



Celebrity Endorsement, Viral Marketing, And Halal Labelling Effect On Gen Z Skincare Camille Beauty Purchasing Decisions

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ABSTRACT

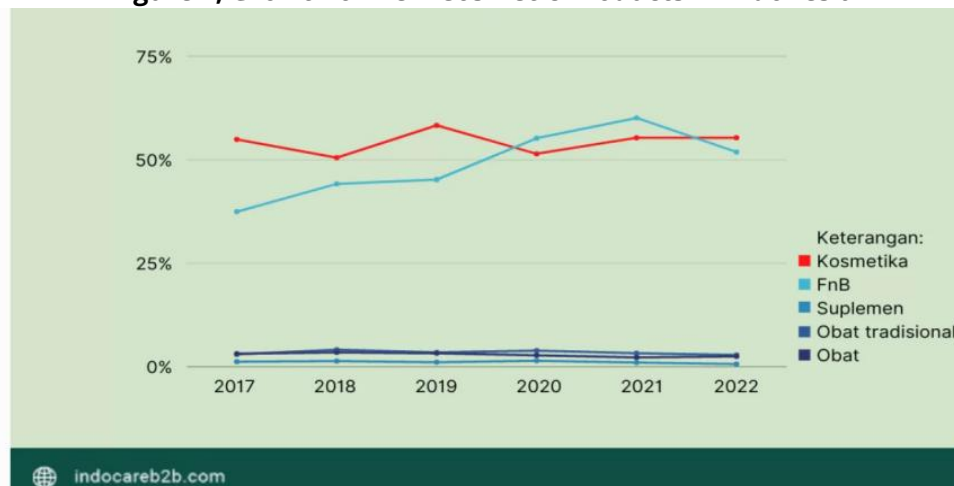
Purpose: This study aims to analyze the influence of celebrity endorsements, viral marketing, and halal labels on Gen Z consumers' purchasing decisions regarding Camille Beauty Skincare. **Methodology:** A descriptive quantitative research design was used, utilizing a purposive sampling technique with 100 respondents. Data were analyzed using SmartPLS software, including Outer Model Test analysis, Cronbach's Alpha, Average Variance Extracted (AVE), Composite Reliability, R^2 , and path coefficient estimates. **Results:** The study shows that celebrity endorsement has a negative effect on purchasing decisions ($T=0.257$ $p = 0.797$), Viral Marketing shows a positive effect on purchasing decisions ($T=6.903$, $p = 0.000$) and Halal Labeling has a negative effect on purchasing decisions ($T = 1.637$ $p = 0.102$). **Findings:** This study highlights that viral marketing plays an important role in increasing purchase decisions, while celebrity endorsement and halal labeling have a negative impact on purchase decisions, with no significant direct influence on purchase decisions. **Novelty:** This research provides new empirical insights into the interaction between celebrity endorsement, viral marketing, and halal labeling on purchasing decisions. **Originality:** This study is original because of its focus on the role of purchasing decisions in the context of celebrity endorsement, viral marketing, and halal labeling. **Conclusion:** Celebrity endorsements, viral marketing, and halal labels are key to understanding customer purchasing decisions. **Paper Type:** Research Article.

INTRODUCTION

Skincare is a series of practices that use certain items (in this case, cosmetics) to care for the outer layer of the body. Over time, skin care has come to be broadly defined as skin care practices intended to protect the skin from skin disorders and problems, maintain skin health, and enhance attractiveness. Therefore, in this day and age, many people have made skin care a routine practice (Ivana Putri Ngabito, 2024). In recent years, the cosmetics industry especially skin care products has grown rapidly. Due to the wide selection of product categories and increased knowledge about skin care and health among Indonesians, skin care products have become the choice for all walks of life. In Indonesia, the terms "cosmetics" and "skincare" undoubtedly overlap. Cosmetics are substances or preparations used on the external parts of the human body (epidermis, hair, nails, lips, and external genital organs) to clean, perfume, change appearance, improve odor, and protect, care for, or maintain the body in good condition. Naturally, the use of certain items is a component of cosmetics that are specially formulated for the skin. Cleansers, toners, moisturizers, sunscreens, eye

creams, anti-aging products, acne treatments, whitening products, spot treatments, and masks are examples of skin care products. (Rodrick Pakaila et al., 2024).

