THE INFLUENCE OF ADVERTISING AND SOCIAL MEDIA TOWARD SALES IMPROVEMENT WITH PRODUCT HALALNESS AS AN INTERVENING

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Abstract

This research has several main reasons of urgency, namely the Development of Digital Marketing Advertising and social media have become dominant factors in modern marketing strategies. The purpose of this study is to analyze how marketing strategies through advertising and the use of social media can increase sales of a product, especially in the beauty industry. This research is quantitative because it focuses on measuring the relationship between variables using numerical data and statistical analysis. This study uses a causal model to test the effect of advertising and social media on sales, with product halalness as an intervening variable. This model can be analyzed using Structural Equation Modeling (SEM-PLS) or multiple regression. The population is Ms Glow Beauty consumers who have used the product and are exposed to advertising and social media. The sample is determined using a purposive sampling method. The results of this study prove that advertising, social media marketing, and product halalness have a positive and significant effect on increasing sales of Ms Glow Beauty. Advertising and social media not only increase sales, but also strengthen the perception of product halalness. In addition, product halalness is proven to be an important factor that mediates the influence of advertising on sales, so that advertising that emphasizes halal aspects can increase consumer trust and encourage purchases.

Keywords: *Advertising, Social Media, Product Halalness*

Abstrak

Penelitian ini memiliki urgensi beberapa alasan utama, yaitu Perkembangan Digital Marketing Iklan dan media sosial telah menjadi faktor dominan dalam strategi pemasaran modern. Tujuan penelitian ini untuk menganalisis bagaimana strategi pemasaran melalui iklan dan penggunaan media sosial dapat meningkatkan penjualan suatu produk, khususnya dalam industri kecantikan. Penelitian ini bersifat kuantitatif karena berfokus pada pengukuran hubungan antara variabel menggunakan data numerik dan analisis statistik. Penelitian ini menggunakan model kausal untuk menguji pengaruh iklan dan media sosial terhadap penjualan, dengan kehalalan produk sebagai variabel intervening. Model ini dapat dianalisis menggunakan Structural Equation Modeling (SEM-PLS) atau regresi berganda.Populasi adalah Konsumen Ms Glow Beauty yang telah menggunakan produk dan terpapar iklan serta media sosial. Sampel Ditentukan menggunakan metode purposive sampling. Hasil Penelitian ini membuktikan bahwa iklan, social media marketing, dan kehalalan produk berpengaruh positif dan signifikan terhadap peningkatan penjualan Ms Glow Beauty. Iklan dan media sosial tidak hanya meningkatkan penjualan, tetapi

juga memperkuat persepsi kehalalan produk. Selain itu, kehalalan produk terbukti menjadi faktor penting yang memediasi pengaruh iklan terhadap penjualan, sehingga iklan yang menonjolkan aspek halal mampu meningkatkan kepercayaan konsumen dan mendorong pembelian.

Kata Kunci: *Iklan, Media Sosial, Kehalalan Produk*

Introduction

Today, business competition is increasingly fierce, not only between products, not only within specific regions, but also globally. Therefore, every company's management needs to increase or retain consumers in purchasing products. As stated (Langga et al., n.d.), currently, global business competition forces countries' economic systems to continue to develop and gain market share. Because market share influences increased product sales, intensive distribution is required to reach a wider market and increase sales. (N. S. Dewi & Sudiksa, 2019)

Effective promotion is necessary to increase sales. This is because it can create a product image that will build consumer trust. As stated above, (Budiman & Erdiansyah, 2021) that product image has a positive impact on the perception of trust, thus enabling consumers to increase their desire to purchase the product. In this case, in the current digitalization era, it is also necessary to adopt sales technology organizations. As conveyed in online stores, it is necessary to differentiate themselves to attract customers with unique features to get the best first impression of consumers. (Sakti et al., 2021)

Through effective advertising, social media marketing, and brand ambassadors, this can significantly increase product sales. Furthermore, companies should not only focus on promotions but also on the quality and halal certification of their products. The quality of a product influences consumer confidence in purchasing it. Considering the world's Muslim population of approximately 2 billion, it's clear that one in four consumers prefer halal products. (Hidayat, 2023)

