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Influencing Purchase Intention of Korean Cosmetics in Payakumbuh

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Abstract: The growing K-beauty trend due to the influence of Hallyu or Korean Wave which represents the spread of South Korean culture globally, including in terms of beauty standards. This phenomenon highlights the concept of South Korean beauty that prioritizes a fresh and natural appearance through the use of makeup. This study aims to see the effect of social media effectiveness, country of origin, brand image, on purchase intentions moderated by halal product knowledge on South Korean cosmetics in Payakumbuh City. A quantitative approach was used in this study, data were analyzed using SEM-PLS with a sample size of 194 people. The results showed that Information Accuracy, Brand Credibility, had a significant positive effect, but information quality and source credibility did not affect the Effectiveness of Social Media Communication, country of origin and brand image variables had a positive and significant relationship direction to purchase intentions. Moderation of halal product knowledge did not moderate the relationship between country of origin and purchase intentions, halal product knowledge increased the relationship between brand image and purchase intentions.

Keywords: purchase intention, social communication, marketing.

INTRODUCTION

Globalization is driving global market integration supported by technological advances and ease of access to information, communication and infrastructure developments from around the world. Geographical distance is no longer an obstacle in the process of buying and selling products and services, thus encouraging international trade. International trade is related to import export activities. One of them is in the cosmetics industry sector The increase in the use of cosmetics is followed by many types of products that make the industrial market promising for business people. Farras Muthiah (2024) explained that there are 2 types of cosmetic products consisting of local cosmetics and imported cosmetics. Local cosmetics are cosmetics that come from the country of origin or products that come from within the country, while imported cosmetics are cosmetics that come from abroad (Aifa Fahira et al., 2021).

One of the foreign cosmetic products that entered the Indonesian market is South Korea. This is the background of the K trend-*beauty* that develop due to the influence of *Hallyu* or *Korean Wave* reflects the spread of South Korean culture globally, including in terms of beauty standards. This phenomenon highlights the typical South Korean beauty concept that prioritizes a fresh and natural look through the use of makeup (Afwan) *et al.*, 2024).

Indonesia is one of the countries whose people use social media. According to the Central Statistics Agency of the Republic of Indonesia, the number of social media users in Indonesia in 2024 will be recorded at 167 million people. Social media is used by about 60.4% of Indonesians. Judging from the number of social media users in Indonesia, of course, it is related to the information obtained on social media that affects the attitude or response of consumers when looking for information about a product they want to buy (Rahmah & Arafah, 2023). Social media platforms make many shopping trends *Online*, so that in this day and age consumers buy a variety of products in *E-commerce*, one of the products purchased at *E-commerce* namely cosmetic products or beauty products.

One of the cities whose people use social media is Payakumbuh. The population of Gen Z (aged 15-28 years) in Payakumbuh is quite significant. In 2024, the range of birth years for Gen Z is 1997-2012. The number of female Gen Z residents in Payakumbuh City reached 17,020 people. Gen Z has good experience in using information technology and is at a productive age in the use of cosmetics.

METHOD

The target population studied is the people of Payakumbuh city who know and have the willingness to use South Korean cosmetic products. In sampling, non-probability sampling is used, where not all populations have the opportunity to be sampled in this study (Sekaran & Bougie, 2016). The purposive method was used to find samples that fit the criteria. The sample criteria for this study are domiciled in Payakumbuh City, social media users (Instagram, TikTok, and Marketplace), knowing South Korean cosmetic products.

The determination of the number of samples in this study adopted from the Cohen table obtained a minimum number of samples, which is 137. However, the number of samples collected and processed was 194 respondents. The data source used is primary data, namely data collected directly from respondents using a survey with a questionnaire instrument on a likert scale of 1-5. The data was analyzed using Structural Equation Modelling – Partial Least Square (SEM-PLS) with SmartPLS 4.0 software.