Figure 1, Growth of New Cosmetic Products in Indonesia



Currently, the Indonesian cosmetics industry is growing. Data from the Food and Drug Supervisory Agency (BPOM) in 2022 shows that the market for new cosmetic products in Indonesia generally grew positively during that period. This indicates that the Indonesian cosmetics market is growing significantly and still attracts the interest of new companies. The graph above clearly shows that, when compared to other product categories including food and beverages, supplements, traditional medicines, and pharmaceuticals, the “cosmetics” category has the fastest growth. It is clear that there was a noticeable increase between 2020 and 2021, which may have been caused by behavioral changes. The information provided by BPOM shows the important role played by this organization in monitoring and controlling the cosmetics sector in Indonesia. Now, in this digital age, Gen Z consumers are very proactive in searching for information and shopping online. Gen Z, a generation that grew up in the digital world, has different shopping patterns than previous generations. In this modern era, the internet can be used not only as a source of information but also as a platform for making purchases. Especially for young consumers, social media is one of the strongest influences on their purchasing decisions (Ade Laila et al., 2025).

Figure 2. Product Sales Data

Brand	Sales Value	Item Sold
ACNAWAY	733,5 Juta	19,461 Pcs
dōrskin	1,79 Milyar	18,367 Pcs
SCARLETT	840,3 Juta	18,163 Pcs
BIOAQUA	564,5 Juta	17,836 Pcs
SKINTIFIC	1,19 Milyar	12,201 Pcs
camille	209,4 Juta	8,740 Pcs
LANBENA	229,8 Juta	4,211 Pcs
Glina	36,9 Juta	2,740 Pcs
THE ORIGINOTE	54,6 Juta	2,518 Pcs
polynia	669,5 Juta	2,406 Pcs

Data MarketHac pada channel TikTok Shop only.

Based on sales data, the Camille Beauty brand has shown significant performance amid market competition. The data reveals that Camille has successfully recorded a sales value of IDR 209.4 million. This sales achievement is supported by a large product sales volume, with 8,740 units (pcs) of Camille products sold. This figure positions Camille as a notable player in its product

category, especially in reaching consumers through digital sales. This performance indicates that Camille products have stable appeal and demand from consumers, which correlates directly with effective marketing and sales strategies on dynamic e-commerce platforms. The success in selling thousands of product units demonstrates Camille's capability to convert interest into actual purchases in a competitive market (Aisah & Permana, 2023a)

To build consumer trust, Camille Beauty collaborates with celebrities and influencers as part of an effective multi-channel branding approach. Consumer decisions to purchase products are influenced by celebrity endorsements because celebrities have the ability to spread product messages and build an authentic brand image in the eyes of Gen Z (Mahpudin et al., 2024). Camille Beauty's viral marketing is highly effective in reaching Gen Z customers through short video content, live streaming, user testimonials, and collaborations with influencers. By showcasing product demonstrations and interacting directly with the audience, they can create a sense of authenticity and encourage impulsive purchasing decisions, allowing them to expand the spread of viral content to more Gen Z customers (Andjani et al., 2025). Gen Z consumers, especially those who are Muslim, pay close attention to halal labels as a sign that the product is safe, high quality, and sharia-compliant. Halal labels are not only related to religious reasons but also provide product safety, making customers more trusting of the brand and feeling more satisfied. Consumers view halal labels as a sign of transparency and the manufacturer's commitment to maintaining customer trust, making it an important factor in their decision to purchase cosmetics (Fadli et al., 2025)

Previous studies have examined variables such as the influence of celebrity endorsements, viral marketing, and halal labeling. The results show that celebrity endorsements help consumers better understand product brands and create a favorable impression if the celebrity has a positive image (E. Natalia et al., 2025). Conversely, celebrity endorsement does not always have a significant impact on purchasing decisions. This can occur due to endorser fatigue, incompatibility, or increasingly critical consumers. This shows that celebrity endorsement is not always effective in all situations (Winanda & Rusminah, 2024). Conversely, celebrity endorsement does not always have a significant impact on purchasing decisions. This can occur due to endorser fatigue, incompatibility, or increasingly critical consumers. This shows that celebrity endorsement is not always effective in all situations (Rimbahari et al., 2023). However, other studies have found that viral marketing has no significant impact or is even harmful to consumer purchasing decisions (Rohmadhani et al., 2024). In addition, other studies have found that halal labels on high-quality goods have a positive effect, and these labels are very important for Muslim buyers who want to comply with their religious teachings when purchasing something (Israwat et al., 2024). Although generally positive, some studies have found that consumers' knowledge of halal can influence the extent to which halal labels affect their decision to purchase goods. If consumers do not know what halal is or the importance of certification, the influence of the label may be smaller (Khoiri et al., 2025)

Based on the justification provided, further investigation is needed to determine the influence of viral marketing, celebrity endorsements, and halal labels on consumer satisfaction. The researchers chose this title for this reason. "THE EFFECT OF CELEBRITY ENDORSEMENT, VIRAL MARKETING, AND HALAL LABELS ON GENERATION Z CONSUMERS' PURCHASING DECISIONS FOR CAMILLE BEAUTY SKINCARE."

