

The Influence of Influencer and Viral Marketing on Wardah's Halal Cosmetic Brand Image in Mataram

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Abstract

This study aims to determine the effect of the work environment on the performance of village officials, the effect of discipline on the performance of village officials, and the effect of work motivation on the performance of village officials at the Pemepek Village Office. The analytical method used in this study was multiple linear regression analysis. The respondents in this study were 30 village officials at the Pemepek Village Office. The results of the multiple linear regression analysis showed that partially: (1) the work environment did not have a significant effect on the performance of village officials, with a t-value of $1.880 > t\text{-table of } 1.70562$ and a significance value of $0.071 > 0.05$; (2) discipline had a significant effect on the performance of village officials, with a t-value of $3.509 > t\text{-table of } 1.70562$ and a significance value of $0.02 < 0.05$; and (3) work motivation did not have a significant effect on the performance of village officials, with a t-value of $1.770 > t\text{-table of } 1.70562$ and a significance value of $0.088 > 0.05$. Simultaneously, the variables of work environment, discipline, and work motivation together had a significant effect on performance, with an F-value of $7.785 > F\text{-table of } 2.95$ and a significance level of $0.001 < 0.05$.

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INTRODUCTION

The contemporary world is experiencing rapid development across many sectors, particularly in the industrial realm. The skincare and cosmetics industry serves as a prime example of a thriving business. In the current digital era, cosmetics have driven significant changes in consumer behavior and presented unique challenges. Cosmetics are unique products because they not only fulfill women's basic beauty needs but also often serve as a medium for consumers to express their social identity in the eyes of society (Khan *et al.*, 2021). In the context of halal cosmetics, the use of influencers and viral phenomena can enhance the effectiveness of marketing communications, thereby improving brand image.

Halal cosmetic products have become a global trend in recent years. Demand continues to increase, especially in countries with significant Muslim populations, including Indonesia. This trend is driven by consumer awareness of the importance of products that align with religious and ethical principles. Cosmetic products are complex, containing multiple components, and are categorized as highly processed products, which may include a mixture of ingredients derived from animals or plants (Meliala Waspada, 2024). The increased consumption of halal cosmetics is influenced by halal labeling, halal certification, and the level of religiosity. Halal cosmetics are increasingly viewed as part of a healthy and safe lifestyle, not merely a beauty attribute (Choirunnisa & Firmansyah, 2021).

Understanding consumer needs and preferences in Mataram is crucial for determining which halal cosmetic products to offer. One such halal cosmetic product is Wardah. The phenomenon suggests that Wardah's brand image is shaped not only by product quality but also by the strength of digital marketing strategies through influencers and viral marketing. With more consumers exposed to digital content, it is

worth examining the extent to which these two strategies influence the brand image of Wardah in Mataram (Gunawan & Maolana, 2024). According to Top Brand Index data for 2024, Wardah leads in several categories, including lipstick (22.40%), blush on (16.00%), loose powder (19.70%), and pressed powder (25.60%) (www.topbrand-awards.com, 2024).

Influencer marketing has emerged as an integrated strategy for building brand image in the digital era. Influencers, as figures with loyal and credible followings, enable brands to convey messages authentically and personally, ultimately building positive consumer perceptions (Yoruk & Summak, 2023). The quality of content delivered by the influencer is crucial. Strategically, influencer marketing must be carefully managed by aligning brand values with the influencer's character and audience (Damayanti, 2021; Faisal & Ekawanto, 2022).

Similarly, viral marketing is a strategy that leverages exponential information dissemination through consumer-to-consumer communication via digital platforms. Based on the concept of Electronic Word of Mouth (eWOM), it allows marketing messages to spread "contagiously" at a low cost and high speed (Ramadhan & Wiraguna, 2024). Li et al. (2022) and Puriwat & Tripopsakul (2021) showed that viral marketing significantly shapes positive consumer perceptions of brand image. Brand image itself is a strategic asset that differentiates products in competitive markets. It is defined as a set of associations, perceptions, and experiences formed in the consumer's mind (Idris et al., 2023; Hikmah et al., 2021). A positive brand image increases customer loyalty and trust (Firmansyah, Purnamasari & Kartika., 2024).