Companies need to fully understand the importance of a product's halal certification. Halal products aren't just for a select few. However, people from all religions around the world prioritize safe products, specifically halal products. Halal products are defined as products that meet sharia requirements, preventing prohibited items, both in terms of their substance and non-substances. One way to help and facilitate consumers in

choosing halal products is to look for the halal label on the product packaging. (Murfadila et al., 2021)

Indonesia is the country with the largest Muslim population globally, with over 87% of the total population. Consequently, the halal industry has experienced rapid growth in recent years. Halal has become a universal indicator of product quality assurance and living standards. Many companies are now aware that to increase product sales, quality assurance and halal certification are necessary, although many companies are reluctant to offer halal production conditions. (Samodra & Ratnasari, 2020). The legal basis and principles of a product's halal status are based on several primary sources in Islam, namely: the Qur'an as in Surah Al-Baqarah verse 168: "O mankind! Eat of what is lawful and good on earth...". which provides further guidance on permitted or prohibited foods and ingredients. Ijtihad and Fatwa of Ulama, which provide additional guidance regarding modern products that are not explicitly mentioned in the Qur'an and Hadith.(Warto & Samsuri, 2020). This research is urgent for several main reasons, namely the development of digital marketing. Advertising and social media have become dominant factors in modern marketing strategies. The purpose of this study is to analyze how marketing strategies through advertising and the use of social media can increase product sales, particularly in the beauty industry. This study has several novelties that distinguish it from previous research: Integrating Product Halalness as an Intervening Variable.(Zulfiqar Ravi Rahman & Muzakar Isa, 2023) Unlike previous research that only looked at the direct impact of social media and advertising on sales, this study includes product halal certification as an intervening variable. This provides new insights into how product halal certification can enhance the impact of advertising and social media on increasing sales.(Seftiono, 2018)

Research Methods

This research is quantitative because it focuses on measuring the relationship between variables using numerical data and statistical analysis. This study uses a causal model to test the effect of advertising and social media on sales, with product halalness as an intervening variable. This model will be analyzed using Structural Equation Modeling (SEM-PLS).The population is Ms Glow Beauty consumers who have used the

product and been exposed to advertising and social media. The sample was determined using a purposive sampling method, respondent criteria: Having purchased Ms Glow Beauty products, Actively using social media (Instagram, TikTok, YouTube, etc.), Paying attention to halal aspects in purchasing decisions.(Murfadila et al., 2021)

The variables in this study are Independent Variables (X) consisting of Advertising (X1): Advertising frequency, platform type, content appeal and Social Media (X2): Engagement, interaction, customer testimonials. As well as Intervening Variables (Z) consisting of Product Halalness: Halal certification, consumer trust, quality perception and Dependent Variables (Y): Sales Increase: Purchase frequency, customer loyalty, number of transactions.

Result and Discussion

1. Analysis Results

This sub-chapter will explain the results of the research analysis. Several steps were taken to obtain the research results through several testing stages. The analysis used statistical software, Smart PLS.