Purchasing Decision

The purchasing process involves consumers identifying their problems, researching specific brands or items, and determining whether each option can solve their problems. Economic aspects include finance, technology, politics, culture, products, prices, location, and promotion, all of which impact consumers' purchasing decisions. This influences consumers' attitudes in processing all available information and reaching a conclusion about which product to buy (Apriyani Montolalu et al., 2021). A key component of a company's success is customer satisfaction. Businesses can create deep bonds with customers and succeed in the long term by understanding the elements that influence customer satisfaction and taking action to improve them (Tyara Aruna et al., 2024).

Purchase choice is a consumer behavior in which individuals, groups, or organizations select and decide what to buy, usually in the form of products, services, concepts, and knowledge to satisfy their needs and expectations. This is consistent with the assumption that consumers will feel satisfied after making a purchase decision (Dwi Guntari & Aksan Halim, 2021)

There are four indicators of Purchase Decision, namely (Zuhroh et al., 2024) :

1. As needed: The main purpose of this product is to meet consumer needs.
2. Beneficial: Customers receive goods at very affordable prices that are beneficial.
3. Accuracy in purchasing goods: When the price matches the quality of the goods offered.
4. Repeat purchases: When customers are satisfied with future transactions and want to continue them.

Selebrity Endorsement

A business strategy that uses celebrities to promote goods or services is called celebrity endorsement. Celebrity endorsement is the practice of using well-known or attractive individuals as a resource in advertising to improve consumer perception of a business. Celebrity endorsement in advertising has received a lot of attention in the literature. A number of studies provide strong evidence supporting the use of celebrity endorsements, stating that celebrities help build positive brand perceptions and increase brand recognition. A celebrity endorser is a person who is well-known in society as a public figure, entertainer, or influencer due to their achievements and abilities in one or more fields. Celebrity endorsement is the practice of using a famous or attractive individual as a source in advertisements to improve consumer perceptions of a company. According to Camille Beauty, celebrity endorsement is an effective marketing strategy for increasing brand awareness, fostering positive attitudes, and encouraging customers to buy. Brands must consider other factors such as product quality, competitive pricing, and overall marketing strategy if they want to be successful in the long term (Faradita, 2023)

There are three indicators of Celebrity Support, as follows (D. Rahmadani et al., 2024) :

1. Credibility: Credibility is one of the most important criteria for celebrity endorsements. Customers are more likely to trust celebrities who are well-liked and considered suitable to represent the brand.
2. Charm: The power and appeal of celebrities belong to them. High charisma can attract more customers and increase their interest in the promoted product.
3. Power: The influence of celebrities with high power will have a greater impact on purchasing interest, sales, and brand awareness.

Previous studies have shown that celebrity endorsements can have a positive and significant impact on consumer purchasing decisions. Other research has found that celebrity endorsements have a large fan base, which can influence positive brand perceptions (Artauli Nababan et al., 2025). Other studies state that celebrity endorsements are individuals who promote or validate a product to attract audiences or customers. By using artists as advertising stars, celebrities are used for their various characteristics, such as attractiveness, talent, and others (Fauziah et al., 2025).

Viral Marketing

As an online counterpart to word-of-mouth or content marketing, viral marketing encourages customers to share content with others and is an economical and efficient way to increase brand awareness and achieve marketing goals. To be successful, viral marketing requires a deep understanding of the target audience, compelling content, and the use of the right digital channels. Viral marketing spreads quickly from person to person because consumers choose to tell others about it, like a communication virus. There are two types of viral marketing: organic viral marketing and amplified viral marketing. "Organic viral marketing" refers to uncontrolled promotion that spreads among consumers (by word of mouth) without the help of marketers; it is developed and disseminated voluntarily by consumers. In contrast, amplified viral marketing is a form of marketing that can be planned and implemented for a company or organization (L. Natalia &

Sudrajat, 2022). Online word-of-mouth (WOM) viral marketing strategies encourage customers to spread text, audio, or video content and news about goods and services developed by the company. This is related to the expansion of the internet and the increasing acceptance of social media; the majority of people use computers and smartphones to access social media these days.

The following are some indicators of Viral Marketing (Agustina & Soebandhi, 2025):

1. Messenger: choosing the right person to influence consumers is key to the success of viral message dissemination.
2. Message: an effective message must be able to capture the hearts and minds of the target audience.
3. Environment: the choice of environment in which the viral message is delivered must be appropriate.