RESULTS AND DISCUSSION

Results

Table 1. Frequency of Respondent Characteristics

Respondent Characteristic	Frequency	Percentage (%)
Age	29 (22 years)	15
Last Education	123 (High School/High School)	63
Income	43 (IDR 1,500,000 – IDR 2,000,000)	22
Frequency of Use	73 (2x)	38

It is dictated that the dominance of respondents in this study, namely 22-year-old women, has a percentage of 15%, This shows that consumer behavior in purchasing cosmetics, including preferences for trends Makeup which is in great demand by the younger generation in increasing confidence adjusted to the needs of appearance, the last education of the respondents was dominated by high school/high school with a percentage of 63%, followed by the respondents' gross income below $123 with 22%, with a frequency of 2x use of 38%.

Evaluation of the Measurement Model

Table 2. Evaluation of Measurment Model

Item Code	Measurement Itme	Outer Loading
	Source Credibility α = 0.924 , CR = 0.984, ETA = 0.840	
CS1	I like to take the opportunity to buy unknown cosmetics, after seeing Fresh mode (new models) in the advertisements given.	0.951
CS2	If given the opportunity to buy an unknown product, I would not buy it.	0.824
CS3	I feel the price is in line with the quality I get.	0.968
	Brand Credibility α = 0.955, CR = 0.955, AVE = 0.883	**Outer Loading**
BC1	The accounts I follow on social media are trustworthy.	0.949
BC2	I believe the information shared on social media is accurate.	0.970
BC3	Has a high reputation for quality on social media.	0.969
BC4	I find brands on social media to be a credible source of information.	0.866
	Accuracy of information α = 0.962, CR = 0.989 , AVE = 0.869	**Outer Loading**
AI1	I believe that social media advertising is accurate in reflecting the benefits they claim.	0.918
AI2	I found accurate information on social media.	0.963
AI3	I trust the information provided by Influencers and brands on social media	0.955
AI4	I feel that social media can be a reliable information reference for considering purchasing a product.	0.949
AI5	The accuracy of information on social media can influence my perception.	0.873
	Information Quality α = 0.961 , CR = 0.991, AVE = 0.896	**Outer Loading**
IQ1	The information I found on social media is accurate.	0.938
IQ2	I trust the information I find on social media (e.g., ingredients, benefits, how to use).	0.982
IQ3	I feel the information provided by influencers on social media is reliable.	0.976
IQ4	Information on social media can influence my perception	0.887
	Effectiveness of Social Media Communication α = 0.933, CR = 0.988 , AVE = 0.831	**Outer Loading**
ESMC1	I feel the influence of the content provided by celebrities through social media such as the photos and videos provided.	0.763
ESMC2	Recommendations from influencers influence my views	0.945
ESMC3	I feel the influence of reviews and ratings given by customers on social media on my purchasing intentions	0.972
ESMC4	I know the official account of Korean cosmetic products	0.951
	Country Of Origin α = 0.933, CR = 0.934, AVE = 0.748	**Outer Loading**
COO1	South Korea as the country of origin has a good level of technological mastery.	0.862
COO2	South Korea as the country of origin has a good reputation as a country	0.876
COO3	South Korea as a country of origin has a creative workforce	0.871
COO4	South Korea as a country of origin has good quality workforce	0.833
COO5	South Korea as a country of origin is an ideal place to visit	0.895
COO6	I believe that products from South Korea have good quality.	0.852
	Brand Image α = 0.928 , CR = 0.929 , AVE = 0.635	**Outer Loading**
BI1	I easily recognize South Korean cosmetic brands	0.813
BI2	I will always buy South Korean cosmetic brands	0.788
BI3	South Korean cosmetics can meet my daily appearance needs	0.791
BI4	South Korean cosmetics can meet my expectations	0.711
BI5	South Korean cosmetics have uniqueness from other brands	0.807
BI6	South Korean cosmetics consistently maintain their quality.	0.778
BI7	South Korean cosmetics meet my expectations.	0.841
BI8	I like to use South Korean cosmetics	0.829

