavior that reflects an individual's response or intent toward a product before an actual purchase decision is made [47]. It is understood, further, as a psychological process that forms once a consumer has received sufficient product information, generating interest, favorable evaluation, and a desire to purchase in the future [48]. Ramadhani and Yuliana [49] identify internal factors, such as occupation, lifestyle, and motivation, and external factors, such as social influence, price, and product quality, as jointly shaping purchase intention. Agustin and Amron [7] operationalize the construct through four indicators: transactional interest (the tendency to purchase a product), referential interest (the tendency to recommend a product to others), preferential interest (the tendency to treat a product as the primary choice over similar alternatives), and exploratory interest (the tendency to actively seek further information about a product before purchasing). These four indicators

form the operational basis for purchase intention adopted in this study.

2.5 Prior Studies and Hypothesis Development

Several prior studies provide the empirical grounding for the hypotheses tested in this research. On the influencer marketing side, Amarain and Permana [30] find that content marketing, electronic word of mouth, and influencer marketing positively and significantly shape the purchase intention of Generation Z TikTok users toward skincare products, while Hermawan et al. [29] similarly report that influencer marketing, content marketing, and price perception positively and significantly influence consumer purchase intention for cosmetic products. On the halal awareness side, Anjeli and Anita Priantina [50] find that halal literacy, religiosity, and halal awareness positively and significantly shape Generation Z purchase intention toward halal-certified products, while Amalia and Rozza [51] report that halal awareness, religiosity, lifestyle, and viral marketing positively and significantly shape purchase decisions for halal skincare and cosmetic products among Generation Z. Taken together, this body of evidence supports the following hypotheses:

H1: Influencer marketing has a positive and significant influence on purchase intention for sunscreen products through the Shopee platform among Muslim Generation Z consumers in Samarinda City.

H2: Halal awareness has a positive and significant influence on purchase intention for sunscreen products through the Shopee platform among Muslim Generation Z consumers in Samarinda City.

3. METHODS

This study applies a quantitative approach grounded in positivist philosophy, in which social phenomena are treated as observable, measurable, and analyzable

through numerical data that can be empirically tested [52], [53]. The approach was chosen because the study is designed to test the influence of two independent variables, influencer marketing and halal awareness, on one dependent variable, purchase intention, following the standard distinction in which an independent variable functions as a causal factor while a dependent variable is the outcome shaped by one or more independent variables [54].

The study was conducted in Samarinda City, the capital of East Kalimantan Province, with Muslim Generation Z consumers as the research subject. This location and subject were chosen because Generation Z shows a high level of engagement with the digital ecosystem and actively uses Shopee to shop for cosmetic products, including sunscreen, while their status as digital natives makes them comparatively receptive to information and recommendations conveyed through influencer marketing, and their Muslim identity leads them to treat halal awareness as an important consideration in forming purchase intention [55].

The population comprises all Muslim Generation Z individuals domiciled in Samarinda City who meet the study's sampling criteria [56]. Given that the exact population size was not known with certainty, the sample size was determined using the Lemeshow formula, a method commonly applied when the target population cannot be precisely enumerated [57]:

$$n = Z^2 P(1 - P) / d^2$$

where Z is the confidence level (1.96 for 95 percent confidence), P is the maximum estimated proportion (0.5), and d is the margin of sampling error (0.10). Substituting these values yields $n = (1.96^2 \times 0.5 \times 0.5) / 0.10^2 = 96.04$, rounded up to a minimum of 100 respondents. Data collection ultimately produced 121 usable responses, exceeding this minimum threshold. Respondents were recruited using a purposive, criterion-based approach requiring that they (1) be Muslim

members of Generation Z born between 1997 and 2012, (2) be domiciled in Samarinda City, (3) hold a Shopee account and have used the application at least once, and (4) have previously searched for or purchased sunscreen products through Shopee.

Primary data were collected through a structured questionnaire administered via Google Forms and distributed through the researcher's personal social media channels, including WhatsApp, Instagram, and TikTok, using a five-point Likert scale ranging from strongly disagree to strongly agree. A questionnaire is understood as a set of items constructed around the indicators of the

variables under study, used to elicit respondents' opinions, attitudes, and perceptions of a given phenomenon, though it carries limitations such as the risk of unengaged responses and limited opportunity to probe answers in greater depth [58], [59]. These were complemented by secondary data obtained through a literature review of academic sources, reports, and prior studies, used to build the theoretical foundation, construct variable indicators, and situate the study's findings within the existing body of research [60], [61].