Previous studies show that viral marketing increases purchase intent. Research results show that viral advertising successfully produces messages that are interesting and relevant, thereby becoming a subject of public discussion. The goal of the message is to capitalize on the emotional appeal and curiosity of the audience, which ultimately leads them to become interested in a particular product or brand. In addition to increasing brand awareness, this strategy increases customers' desire to purchase goods. Emotional and surprising content is more likely to go viral and significantly influence customers' purchase intent. Successful viral marketing depends on content that is interesting, easy to share, and capable of creating a network effect where customers feel compelled to share more information (Agustina & Soebandhi, 2025)

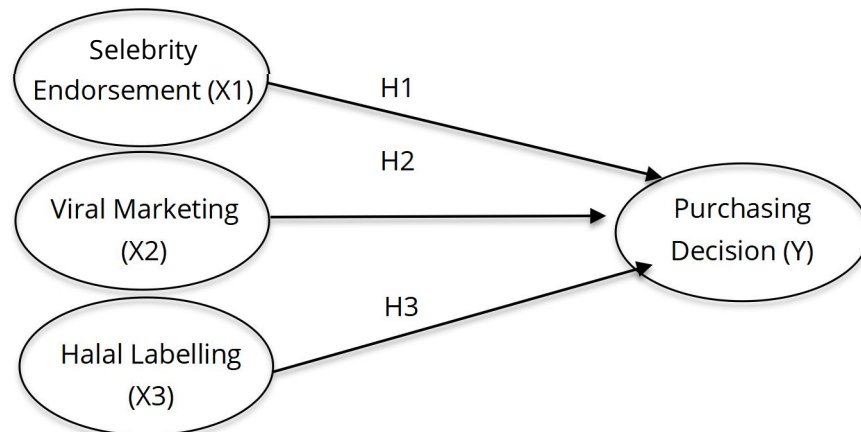
Labelling Halal

Product labeling and marketing are closely related. The addition of text or halal statements on product packaging to indicate that the product is halal is known as halal labeling. The purpose of halal labeling is to provide assurance and legal protection to customers; it can even influence their decision to purchase a product (Ariyanti & Darmanto, 2020). To maintain sharia compliance and foster the trust of Muslim customers, halal labeling is very important. Halal labeling will continue to play an important role in international trade and product consumption due to increasing consumer awareness and global standardization initiatives. There is a difference between halal and haram cosmetics in terms of their contents. For example, non-halal animal parts such as pork, carcasses, human body parts, and blood cannot be included in cosmetic products. Establishing a halal assurance system that must be followed during production to produce halal and high-quality products is essential to avoid potential illegality or haram. One of these is a halal policy statement, which is a statement from the company's top management demonstrating its dedication to creating and upholding halal production certification system standards to consistently produce halal products. (Khoiriyah et al., 2024).

Halal Label indicators can be measured as follows (Winda Sari & Martiyanti, 2025) :

1. Knowledge: Information and understanding that a person has about an object.
2. Belief: A psychological condition in which a person is convinced that what they believe is true or has strong validity for that individual.
3. Assessment of halal labeling: The process of evaluating and assigning a value to the halal labeling of a product.

Previous research has shown that the presence of halal labels on consumer goods can have a direct impact on purchasing decisions, especially for Muslim customers. Customers feel more confident and tend to use products more carefully when they feel safe and comfortable using them. Thanks to institutional guarantees regarding legality, consumers no longer need to worry. (Winda Sari & Martiyanti, 2025).

Figure 3. Conceptual Framework**Hypotheses**

H1: Celebrity endorsement has a positive and significant effect on purchasing decisions

H2: Viral marketing has a positive and significant effect on purchasing decisions.

H3: Halal labeling has a positive and significant effect on purchasing decisions.

METHOD**Analysis Method**

This study uses a quantitative approach that aims to analyze the effect of independent variables, namely Celebrity Endorsement (X1), Viral Marketing (X2), and Halal Label (X3), on the dependent variable, namely Purchase Decision. The target population in this study is Gen Z consumers in Sidoarjo who have used Camille Beauty products. The sample was determined using non-probability sampling with a purposive sampling approach, with criteria set by the researcher, namely: (1) aged 17 years and (2) have used Camille products at least once (Indriani et al., 2024). Data collection was carried out using a 5-point Likert scale questionnaire to measure the attitudes, opinions, and perceptions of individuals or groups. In this study, the primary data used by the researcher was a questionnaire in the form of a Google form with a sample size of 100 respondents. Sampling in this study was carried out by calculating the number of indicators multiplied by 5 or the number of variables multiplied by 5 to calculate the sample size in a study (Alfonsus & I Gulo, 2022). The sample size was determined using 20 question indicators from 4 variables, namely $20 \times 5 = 100$ respondents. Data analysis was processed using Smart Partial Least Square (SPLS) version 3.0 software. The techniques used were the Outer Model test, Average Variance Extracted (AVE), Composite Reliability, R Square, and Estimate for Path Coefficient.