BI9	I am comfortable using South Korean cosmetics	0.807
	Halal Product Knowledge α = 0.891 , CR = 0.897 , AVE = 0.605	**Outer Loading**
HPK1	I understand the halal and haram aspects	0.790
HPK2	I know the benefits of using halal products	0.782
HPK3	I know that products containing alcohol/khamr are not permitted for Muslims to use	0.803
HPK 4	I know that not all products containing animal derivatives (collagen/gelatin from forbidden animals such as pigs) can be used by Muslims.	0.745
HPK5	I know that products containing hazardous materials (mercury) should not be used because they are harmful to the body.	0.823
HPK 6	I know the ingredients that are prohibited in halal products	0.735
HPK7	I consider using halal products because they are not harmful to use.	0.762
	Purchase Intent α = 0.917, CR = 0.918 , ETA = 0.633	**Outer Loading**
PI1	I am interested in buying Korean cosmetic products	0.814
PI2	I buy Korean cosmetic products because the quality matches the benefits.	0.789
PI3	I buy Korean cosmetic products because of their popularity.	0.746
PI4	I buy Korean cosmetic products because the price matches the quality.	0.788
PI5	I easily find Korean cosmetic products	0.816
PI6	Korean cosmetic products have a complete range of colors	0.809
PI7	I easily make payments when purchasing Korean cosmetic products.	0.793
PI8	Completeness of payment methods (cash and non-cash) when making payments when purchasing	0.806

Source: Data Processed in SmartPLS 4 (2025)

Table 3. Results HTMT (Heterotrait Monotrait)

	AI	BI	ESMC	IQ	BC	PI	CS	COO
AI								
BI	0.217							
ESMC	0.128	0.083						
IQ	0.597	0.127	0.108					
BC	0.190	0.168	0.308	0.045				
PI	0.131	0.847	0.056	0.109	0.137			
CS	0.299	0.073	0.074	0.429	0.049	0.060		
COO	0.111	0.782	0.065	0.072	0.128	0.778	0.060	
HPK	0.166	0.751	0.098	0.144	0.109	0.708	0.093	0.701

Source: Data Processed in SmartPLS 4 (2025)

According to Hair *et al.* (2019) The aouter model test on PLS-SEM saw convergent validity with an outer loading value of > 0.7, AVE > 0.5, discriminant validity saw an HTMT value of < 0.9 and Reliability saw an alpha cornbach value and composite reliability > 0.7.

Based on table 2, it shows that the convergent validity results of each variable in this study have an outer loading value of > 0.7 and an AVE value of > 0.5 so that the measurement model or aouter model of this study is valid convergently, table 2 displays the cornbach alpha value and the reliability composite in this study > 0.7 so that this study meets the reliability. Conrbach alpha and composite reliability > 0.7. Table 3 shows the results of the trial looking at the HTMT (Heterotrait Monotrait) value < 0.9 and the overall value in the HTMT results in this study < 0.9 so that it can be said to be discriminatically valid.

Table 4. Colinearity Tsest Results

No	Variables	VIF	Description
1.	Accuracy of information => Effectiveness of Social Media Communication	1.529	No collaterality
2.	Brand Image => Purchase Intention	2.782	No collaterality

3.	Effectiveness of Social Media Communication => Purchase Intention	1.009	No collaterality
4.	Information Quality = > Effectiveness of Social Media Communication	1.614	No collaterality
5.	Brand Credibility => Effectiveness of Social Media Communication	1.042	No collaterality
6.	Source Credibility => Effectiveness of Social Media Communication	1.180	No collaterality
7.	Country Of Origin => Purchase Intention	2.586	No collaterality
8.	Halal Product Knowledge x Country Of Origin => Purchase Intention	4.913	No collaterality
9.	Halal Product Knowledge x Brand Image => Purchase Intention	4.844	No collaterality

Source: Data Processed in SmartPLS 4 (2025)

Table 3 shows the collinearity value based on the VIF value, each relationship must have a nilia < 5. This proves that there is no collinearity between the relationships of variables in this study. So that it can be continued to test hypotheses.