METHOD

This study uses a quantitative approach to determine the magnitude of the influence of independent variables (influencer and viral marketing) on the dependent variable (brand image). The independent variables are Influencer (X1) and Viral Marketing (X2), while the dependent variable (Y) is Wardah's brand image. The population comprised all consumers of Wardah cosmetic products in Mataram. The sample size was determined using the rule of thumb by Ferdinand (2014), where the sample is the number of indicators multiplied by 5. With 12 indicators, the sample totaled 60 respondents. The sampling technique was purposive sampling, with the criterion being consumers who had used Wardah products for more than one year. Data were collected using a closed questionnaire distributed to Wardah consumers. The questionnaire employed a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The instruments were tested for validity ($r\text{-table} = 0.2542$) and reliability (Cronbach's Alpha ≥ 0.60). All items for Influencer (10 items), Viral Marketing (6 items), and Brand Image (8 items).

The operational definition of variables consists of a specific explanation of each variable to ensure they can be measured empirically. Influencer Marketing (X1) measured by indicators trustworthiness, expertise, physical attractiveness, respect, and similarity with the target audience (Shimp, 2020). Viral Marketing (X2) measured by indicators product knowledge, product involvement, and talking about the product (Setyani & Prabowo, 2020). Brand Image (Y) measured by indicators product choice, brand choice, distributor choice, and purchase timing (Setyani & Prabowo, 2020).

Data were analyzed using SPSS version 21, which included descriptive statistics, classical assumption tests (normality, multicollinearity, heteroscedasticity), multiple linear regression, and hypothesis testing (t-test, F-test, and coefficient of determination). Includes research design, population and sample, development of research instruments, data collection techniques, and data analysis techniques, which are described briefly.

RESULTS

Respondent Characteristics

The characteristics of the 60 respondents who participated in this study were analyzed based on four criteria such as age, occupation, one time product expenditure, and length of time using Wardah products.

Table 1. Respondent Criteria Based On Age

Age	Frequency	%
20 years	40	66.67
21 – 25 years	12	20
26 – 30 years	7	11.67
31 – 35 years	1	1.67
> 36 years	0	0

Total	60	100
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Based on the data, 40 respondents (66.67%) are 20 years old, while 12 (20%) are aged 21–25. Only one respondent (1.67%) falls in the 31–35 range. In conclusion, the majority of Wardah consumers in Mataram are predominantly 20 years old.

Table 2. Respondent Criteria Based On Occupation

Occupation	Jumlah	%
Student	27	45
Entrepreneur (Wiraswasta)	20	33.3
Employee (Karyawan)	13	21.7
Total	60	100

Based on the data, students represent the largest group (45%, n=27), followed by entrepreneurs (33.3%, n=20) and employees (21.7%, n=13). In conclusion, Wardah products in Mataram are most popular among students.

Table 3. Respondent Criteria Based On Nominal One Time Purchase

One Time Purchase	Jumlah	%
52,000 – 69,000	30	50
70,000 – 89,000	10	16.7
90,000 – 109,000	5	8.3
> 110,000	15	25
Total	60	100

Based on the data, half of the respondents (50%, n=30) spend between 52,000 and 69,000 IDR one time purchase, while 25% (n=15) spend over 110,000 IDR. In conclusion, most Wardah consumers in Mataram have a moderate one time purchase on cosmetics.

Tabel 4. Respondents Criteria are Based On The Length of Time Used Wardah

Length of Use (Wardah)	Jumlah	%
1 year	33	55
2 years	11	18.3
3 years	3	5
> 4 years	13	21.7
Total	60	100

Based on the data, most respondents (55%, n=33) have used Wardah for one year, while 21.7% (n=13) have used it for over four years. In conclusion, Wardah has a mix of new and loyal consumers, with new users being the dominant group in Mataram.

Data Analysis Results

Instrument Test Results

The validity test was conducted to determine whether each questionnaire item accurately measures the intended variable. An item is considered valid if the calculated r-value (r-hitung) is greater than the r-table value (0.2542 for df = 60 at $\alpha = 0.05$). All items for each variable have r-count values exceeding the r-table of 0.2542. Therefore, all questionnaire statements are declared valid. The reliability test was conducted to measure the consistency of each variable instrument. A variable is considered reliable if its Cronbach's

Alpha value is ≥ 0.60 . All three variables have Cronbach's Alpha values greater than 0.60. Consequently, all instruments in this study are declared reliable.