RESULT AND DISCUSSION**RESULTS****Respondent Description**

In this study, the author took samples from Gen Z consumers residing in Sidoarjo using a Google Form questionnaire distributed via WhatsApp and TikTok. A review of the characteristics of 100 respondents will provide an assessment of the respondents' characteristics to give an overview of their circumstances.

Table 1. Respondent Description

Variable	Item	Presentase
Gender	Male	5%
	Female	95%
Age	17-22 Years	59 %
	23-27 Years	40 %
	> 30 Years	2%
Residence in Sidoarjo	Yes	97%
	No	3%
Ever used Camille Beauty Skincare	Yes	95%
	No	5%
Active social media user	No	5%
	Yes	100%
User of e-commerce platforms	No	0%
	Yes	99%
Gender	Yes	99%
	No	1%

Source: Processed Data 2025

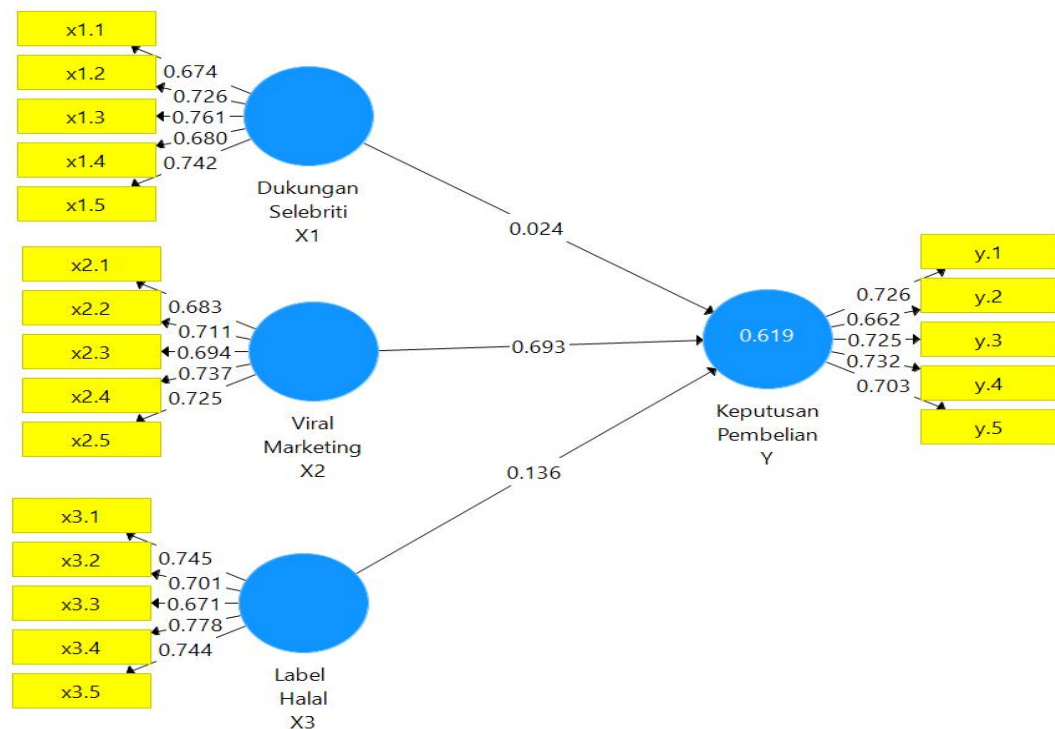
Based on the data in Table 1, it can be concluded that there are various characteristics. From various aspects, including gender, women dominate this study, accounting for 95% of the respondents, while men only account for 5%. In terms of age, the majority are aged 17-22 years, accounting for 59% of the respondents, followed by those aged 23-27 years, accounting for 40% of the respondents, and those aged > 30 years, accounting for 2% of the respondents. Regarding domicile, the respondents in this study were mostly domiciled in Sidoarjo, with a percentage of 97%, while those not domiciled in Sidoarjo accounted for 3%. Those who had used Camille Beauty Skincare products in this study accounted for 95%, while those who had never used Camille Beauty Skincare products accounted for 5%. Active users of social media platforms such as TikTok and Instagram in this study accounted for 100% of respondents. Additionally, active users of e-commerce platforms such as Shopee, Lazada, and TikTok Shop accounted for 99% of respondents, while non-active users accounted for 1% of respondents.

Hypothesis Testing and Analysis

In this study, data analysis used validity testing, reliability testing, and hypothesis testing. These tests were conducted using SmartPLS with 100 respondents who had used Camille Beauty Skincare products at least once in the Sidoarjo area. This allowed us to measure whether the research was valid or invalid.