1. Outer Model Analysis

Outer model analysis, or measurement model analysis, aims to specify the relationship between latent variables and their indicators. This outer model test uses Smart PLS. The outer model analysis is conducted using validity, reliability, and multicollinearity tests..
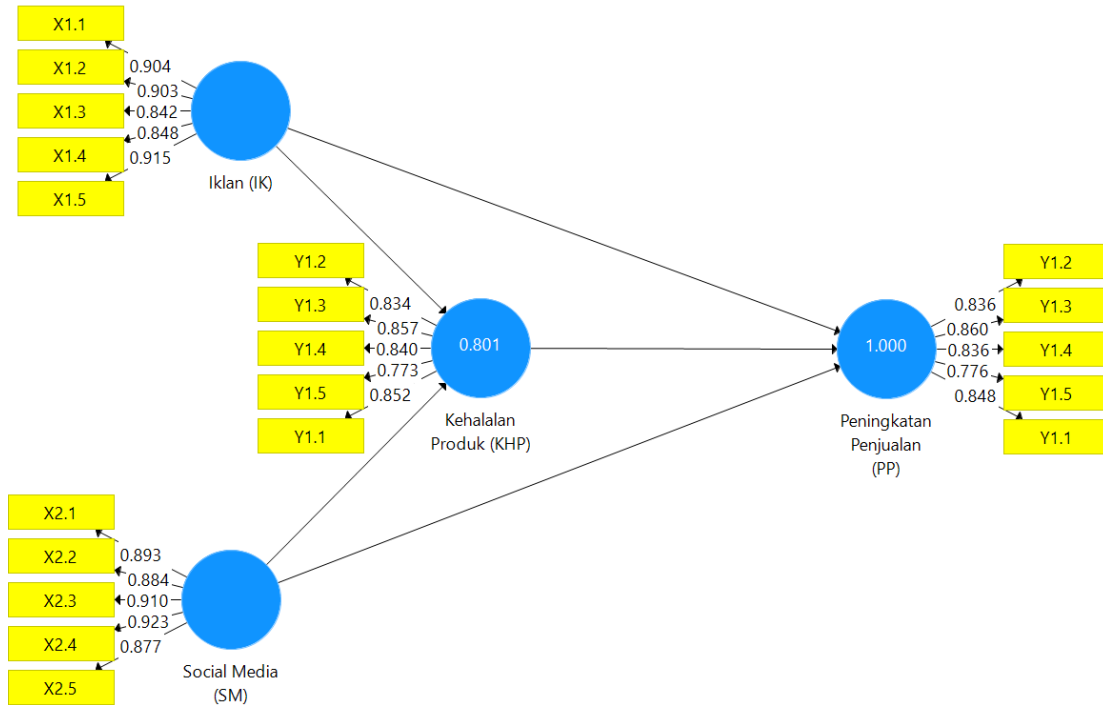
Figure 4.1 *Outer Model*

Based on Figure 4.1 above, it shows that the loading factor is more than 0.5. Therefore, the indicators contained in this study have met convergent validity.

a. Validity Test

Validity testing is a test used to demonstrate the accuracy of the measurement in measuring the variables being studied. In Smart PLS, validity is measured in two ways: convergent validity and discriminant validity, and the test results are as follows.:

a) *Convergent Validity*

The convergent validity value is the loading factor value of a latent variable with its indicators. The expected value is greater than 0.7 to be declared a valid measure. Furthermore, a p-value of less than 0.05 is considered significant. Machfud and Dwi explained in the journal (Wirawan et al., n.d.) that the loading requirement above 0.7 is often not met, especially for newly developed questionnaires. Therefore, loadings between 0.4-0.7 should still be considered for retention. Then, the limit for the AVE value

is 0.5 and the composite reliability is 0.5 (Wirawan et al., n.d.). The results of the data processing can be seen in the following table:

Tabel 4.7

Analysis Results is *Outer Loading*

Indikator	Advertisement (IK)	Product Halal (KHP)	Increased Sales (PP)	Social Media (SM)
X1.1	0.904			
X1.2	0.903			
X1.3	0.840			
X1.4	0.849			
X1.5	0.915			
X2.1				0.893
X2.2				0.887
X2.3				0.909
X2.4				0.923
X2.5				0.876
Y1.1			0.859	
Y1.2			0.830	
Y1.3			0.852	
Y1.4			0.847	
Y1.5			0.766	
Z_1		0.864		
Z_2		0.835		
Z_3		0.760		
Z_4		0.794		
Z_5		0.877		

Source: Respondent Data, 2025

The analysis results in Table 4.7 above show that the seven variables in this study—Advertising, Social Media Marketing, Product Halalness, and Sales Increase—have loading factors of >0.5 for each question item representing each variable. Therefore, it can be concluded that each question representing the variable meets the requirements.

b)   Discriminant Validity

The average variance extracted (AVE) value is used to measure discriminant validity. This method compares the root of the AVE for each construct with the correlation between constructs within the model. If the root of the AVE is greater than the correlation between other constructs, it indicates sufficient discriminant validity. The results of this test indicate that the AVE value generated for each variable is >0.5, thus valid and meets the requirements. This is presented in Table 4.8 as follows:

Table 4.8

Analysis Results *Average Variance Extracted* (AVE)

Variabel	Average Variance Extracted (AVE)
Advertisement (IK)	0.779
Product Halal (KHP)	0.684
Increased Sales (PP)	0.691
Social Media (SM)	0.806

Source: Respondent Data, 2025

It can be seen from table 4.8 above, that the AVE value of the advertising variable is > 0.5 or 0.806, for the social media marketing variable is > 0.5 or 0.779, for the advertising variable is > 0.5 or 0.684, for the product halal variable is > 0.5 or 0.691, for the sales increase variable is > 0.5. This shows that the variables have good discriminant validity.

 b.   Uji Reliabilitas

The reliability test will demonstrate the accuracy and consistency of respondents' answers to the variables. This test aims to determine or demonstrate whether respondents were consistent in answering each question. In this study, two measurement methods were used:

a)   Composite Reliability

Composite Reliability is used to test the reliability of a variable indicator. A construct is considered reliable if the composite reliability is >0.7 and is considered high;

however, a value below 0.6 is still acceptable. The results of the composite reliability test can be seen in Table 4.9 below.:

Table 4.9

Analysis Results Composite Reliability

Variabel	Composite Reliability
Advertisement (IK)	0.946
Product Halal (KHP)	0.915
Increased Sales (PP)	0.918
Social Media (SM)	0.954

Source: Respondent Data, 2025

Based on the test results in Table 4.9, the resulting values for each variable are: the advertising variable's composite reliability value is >0.7, i.e., 0.946, the social media marketing variable is >0.7, i.e., 0.954, the product halalness variable is >0.7, i.e., 0.915, and the sales increase variable is >0.7, i.e., 0.918. It can be concluded that the composite reliability value for each variable is >0.7, indicating that all seven variables are reliable.

a)   Cronbach's Alpha

The Cronbach's alpha value can strengthen the composite reliability in reliability testing. A construct can be declared reliable if the Cronbach's alpha value is >0.7. The test results can be seen in Table 4.10 below.:

Table 4.10

Analysis Results Cronbach's Alpha

Variabel	Composite Reliability
Advertisement (IK)	0.946
Product Halal (KHP)	0.915
Increased Sales (PP)	0.918
Social Media (SM)	0.954

Source: Respondent Data, 2025

Based on the test results in Table 4.10 above, the Cronbach's alpha for the advertising variable is >0.7, namely 0.946, the social media marketing variable is >0.7,

namely 0.954, the product halalness variable is >0.7, namely 0.915, and the sales increase variable is >0.7, namely 0.918. It can be concluded that each of the research variables meets the Cronbach's alpha value requirements. Therefore, the measurement of all variables used in this study can be declared reliable or has a high level of reliability.

c.   Multicollinearity Test

The multicollinearity test is used to test for correlation between independent variables in a regression model. Multicollinearity can mean the existence of a perfect linear relationship between several variables explaining the regression model. In this test, a VIF (Variance Inflation Factor) value of <5 indicates that the regression model is free from multicollinearity. The results of the multicollinearity test can be seen in Table 4.11 below:

Table 4.11

Analysis Results Multikolinieritas (VIF)

Model	Kehalalan Produk (KHP)	Peningkatan Penjualan (PP)
Advertisement (IK)	**2.796**	3.472
Product Halal (KHP)		**2.242**
Social Media (SM)	**2.796**	**2.912**

Source: Respondent Data, 2025

Based on the test results of the table above, the results of the VIF to see the multicollinearity test with the inner results of the advertising variable on increasing sales by 3,472, social media marketing on increasing sales by 2,242, and product halalness on increasing sales by 2,912. As well as the advertising model on product halalness by 2,796 and social media on halalness by 2,796. From each VIF variable we can see that none of them violate the multicollinearity assumption test. Because the results of the VIF test are in accordance with the criteria, namely <5, then it does not violate the multicollinearity assumption test. The results of the analysis show that the independent variable against the dependent variable is declared free from multicollinearity because it has a VIF value <5.