Classical Assumption Tests

Normality Test

The normality test was performed using the Kolmogorov-Smirnov (K-S) test to determine whether the regression model's residuals are normally distributed. A model meets the normality assumption if the Asymp. Sig. (2-tailed) value is ≥ 0.05 . The results are presented in Table 5.

Table 5. Normality Test Results (Kolmogorov-Smirnov)

Test	Asymp. Sig. (2-tailed)	Alpha	Conclusion
Kolmogorov-Smirnov	0.339	0.05	Normally Distributed

The Kolmogorov-Smirnov normality test yields an Asymp. Sig. (2-tailed) value of 0.339. Since this value is considerably higher than the alpha threshold of 0.05, the null hypothesis stating that the data is normally distributed cannot be rejected. In conclusion, the regression model's residuals follow a normal distribution, satisfying one of the key classical assumptions for valid parametric statistical analysis.

Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a strong linear relationship between the independent variables. A good regression model should be free from multicollinearity, indicated by a Tolerance value > 0.1 and a Variance Inflation Factor (VIF) < 10 . Table 6 presents the results.

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF	Condition	Conclusion
Influencer Marketing (X1)	0.899	1.112	Tolerance > 0.1 ; VIF < 10	No Multicollinearity
Viral Marketing (X2)	0.899	1.112	Tolerance > 0.1 ; VIF < 10	No Multicollinearity

Both independent variables have Tolerance values of 0.899 (> 0.1) and VIF values of 1.112 (< 10). These results indicate that there is no multicollinearity problem in the regression model, meaning the independent variables do not have a strong linear correlation with each other.

Heteroscedasticity Test

The heteroscedasticity test was performed using the Glejser test to determine whether there is unequal variance of residuals across observations. A regression model is free from heteroscedasticity if the significance value between each independent variable and the absolute residual (ABS_RES) is > 0.05 . Table 7 presents the results.

Table 7. Heteroscedasticity Test Results (Glejser Test)

Variable	Significance	Alpha	Conclusion
Influencer Marketing (X1)	0.126	0.05	No Heteroscedasticity
Viral Marketing (X2)	0.643	0.05	No Heteroscedasticity

The significance values for both variables (0.126 and 0.643) are greater than 0.05. Furthermore, the scatterplot shows no clear pattern of residual distribution. Therefore, the regression model is free from heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the direction and magnitude of the influence of the independent variables (Influencer Marketing and Viral Marketing) on the dependent variable (Brand Image). The regression equation is as follows:

$$Y = 3.365 + 0.476X_1 + 0.541X_2 + e$$

Constant value is 3.365. If both Influencer Marketing and Viral Marketing are held constant (zero), the Brand Image value would be 3.365. Influencer marketing coefficient value is 0.476, this positive value indicates that for every one-unit increase in Influencer Marketing while Viral Marketing remains constant, Brand Image will increase by 0.476 units. Viral marketing coefficient value is 0.541, this positive value indicates that for every one-unit increase in Viral Marketing while Influencer Marketing remains constant, Brand Image will increase by 0.541 units.

Both independent variables have positive regression coefficients, suggesting that improvements in influencer marketing and viral marketing strategies will lead to an enhancement in Wardah's brand image among consumers in Mataram.

Hypothesis Testing

Partial Effect (t-Test)

The partial hypothesis testing in this study presents the analysis results of the influence of the independent variables, consisting of Influencer Marketing and Viral Marketing, on the dependent variable, namely the brand image of Wardah products in Mataram City. The criteria for this hypothesis testing employed the t-test, which compares the calculated t-value (t-count) against the t-table value. If the calculated t-value is greater than the t-table value, then the independent variable has a significant effect on brand image. The results of the partial test are presented in Table 8.

Table 8. Partial Effect (t-Test) Result

Variable	t-count	t-table	Sig.	Conclusion
Influencer Marketing (X1)	2.993	2.00172	0.004	significantly partial effect
Viral Marketing (X2)	2.388	2.00172	0.020	significantly partial effect

The t-test results showed that the t-count for Influencer Marketing (X1) was 2.993, exceeding the t-table value of 2.00172, with a significance level of 0.004 (<0.05). This indicates that H1 is accepted, influencer Marketing has a significant positive partial effect on Brand Image. The regression coefficient of 0.476 confirms that the better the influencer marketing, the stronger the brand image of Wardah in Mataram.