3.1 Operational Definition of Variables

Table 1. Operational Definition of Variables

Variable	Operational Definition	Indicators	Source
Influencer Marketing (X1)	A digital marketing strategy that uses the role of social media influencers to promote sunscreen products on Shopee, drawing on trustworthiness, expertise, physical attractiveness, respect, and similarity to shape consumer perception and purchase intention.	Trustworthiness; Expertise; Physical Attractiveness; Respect; Similarity	[35]
Halal Awareness (X2)	The level of understanding and consciousness individuals hold regarding the halal status of a product, covering ingredient composition, production process, presence of a halal logo, and product-related halal knowledge, relevant to choosing and consuming products in accordance with Islamic law.	Halal Consumption; Halal Composition; Halal Process; Halal Logo; Halal Knowledge	[44]
Purchase Intention (Y)	The tendency or desire of consumers to purchase sunscreen through Shopee, reflected in interest to buy, willingness to recommend the product to others, treating the product as a primary choice, and seeking further information before purchase.	Transactional Interest; Referential Interest; Preferential Interest; Exploratory Interest	[7]

Source: Authors' Own Work, 2026

3.2 Data Analysis Technique

The collected data were processed and analyzed using IBM SPSS 26 through the following stages. Instrument validity was assessed by comparing each item's calculated Pearson correlation (r-count) against the critical r-table value, with an item deemed valid when r-count exceeded r-table [62]. Reliability was assessed using Cronbach's Alpha, with a threshold of $\alpha > 0.70$ indicating adequate internal consistency. Because the dependent variable, purchase intention, was measured on an ordinal scale, the relationships were tested using

ordinal logistic regression, a technique appropriate for dependent variables whose categories follow a defined order, in which the values of the independent variables determine the likelihood of an observation falling into a particular category of the dependent variable [62].

Model adequacy was evaluated in three complementary ways. The overall model fit was assessed by comparing the -2 Log Likelihood of the Intercept Only model against the Final model, with a significant reduction ($p < 0.05$) indicating that the independent variables meaningfully improve model fit [62]. The

goodness of fit was tested using the Pearson and Deviance Chi-Square statistics, where a non-significant result ($p > 0.05$) indicates that the model adequately represents the observed data. The explanatory power of the model was assessed using the Nagelkerke R Square, an adjusted form of the Cox and Snell R Square scaled to a maximum of 1 for ease of interpretation, analogous to the R^2 used in linear regression. Finally, the significance of each independent variable was tested using the Wald test, the ordinal logistic regression counterpart to the t-test in multiple linear regression,

where a significance value below 0.05 indicates that the corresponding variable has a statistically significant influence on purchase intention [62].

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

The questionnaire yielded 121 valid responses from Muslim Generation Z consumers domiciled in Samarinda City who met the sampling criteria. Table 2 presents the age distribution of respondents and presents their distribution by gender.

Table 2. Respondent Characteristics

Characteristic	Category	n	Percentage
Age	15–19	16	13.2%
	20–24	99	81.8%
	25–29	6	5.0%
Gender	Male	39	32.2%

Source: Authors' Own Work, 2026

Most respondents (81.8 percent) fall within the 20–24 age range, and a clear majority (67.8 percent) are female, a pattern consistent with the concentration of skincare purchase activity among young adult women in this segment of Generation Z.

4.2 Variable Category Distribution

Respondent scores for each variable were classified into low, moderate, and high categories using the PERCENTILE.INC function in Microsoft Excel. Table 3 summarizes the resulting distribution for the three variables.