Measurement Model Analysis (Outer Model)

Figure 4. SmartPLS outer Model Diagram



Source : Data processed SmartPLS 4.0, 2025

Model measurement testing (Outer model) is used to determine how latent variables and their manifest variables interact. This test includes convergent validity, discriminant validity, and convergent validity reliability.

Validity Test

Outer model values or loading factors can be used to test convergent validity. The outer loading values of each indicator in the research variables show that each indicator of the variables of professionalism (X1), Celebrity Support (X2), Viral Marketing (X3), Halal Label (X4), and Purchase Decision (Y) has an average outer loading of < 0.7 . Therefore, it can be stated that the indicators of each variable meet the convergence validity requirements.

Reability Test

Composite reliability was used to evaluate the reliability of the indicators for each variable. In this study, the composite reliability value of a variable is considered to meet the requirements if the value is < 0.7 . The composite reliability values can be seen in Table 2:

Table 2. Composite Reliability

Variabel	Composite Reliability
Celebrity Support X1	0,841
Purchase Decision Y	0,836
Viral_Marketing_X2	0,836
Halal_Label_X3	0,850

Source : Data processed SmartPLS 4.0, 2025

Based on the test results in Table 2, the composite reliability values obtained were 0.841 for the Celebrity Support variable, 0.836 for the Viral Marketing variable, 0.850 for the Halal Label variable, and 0.836 for the Purchase Decision variable. This means that all variable values were > 0.7 , indicating that all variables were reliable.

The model construct can be said to have high reliability if the AVE exceeds 0.5, meaning that the model structure is considered to have high reliability. If the AVE is > 0.5 , the data is considered reliable. The AVE values for all variables are shown as follows:

Table 3. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Celebrity Support X1	0,514
Purchase Decision Y	0,504
Viral_Marketing_X2	0,505
Halal_Label_X3	0,531

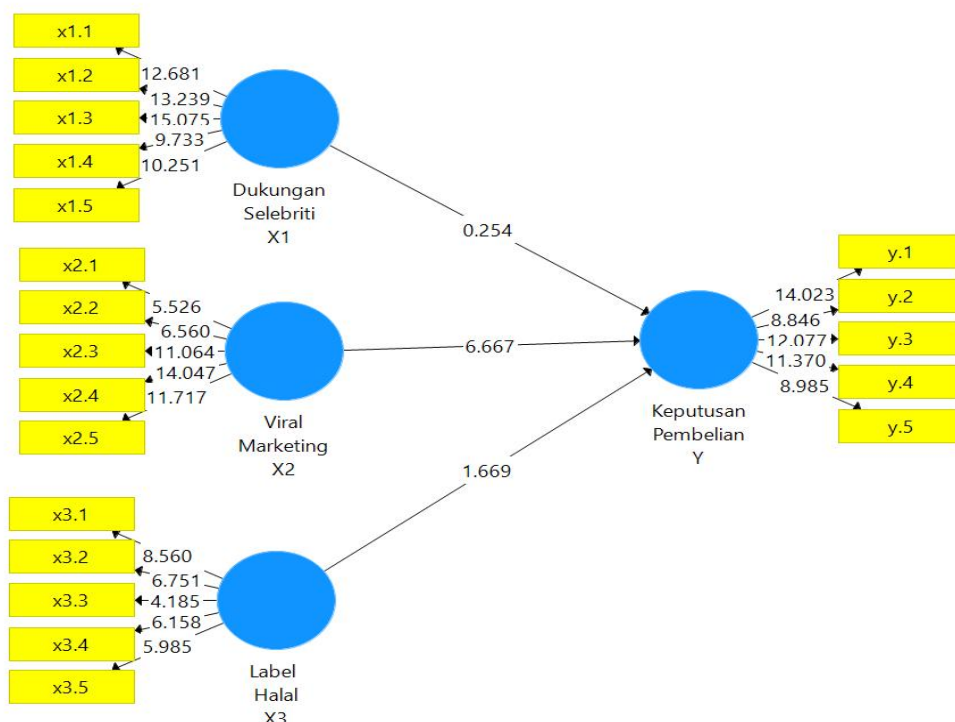
Source : Data processed SmartPLS 4.0, 2025

Based on Table 3, the AVE values for all variables are greater than 0.5. Therefore, all variables can be considered reliable. This means that each variable has good discriminant validity.

Structural Model Analysis (Inner Model)

The inner model or structural model was tested by looking at the relationship or influence between constructs, significant values, and R-Square (R^2) from the research model. The measurement analysis using SmartPLS 3.0 shows the following image.