Hypothesis testing was carried out by comparing the value of T with the T table. Based on the probability value of one teild by calculating the degree of freedom with the formula (df = n-k). In this study, 194 samples were processed with a number of 9 variables, namely Accuracy of information, Information Quality, Brand Credibility, Source Credibility, Effectiveness of Social Media Communication, Country Of Origin, Brand Image, Halal Product Knowledge and Purchase Intention. So the value of df is obtained (df = 194 – 9 = 185) so that the value of the table T is 1.65313.

Table 5. Test Results Hypothesis

Hypothesis	T Statistic	T Table	Description
Accuracy of information => Effectiveness of Social Media Communication	2.008	1.65313	Significant
Information Quality = > Effectiveness of Social Media Communication	1.316	1.65313	Not Significant
Brand Credibility => Effectiveness of Social Media Communication	3.893	1.65313	Significant
Source Credibility => Effectiveness of Social Media Communication	0.710	1.65313	Not Significant
Effectiveness of Social Media Communication => Purchase Intention	1.688	1.65313	Significant
Country Of Origin => Purchase Intention	3.479	1.65313	Significant
Brand Image => Purchase Intention	7.461	1.65313	Significant
Halal Product Knowledge x Country Of Origin => Purchase Intention	1.409	1.65313	Not Significant
Halal Product Knowledge x Brand Image => Purchase Intention	2.546	1.65313	Significant

Source: Data Processed in SmartPLS 4 (2025)

Based on the results of the hypothesis test in table 5, there are insignificant variables and rejected, namely the hypothesis of Information Quality to the Effectiveness of Social Media Communication, Source Credibility to the Effectiveness of Social Media Communication, and the moderation of Halal Product Knowledge on Brand Image to Purchase Intention. Meanwhile, the other 6 hypotheses are accepted and significant.

Table 6. Test Results of R Square (R^2) and Q Square (Q^2)

No	Variables	R Square (R^2)	Q Square (Q^2)
1.	Effectiveness of Social Media Communication	0.136	0.094
2.	Purchase Intention	0.722	0.439

Source: data processed in SmartPLS 4 (2025)

Based on table 6, the R square value is displayed which is useful to measure how much influence independent variables are influenced by other variables outside the study. The R^2 variable of Effectiveness of Social Media Communication is 0.136 or 13.6%, this shows that the Effectiveness of Social Media Communication variable can be explained by the variables Accuracy of information, Information Quality, Brand Credibility, and Source Credibility of 13.6%, the remaining 86.4% is explained by other unknown variables. Intention can be explained by the variables Effectiveness of Social Media Communication, country of origin and brand image of 72.2% of which the remaining 27.8% are explained by other unknown variables. Look at the value of Q^2 to find out if the independent variable has a relevant prediction value for the dependent variable where the value of Q^2 is > 0. In table 6, the value of $Q^2 > 0$ indicates that all independent variables are able to predict dependent variables.

Discussion

The Effect of Accuracy of Information on the Effectiveness of Social Media Communication

Based on the hypothesis of the Effect of Accuracy of information on the Effectiveness of Social Media Communication, the value of the T statistic (2.008) > T table (1.65313) is determined. Thus this hypothesis is accepted and signified. The results of this study show that the Accuracy of information variable has a significant positive influence on the Effectiveness of Social Media Communication These findings indicate that the more accurate the information conveyed through social media, the more effective the communication that occurs between information providers and audiences.

The results of this study are in line with Listyowati *et al.* (2020) which sums up the results that the accuracy of social media information has a significant effect on purchase intent. Rahmizal & Yuvendri (2021) and Singh *et al.* (2024) showed the same result, namely the accuracy of information had a significant positive effect on the effectiveness of social media communication. It can be concluded that Accuracy of information is an important thing that affects the Effectiveness of Social Media Communication, especially for information about South Korean cosmetic products in Payakumbuh City.

The Effect of Information Quality on the Effectiveness of Social Media Communication

Based on the hypothesis of the Influence of Information Quality on the Effectiveness of Social Media Communication, the T statistics (1.316) < T table (1.65313) was ejected. Thus this hypothesis is rejected and there is no significant effect. The results of this study show that infrmation quality does not have a significant influence on the Effectiveness of Social Media Communication. These findings indicate that even if the information conveyed is of good quality, it does not necessarily improve the effectiveness of communication on social media.