1. 1. Analysis *Inner Model*
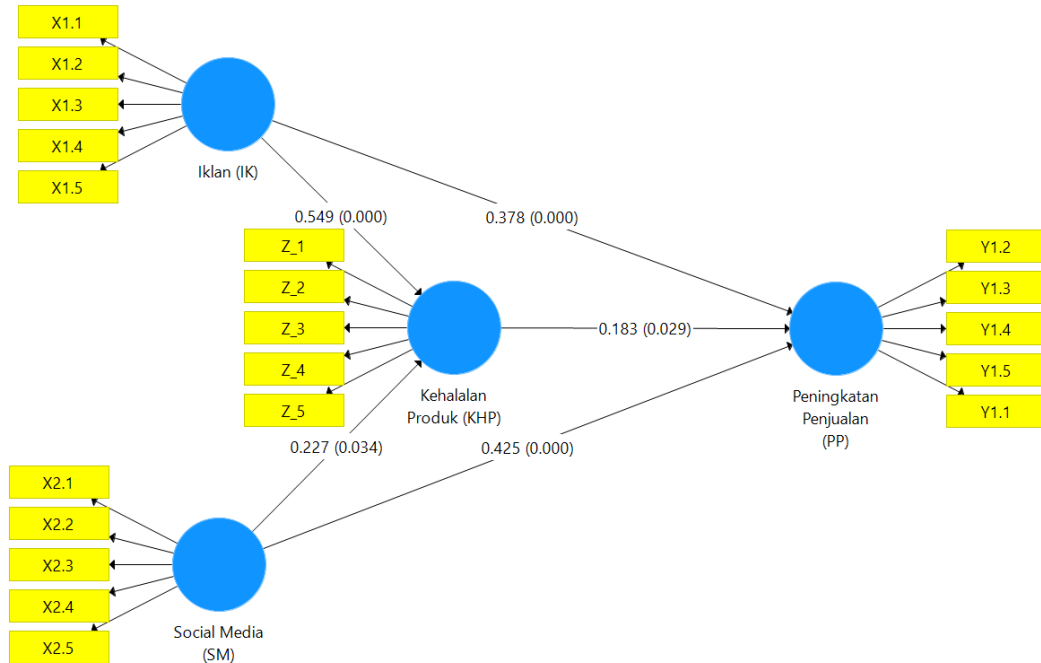
Figure 4.2 Inner Model

Inner model analysis is a structural model used to predict causal relationships (cause-and-effect relationships) between latent variables. In this study, inner model analysis was conducted using the Coefficient of Determination (R^2) test, the Effect Size (f^2) test, and the Normed Fit Index (NFI) test.

a.   Coefficient of Determination (R^2) Test

The R^2 test is used to determine the extent to which the independent variable explains the dependent variable. If the R^2 value is close to the 1. So it can be stated that the independent variable can provide information that explains the dependent variable. The results of the R^2 analysis are shown in table 4.12 below, as follows:

Table 4.12

Analysis Results Coefficient Determination (R^2)

Model	R Square	R Square Adjusted
Product Halal (KHP)	0.554	0.548
Increased Sales (PP)	0.820	0.817

Source: Respondent Data, 2025

Based on the results in Table 4.12, the coefficient of determination (R2) for the product halal model is 0.554, or 55.4%. It can be concluded that the product's halal status can be explained by the independent variables, namely advertising and social media marketing, by 55.4%. Meanwhile, the sales increase model is 0.820, or 842%. It can be concluded that the sales increase can be explained by the independent variables, namely advertising and social media marketing, by 82%.

a.   Normed Fit Index (NFI) Test

The NFI test is an alternative or option for determining the suitability of a model. An NFI value > 0.1 indicates a good or acceptable model. The closer the NFI is to 1, the better the fit. An NFI value above 0.9 represents an acceptable fit. Table 4.14 below shows the results of the NFI test::

<div align="center">

Table 4.14

Analysis Results *Normed Fit Index* (NFI)

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	Model Saturated	Model Estimasi
NFI	0.654	0.654

<div align="center">Source: Respondent Data, 2025</div>

Based on the test results in table 4.14 above, it has been shown that the NFI value > 0.1 or higher, which means the model can be said to be good or acceptable..