Table 3. Category Distribution of Research Variables

Variable	Low	Moderate	High
Influencer Marketing (X1)	46 (38.0%)	36 (29.8%)	39 (32.2%)
Halal Awareness (X2)	41 (33.9%)	45 (37.2%)	35 (28.9%)
Purchase Intention (Y)	59 (48.8%)	22 (18.2%)	40 (33.1%)

Source: Authors' Own Work, 2026

The distribution shows that most respondents perceive influencer marketing as comparatively low, halal awareness as moderate, and purchase intention as comparatively low, suggesting that, on average, this sample of Muslim Generation Z respondents is not yet strongly convinced by the influencer content and halal cues they encounter when considering sunscreen purchases on Shopee.

4.3 Validity and Reliability

Instrument validity was tested using Pearson product-moment correlation with a two-tailed significance test at $n = 121$ ($r\text{-table} = 0.149$). All nine retained items measuring influencer marketing, all ten items measuring halal awareness, and all eight items measuring purchase intention produced Pearson correlation coefficients exceeding the $r\text{-table}$ value (ranging from 0.401 to 0.810), each significant at $p < 0.001$, confirming that all items were valid. One influencer

marketing item was excluded during the pilot stage after producing a correlation below the critical threshold, leaving nine valid items for that construct.

All three constructs produced Cronbach's Alpha coefficients well above

the 0.70 threshold, ranging from 0.813 to 0.870, confirming that the instrument achieved a good level of internal consistency [62].

Table 4. Reliability Test Results

Variable	Items	Cronbach's Alpha	Remark	Variable
Influencer Marketing	9	0.854	Reliable	Influencer Marketing
Halal Awareness	10	0.870	Reliable	Halal Awareness
Purchase Intention	8	0.813	Reliable	Purchase Intention

Source: Authors' Own Work, 2026

4.4 Ordinal Logistic Regression Results

Table 5. Overall Model Fit

Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	109.914	–	–	–
Final	50.875	59.038	4	0.000

Source: Authors' Own Work, 2026

The reduction in -2 Log Likelihood from 109.914 (Intercept Only) to 50.875 (Final model) yields a Chi-Square value of 59.038 with 4 degrees of freedom ($p = 0.000 < 0.05$), indicating that

adding influencer marketing and halal awareness to the model significantly improves its fit relative to the intercept-only baseline.

Table 6. Goodness of Fit Test

Statistic	Chi-Square	df	Sig.
Pearson	16.353	12	0.176
Deviance	16.143	12	0.185

Source: Authors' Own Work, 2026

Both the Pearson ($p = 0.176$) and Deviance ($p = 0.185$) statistics exceed 0.05, indicating no significant discrepancy between the observed data and the

model's predictions, so the ordinal logistic regression model is considered an adequate fit for the data.

Table 7. Coefficient of Determination

Pseudo R-Square	Value
Cox and Snell	0.386
Nagelkerke	0.443
McFadden	0.238

Source: Authors' Own Work, 2026

The Nagelkerke R Square of 0.443 indicates that influencer marketing and halal awareness jointly explain 44.3 percent of the variation in purchase intention, with the remaining 55.7 percent attributable to factors outside the model,

such as price, product quality, or peer influence.

Table 8 and Table 9 report the Wald test results for influencer marketing and halal awareness respectively, with the high category of each variable set as the reference category.

Table 8. Wald Test for Influencer Marketing

Category	Estimate	Std. Error	Wald	df	Sig.
Low	-1.837	0.523	12.344	1	0.000
Moderate	-0.264	0.504	0.274	1	0.601
High (reference)	0	–	–	–	–

Source: Authors' Own Work, 2026

The low category of influencer marketing differs significantly from the high (reference) category ($p = 0.000 < 0.05$), whereas the moderate category does not ($p = 0.601 > 0.05$), indicating that the relationship between influencer marketing and purchase intention is not perfectly linear across categories. The negative estimate for the low category (-1.837), read relative to the high category, indicates that a lower perceived level of influencer marketing is associated

with lower purchase intention, confirming that the underlying relationship between influencer marketing and purchase intention is positive: as perceived influencer marketing increases, purchase intention rises accordingly. This supports H1: influencer marketing has a positive and significant influence on purchase intention for sunscreen products on Shopee among Muslim Generation Z consumers in Samarinda City.