The results of the study are in line with Asiah *et al.* (2024) The results of the study found that the quality of information did not have a significant effect on the effectiveness of social media communication. However, the results of this study are contrary to the Chrisniyanti & Fah, (2022), Singh *et al.* (2024) and Uge *et al*. (2024) found results that there was a significant influence of information quality on the effectiveness of social media communication. Korean cosmetic consumers in Payakumbuh City do not pay close attention to the quality of

information on Social Media Communication So that the quality of information is not the main factor in attracting attention or shaping the perception of the product. This can be influenced by the popularity of the brand and recommendations from influencers compared to how well the information is delivered,

The Influence of Brand Credibility on the Effectiveness of Social Media Communication

Based on the hypothesis of the Influence of Brand Credibility on the Effectiveness of Social Media Communication, the T statistic (3.893) > T table (1.65313) was determined. Thus the hypothesis is accepted and there is a significant influence. The results of this study show that brand credibility has a significant positive influence on the Effectiveness of Social Media Communication. These findings suggest that high brand credibility makes messages delivered through social media more convincing, increases consumer trust, and strengthens engagement with the content and products offered.

The results of the study are in line with Aini, (2022) who found the results that Brand credibility has a significant effect on the effectiveness of social media communication. Supported by research conducted by Wei *et al*. (2023) and Salhab *et al*. (2023) The same result, namely brand credibility, has a significant effect on the effectiveness of social media communication. For South Korean cosmetics consumers in Payakumbuh City, brands that are seen as credible are able to increase consumer trust, strengthening the message conveyed through social media.

The Influence of Source Credibility on the Effectiveness of Social Media Communication

Based on the hypothesis of the Influence of Source Credibility on the Effectiveness of Social Media Communication, it is known that the T vstatistics (0.710) < T table (1.65313). Thus the hypothesis is rejected and there is no significant influence. The results of the study show that Source Credibility has no effect on the Effectiveness of Social Media Communication. The results of this study are in line with Stuart & Stuart (2020) which revealed the results that the credibility of the source did not have a significant effect on the effectiveness of social media communication. The results of this study are based on Kurdish *et al.* (2022) and Singh *et al.* (2024) found that the credibility of the source had a significant effect on the effectiveness of social media communication.

These findings indicate that although the source of information is considered credible, it does not necessarily increase the effectiveness of the message conveyed through social media. So that the credibility of the source has not had a large enough influence to affect the effectiveness of social media communication on information on South Korean cosmetic product information in Payakumbuh City.

The Effect of Effectiveness of Social Media Communication on Purchase Intention

Based on the hypothesis of the Effect of Effectiveness of Social Media Communication on Purchase Intention, it is known that the statistical T statistics (1.688) > the T table (1.65313). Thus the hypothesis is accepted and there is a significant influence. The results of the study show that the Effectiveness of Social Media has a positive effect on Purchase Intention**.** These findings are in line with Salhab *et al*. (2023) which confirms the results that effective social media marketing affects purchase intentions.

The findings of this research are that the more effective communication carried out through social media, both through interesting, informative, and interactive content, the higher the interest of consumers in buying the product. This is in line with the trend among young consumers in Payakumbuh who actively use social media and tend to be influenced by reviews, promotions, and digital campaigns from Korean cosmetic brands.

The Influence of Country Of Origin on Purchase Intention

Based on the hypothesis of the influence of country of origin on purchas intention, the T statistics (3.479) > T table (1.65313) is calculated. Thus the hypothesis is accepted and there is a significant influence. The results of this study show that the country of origin has a significant positive effect on purchase intention. The results of this study are in line with Mahri *et al*. (2023) which found that the country of origin had a positive relationship with purchase intention. This research is supported by other research, namely according to Polla & Oey (2024), Hasan (2023)and Abalkhail (2023) which found that the country of origin had an effect on the purchase intention.