Figure 3. Diagram Inner loading SmartPLS



Source : Data processed SmartPLS 4.0, 2025

In this process, to explain the strength of the relationship or influence of independent latent variables on dependent latent variables through intervening variables, a measurement standard of

0.75 is considered strong, 0.50 is considered moderate, and 0.25 is considered weak. The table below shows the estimated R-Square results using SmartPLS:

Table 4. R-Square Values

	R Square	R Square Adjusted
Purchase Decision Y	0,619	0,608

Source : Data processed SmartPLS 4.0, 2025

Table 4 shows that the Purchase Decision variable (Y) has an R-Square value of 0.619 or 60%. This value indicates that the structural model of this study is categorized as strong because it has an R-Square value < 0.60 . It can be concluded that the variables Celebrity Support (X1), Viral Marketing (X2), and Halal Label (X3) can measure and have a moderate relationship with the Purchase Decision variable with an R-Square value of 0.62%.

Hypothesis Testing

The results of data processing can be used to answer the research hypothesis. The coefficient value is used to test the hypothesis in this study. If the coefficient value shows a positive value, then this hypothesis is considered to have a positive relationship. This study can be said to be significantly accepted if the P-Values value is < 0.05 and the t-statistic value is > 1.96 . The following are the results of hypothesis testing:

Table 5. Bootstrapping

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Celebrity Endorsement X1 - > Purchase Decision Y	0,024	0,034	0,093	0,257	0,797
Viral Marketing X2 -> Purchase Decision Y	0,693	0,684	0,100	6,903	0,000
Halal Label X3 -> Purchase Decision Y	0,136	0,143	0,083	1,637	0,102

Source : Data processed SmartPLS 4.0, 2025

Based on Table 5, it can be explained that:

1. Based on the SmartPLS measurement results of the Celebrity Support variable, the value of this variable in the original sample is positive, with a t-value $< t$ -table of $0.257 < 1.96$, while the p-value measurement is $0.797 > 0.05$. This can be concluded that the measurement results explain that Celebrity Support has no effect and is not significant on Purchase Decisions in the city of Sidoarjo.
2. Based on the SmartPLS measurement results of the Viral Marketing variable, the value of this variable is positive in the original sample, with a t-count $> t$ -table with a value of $6.903 > 1.96$, while the p-value measurement is $0.000 < 0.05$. This can be concluded that the measurement results show that Viral Marketing has a positive and significant effect on purchasing decisions in the city of Sidoarjo.
3. Based on the SmartPLS measurement results of the Halal Label variable, the value of this variable, namely the original sample, is positive, with a t-count $< t$ -table with a value of $1.637 < 1.96$, while the p-value measurement is $0.102 > 0.05$. It can be concluded that the measurement results show that Halal Label has no positive and significant effect on purchasing decisions in Sidoarjo.

DISCUSSION

The Influence of Celebrity Endorsement on Purchasing Decisions

Based on the results of the analysis in this study, it shows that Celebrity Endorsement has a positive but insignificant effect on consumers to purchase Camille Beauty Skincare products. The significance value obtained is 0.797, which is greater than 0.05. This indicates that celebrity endorsement in this case does not influence purchasing decisions. With so many products being promoted by celebrities, consumers may become distrustful. If celebrity reviews appear inconsistent or insincere, this can create doubt among consumers and discourage them from making a purchase (Andryani & Salim, 2024).

Celebrity endorsements do not always have a significant impact on purchasing decisions, especially in the context of Camille Beauty products among Gen Z consumers. Factors such as a lack of trust in celebrities as spokespersons and increasing distrust of advertisements involving celebrities may contribute to the low effectiveness of celebrity endorsements. To increase purchasing decisions, companies may need to consider alternative marketing strategies that are more directly related to product quality and relevant content (Faradita & Ibnu Fitroh Sukono Putra, 2024). Celebrity endorsement can be less effective and insignificant if the celebrity does not fit with the values or image of the Camille Beauty Skincare brand. For example, if the celebrity is involved in controversy or has a poor image, this can negatively impact consumers' perceptions of the product. If consumers have a negative experience with a product that does not live up to what was promised in the advertisement, this can lead to a decline in interest in making a purchase. The brand's reputation can be shaken if consumer expectations are not met (Usman et al., 2024).

The Effect Of Viral Marketing on Purchasing Decisions

Based on the results of the analysis in this study, it shows that Viral Marketing has a significant influence on consumers to purchase Camille Beauty Skincare products. The significant value obtained is 0.000, which means it is less than 0.05. This indicates that Viral Marketing in this case influences purchasing decisions. Viral marketing has a strong and positive relationship with purchasing decisions because it is able to increase consumer awareness, engagement, and trust in a timely manner. This strategy works well for interacting with Gen Z consumers who are very active on social media and prioritize authentic and interactive content (Rimbahari et al., 2023).