Table 9. Wald Test for Halal Awareness

Category	Estimate	Std. Error	Wald	df	Sig.
Low	-2.839	0.613	21.452	1	0.000
Moderate	-1.158	0.464	6.227	1	0.013
High (reference)	0	–	–	–	–

Source: Authors' Own Work, 2026

Both the low ($p = 0.000$) and moderate ($p = 0.013$) categories of halal awareness differ significantly from the high (reference) category, and both carry negative estimates (-2.839 and -1.158, respectively), indicating that lower halal awareness is associated with lower purchase intention and confirming a positive relationship between halal awareness and purchase intention across the full range of the scale. This supports H2: halal awareness has a positive and significant influence on purchase intention for sunscreen products on Shopee among Muslim Generation Z consumers in Samarinda City.

4.5 Discussion

The finding that influencer marketing positively and significantly shapes purchase intention is consistent with the subjective norm component of the Theory of Planned Behavior [10]. Influencers on Shopee function as a reference group that helps establish subjective norms among consumers; their

credibility, expertise, and perceived similarity to followers make the information and recommendations they share easier to trust, which in turn shapes consumer consideration when forming purchase intention toward sunscreen. This result is consistent with Amarain and Permana [30] and Hermawan et al. [29], both of whom find that influencer marketing positively and significantly shapes consumer purchase intention. Influencer content appears to function as an important information source precisely because of the credibility, expertise, and closeness that influencers build with their followers on social media; the resulting content reduces consumers' perceived risk and uncertainty about product quality when shopping online, so that greater trust in and credibility of an influencer corresponds to stronger purchase intention toward the sunscreen products they promote.

The finding that halal awareness positively and significantly shapes

purchase intention aligns with the attitude-toward-behavior component of the Theory of Planned Behavior, which holds that intention is shaped by an individual's evaluation of the consequences of a given behavior. In this study, halal awareness reflects Muslim consumers' conviction about the importance of choosing products that comply with Islamic law; the stronger a consumer's awareness of a sunscreen product's halal status, the more favorable their attitude toward purchasing it, and the stronger their resulting purchase intention. This result is consistent with Anjeli and Anita Priantina [50] and Amalia and Rozza [51], both of whom find that halal awareness positively and significantly shapes consumer purchase intention. Halal awareness appears to function as an important purchase consideration because it reflects Muslim consumers' conviction about a product's halal status; through halal awareness, consumers seek assurance that the sunscreen they use complies with Islamic law and is free of ingredients whose halal status is uncertain, so that stronger halal awareness corresponds to stronger purchase intention toward sunscreen products.

Taken together, these results indicate that influencer-driven persuasion and halal-value considerations operate as complementary, rather than competing, pathways toward purchase intention for Muslim Generation Z consumers. This dual pathway echoes the broader pattern identified in halal cosmetics research, in which credible endorsement and religious compliance jointly, rather than singly, account for consumer response [11], [12], suggesting that marketing strategies for halal sunscreen on Shopee are likely to be most effective when they combine credible influencer endorsement

with transparent, verifiable communication of halal status.

5. CONCLUSION

This study set out to examine the partial influence of influencer marketing and halal awareness on purchase intention for sunscreen products on Shopee among Muslim Generation Z consumers in Samarinda City. Using ordinal logistic regression on data from 121 respondents, the results show that influencer marketing has a positive and significant influence on purchase intention, and that halal awareness likewise has a positive and significant influence on purchase intention, so that both H1 and H2 are supported. Together, the two variables explain 44.3 percent of the variation in purchase intention, with the remainder attributable to factors outside the scope of this study. These findings suggest that, for Muslim Generation Z consumers, purchase intention toward sunscreen on Shopee is shaped jointly by the credibility and persuasive influence of social media figures and by the strength of consumers' conviction regarding a product's compliance with Islamic law. Marketers and producers of halal sunscreen are therefore encouraged to pair credible, well-matched influencer partnerships with transparent communication of halal certification and ingredient composition, since the two levers appear to reinforce rather than substitute for one another. Given that this study is confined to Muslim Generation Z consumers in a single city and to two predictors of purchase intention, future research would benefit from testing the model across other regions, incorporating additional variables such as price perception, product quality, or religiosity, and considering mediating or moderating mechanisms that may further clarify how influencer marketing and halal awareness jointly shape halal purchasing behavior in Indonesia's e-commerce market.

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