For Viral Marketing (X2), the t-count was 2.388, also exceeding the t-table (2.00172), with a significance of 0.020 (<0.05). Thus, H2 is accepted which is viral Marketing has a significant positive partial effect on Brand Image, with a regression coefficient of 0.541.

Simultaneous Effect (F-Test)

The simultaneous hypothesis testing in this study presents the analysis results of the influence of the independent variables, consisting of Influencer Marketing and Viral Marketing, simultaneously affecting the dependent variable, namely the brand image of Wardah products in Mataram City. The criteria for this hypothesis testing employed the F-test, which compares the calculated F-value (F-count) against the F-table value. If the calculated F-value is greater than the F-table value, then the independent variables have a simultaneous significant effect on brand image. The results of the simultaneous test are presented in Table 9.

Tabel 9. Simultaneous Effect (F-Test) Result

Model	F-count	F-table	Significance	Conclusion
Regression	10.674	2.76	0.000	Simultaneously Significant Effect

Based on Table 9, the calculated F-value (F-count) is 10.674, while the F-table value at a significance level of $\alpha = 0.05$ with degrees of freedom (df) 2 and 57 is 2.76. Therefore, F-count (10.674) is greater than F-table (2.76). Additionally, the significance value obtained is 0.000, which is considerably smaller than the alpha threshold of 0.05. Since $F\text{-count} > F\text{-table}$ ($10.674 > 2.76$) and the significance value is less than 0.05 ($0.000 < 0.05$), it can be concluded that H3 is accepted. This means that Influencer Marketing and Viral Marketing simultaneously and significantly influence the Brand Image of Wardah products among consumers in Mataram City. In other words, both marketing strategies together play a crucial role in shaping and enhancing the brand image of Wardah in the research area.

The R Square value was 0.272, indicating that 27.2% of the variance in Brand Image is explained by Influencer and Viral Marketing. The remaining 72.8% is influenced by other variables not examined in this study.

DISCUSSION

The finding that influencer marketing has a positive and significant effect on Wardah's brand image aligns with previous research by Nabilaturrahma et al. (2024) in the EKOMA journal, which found that an influencer's credibility has a direct effect on the brand image of Wardah's UV Shield Series. This study confirms that key factors such as attractiveness, trustworthiness, expertise, and engagement contribute significantly. Influencers perceived as knowledgeable about halal and natural cosmetics, as promoted by Wardah, are more effective at building a positive brand image in Mataram.

The results demonstrate that viral marketing significantly shapes consumer perceptions of Wardah. Engaging, memorable, and easily shared content on social media creates a positive brand image. This is supported by Saputra & Rahmawati (2022) in JAMIS, who stated that strategically executed viral marketing strengthens brand image, especially if the content carries emotional, informative, and authentic value. Wardah's use of viral content, such as tutorials for hijab makeup and Islamic beauty campaigns, fosters emotional closeness and builds a positive brand image in Mataram.

The simultaneous influence of both variables (F-count 10.764, $R^2 = 27.2\%$) shows that combining influencer and viral marketing is more effective in building brand image. This supports Rachmawati & Novianty (2023) in Jurnal RELASI, which found that both strategies together enhance brand image and loyalty for local cosmetic products. Wulandari et al. (2021) also noted that when influencers deliver viral messages (rapid and emotional), brand image becomes strongly embedded in consumers' minds. Thus, both variables collectively play a crucial role in building Wardah's brand image in Mataram.

CONCLUSION

Based on the findings of this study, it can be concluded that Influencer Marketing has a significant positive partial effect on building the brand image of Wardah halal cosmetic consumers in Mataram City. Similarly, Viral Marketing also demonstrates a significant positive partial effect on building the brand image of Wardah halal cosmetic consumers in the same area. Furthermore, both Influencer Marketing and Viral Marketing simultaneously exert a significant effect on building the brand image of Wardah halal cosmetic consumers in Mataram City, collectively contributing 27.2 percent to brand image formation, while the remaining 72.8 percent is explained by other factors not examined in this research. This research confirms the importance of strategic selection of credible influencers and the development of emotionally engaging viral content. For Wardah and other halal cosmetic brands, integrating these two digital marketing strategies is essential for strengthening brand image in an increasingly competitive market.

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