Viral Marketing allows Camille Beauty Skincare products to gain widespread and rapid attention through social media platforms such as Instagram and TikTok. Viral content reaches a larger audience, increasing customer awareness of the product. This is especially important in the digital world, where social networks enable rapid dissemination of information. Viral content often contains strong emotional elements that can attract customers' attention. Entertaining or inspiring content can make customers feel connected to the product, making them more likely to purchase it, according to Camille Beauty Skincare (Santoso et al., 2025). In viral marketing, when a product is endorsed by a well-known influencer or celebrity, it increases the product's credibility in the eyes of customers. Consumers tend to trust recommendations from people they consider trustworthy. Products become more widely known through viral marketing. Consumers become more familiar with the same product when it is featured by different people on various platforms. This familiarity can make people more confident when making decisions, encouraging them to buy. Therefore, viral marketing has proven to be an effective tool for influencing customers' decisions to buy Camille Beauty Skincare products. This finding provides valuable insights into how businesses can use viral marketing strategies to attract customer attention to products, encourage them to buy, and strengthen customer loyalty to the brand (Rohmadhani et al., 2024).

The Effect of Halal Labels on Purchasing Decisions

Based on the results of the analysis in this study, it shows that the influence of halal labels has no effect and is not significant on consumers' decision to purchase Camille Beauty Skincare

products. The significance value obtained is 0.102, which is greater than 0.05. This indicates that halal labels in this case do not influence purchasing decisions. Consumer perceptions of halal are rarely linked to purchasing intentions, so the positive influence usually associated with halal certification can turn negative if consumers feel that the label is irrelevant to their needs (S. N. Rahmadani & Suryaningsih, 2025).

In the digital age, consumers are often faced with information overload. When many halal-certified cosmetic products compete in the market, consumers may feel confused and ultimately ignore the halal label as a determining factor. They focus more on other aspects such as innovation, sustainability, and attractive marketing campaigns. Consumers may hold the view that even if a product has halal certification, this does not guarantee its quality or effectiveness. If Camille Beauty Skincare products fail to meet expectations or if there are negative experiences associated with the products, the halal label may be seen as a mere formality rather than a factor driving the decision to purchase (Khanfani et al., 2023). Research shows that most consumers recognize the halal label when choosing Camille Beauty Skincare products, although its influence is not significant. This reflects that for many people, especially among the younger generation, the halal label is not a top priority in purchasing decisions. They are more likely to focus on other attributes such as product quality, price, and effectiveness. Therefore, the relationship between the halal label and purchasing decisions for Camille Beauty Skincare products can be said to be insignificant and irrelevant, due to consumer indifference toward halal certification, doubts about the label's effectiveness, and the dominance of other more relevant factors in consumers' eyes. Therefore, Camille Beauty Skincare needs to consider marketing strategies that focus more on the advantages of their products, as well as delve deeper to understand consumer needs and preferences (Nurani et al., 2024).

CONCLUSION

Based on the above research on the influence of Celebrity Endorsements, Viral Marketing, and Halal Labels on Gen Z consumers' purchasing decisions regarding Camille Beauty Skincare, the following conclusions can be drawn:

1. Based on the measurement results, it can be concluded that Celebrity Endorsement has no effect and is not significant on Purchase Decisions in the city of Sidoarjo. Although there is a positive influence, celebrity endorsement cannot affect consumers' purchase decisions for Camille Beauty Skincare products. The large number of products promoted by celebrities can cause consumers to feel skeptical, especially if the reviews given are inconsistent or appear insincere. This can create doubt among consumers and reduce their motivation to make a purchase.
2. Based on the measurement results, it can be concluded that Viral Marketing has a positive and significant effect on Purchasing Decisions in the city of Sidoarjo. This study shows that Viral Marketing has a significant impact on consumers' decisions to purchase Camille Beauty Skincare products. Viral Marketing strategies are effective in increasing consumer awareness, engagement, and trust, especially for Gen Z who are active on social media and value authentic and interactive content. This confirms the importance of using viral marketing strategies in building strong relationships with consumers.
3. Based on the measurement results, it can be concluded that the Halal Label has no effect and is not significant on purchasing decisions in the city of Sidoarjo. This study shows that the influence of the halal label does not appear to be significant in influencing consumers to buy Camille Beauty Skincare products. Consumer perceptions of halal labels are often unrelated to their desire to purchase, and the positive influence usually associated with halal certification can turn negative if consumers feel that the label is irrelevant to their needs. This shows the need for a deeper understanding of how consumers view halal labels in the context of their purchasing decisions.

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