It can be known that if the country of origin of a product or brand has a good and positive reputation, it will affect the purchase intention. Consumers who know the country of origin of a brand or product that comes from a country with a good reputation are likely to intend to buy South Korean cosmetic products in Payakumbuh City. This indicates that consumers attribute the country of origin of this product to innovation, high production standards, or certain advantages that distinguish the product from competitors that attract consumers to make a purchase.

The Influence of Brand Image on Purchase Intention

Based on the hypothesis of the influence of brand image on purchas intention, the T statistics (7.461) > T table (1.65313) is known. Thus the hypothesis is accepted and there is a significant influence. The results of this study show that brand image has a significant positive effect on purchase intention. These findings are in line with Mahri *et al*. (2023) found that brand image had a significant positive effect on purchase intent. Supported by other findings according to Diba (2021)and Kausuhe *et al*. (2021) stating that brand image is a thing that affects buying intentions.

Brand image has been proven to have a positive and significant influence on purchase intent. This shows that the stronger the brand image in the consumer's memory which is reflected through the perception of quality, trust, and brand reputation, the higher the likelihood that consumers will choose and buy the product. Thus, a positive brand image is the main factor in encouraging consumer purchase intention of South Korean cosmetic products in Payakumbuh City.

The Effect of Halal Product Knowledge Moderation on Country Of Origin on Purchase Intention

Based on the hypothesis of the effect of halal product knowledge moderation in the country of origin on purchase intention, the T statistics (1.409) < T table (1.65313) is known. Thus the hypothesis is rejected and there is no moderation effect. The results of this study show that halal product knowladge does not moderate the relationship between country of origin and purchase intention. These findings are in line with Mahri *et al*. (2023) found that knowledge of halal products does not moderate the originator of the purchase intention. Other research is Fitri *et al*. (2024) which found that consumers tend to trust the country of origin more than finding out more about the halalness of a product.

This shows that consumers trust the country of origin more in generating purchase intent than knowing the halalness of a product. Consumers often feel that products from reputable countries are more reliable and are more likely to trust the reputation of the country of origin before checking whether the product is halal or not. So it is known that some consumers of South Korean cosmetic products in Payakumbuh City prioritize the country of origin, halal knowledge as moderation has a weak influence.

The Effect of Halal Product Knowledge Moderation on Brand Image on Purchase Intention

Based on the hypothesis of the effect of halal product moderation on the barnd image on purchase intention, the T statistics (1.409) < T table (1.65313) is found. Thus the hypothesis is accepted and there is a moderation effect. The results of this study show that halal product knowladge moderates the relationship between brand image and purchase intention. These findings are in contrast to Mahri *et al*. (2023) and Fitri *et al*. (2024) which states that halal product knowledge positively affects the relationship between brand image and purchase decisions.

Consumers with high halal knowledge tend to make decisions based on objective evidence related to the halalness of products rather than simply relying on positive perceptions of brands. So it is known that some consumers of South Korean cosmetic products in Payakumbuh City who have a high level of knowledge of halal products will reduce the influence of brand image on the purchase intention of this because they are more concerned with halalness

CONCLUSION

Based on the results of the research that has been presented in the previous discussion, it can be concluded that the Accuracy of information has a positive effect on the Effectiveness of Social Media Communication, Information Quality does not have a positive effect on the Effectiveness of Social Media Communication, Brand Credibility has a positive effect on the Effectiveness of Social Media Communication, Source Credibility does not have a positive effect on the Effectiveness of Social Media Communication, Effectiveness of Social Media Communication has a positive impact on Purchase Intention, country of origin has a positive effect on Purchase Intention, Brand Image has a positive effect on Purchase Intention, and for the moderation test, the results were obtained that Halal Product Knowledge did not moderate the relationship between the country of origin and the purchase intention because the reputation of the country of origin played a more role before ensuring the halalness of the product, but Halal Product Knowledge moderated the relationship between brand image and purchase intention, this means that the halalness of a product plays an important role in the importance of brand image, especially among Muslim consumers.

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