2.   Hypothesis Testing Analysis

Based on the data in this study, an analysis was conducted, the results of which can be used to answer the research hypothesis. To obtain the results of the hypothesis testing in this study, the t-statistic and P-values can be used. The results of the hypothesis processing can be seen in the path coefficient table in the bootstrapping process.

Table 4.15

Analysis Results *Path Coefficient*

Model	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Direct Effect			
Advertisement (IK) -> Product Halal (KHP)	0.549	4.675	0.000
Advertisement (IK) -> Increased Sales (PP)	0.378	4.294	0.000
Product Halal Certification (KHP) -> Increased Sales (PP)	0.183	2.197	0.029
Social Media (SM) -> Halal Certification (KHP)	0.227	2.132	0.034
Social Media (SM) -> Increased Sales (PP)	0.425	5.120	0.000
Indirect Effect			
Advertisement (IK) -> Halal Certification (KHP) -> Increased Sales (PP)	0.101	2.105	0.036
Social Media (SM) -> Halal Certification (KHP) -> Increased Sales (PP)	0.042	1.444	0.149

Source: Respondent Data, 2025

Based on the test results in table 4.15 above, it can be explained that the t-test aims to determine the influence of the independent variable on the dependent variable. To determine whether the results in table 4.15 are significant or not, we can look at the criteria.

The following conditions apply: if the calculated t-value is greater than the table t-value and the p-value is <0.05, then Ho is rejected, indicating that the independent variable has a partial and significant effect on the dependent variable. The results of the analysis in Table 4.15 are as follows:

1) The t-test calculation shows that the advertising variable (X1) has a positive and significant effect on the sales increase variable (Y). The calculated t-value is 4.294, which is greater than the table t-value of 1.978, and the significance value is 0.000 <0.05. Therefore, it can be concluded that the advertising variable (X1) has a positive and significant effect on sales increase (Y).

2) The t-test calculation results show that the social media marketing variable (X2) has a positive and significant effect on the sales increase variable (Y). The calculated t-value is 5.120, which is greater than the table t-value of 1.978, and the significance value is 0.000 <0.05. Therefore, it can be concluded that the social media marketing variable (X2) has a positive and significant effect on the sales increase variable (Y).

3) The results of the t-test calculation show that the product halal variable (Z) on the sales increase variable (Y) is known to have a calculated t value of 2.197 which is greater than the t table of 1.978 and a significant value of 0.029 <0.05 is obtained. So it can be concluded that the product halal variable (Z) has a positive and significant effect on the sales increase variable (Y).Hasil perhitungan uji t menunjukkan variabel iklan (X$_1$) terhadap variabel kehalalan produk (Z) diketahui nilai t hitung 4.675 lebih besar dari t tabel 1.978 dan diperoleh nilai signifikan 0.000 < 0,05. Maka dapat disimpulkan bahwa variabel iklan (X$_1$) berpengaruh positif dan signifikan terhadap kehalalan produk (Z).

4) The results of the t-test calculation show that the Social Media variable (X2) on the product halal variable (Z) is known to have a calculated t value of 2.132 greater than the t table of 1.978 and obtained a significant value of 0.034 <0.05. Therefore, it can be concluded that the social media variable (X2) has a positive and significant effect on product halalness (Z).

5) The results of the t-test calculation show that product halal mediation in the relationship between the advertising variable (X1) and the sales increase variable (Y) is known to have a calculated t value of 2.105 greater than the t table of 1.978 and obtained a significant value of 0.036 <0.05. Therefore, it can be concluded that product halalness mediates a significant positive relationship between the advertising variable (X1) and sales increase (Y).

6) The results of the t-test calculation show that the mediation of product halalness in the relationship between the social media variable (X2) and the sales increase variable (Y) is known that the calculated t value is 1.444 which is smaller than the t table of 1.978 and a significant value of $0.149 > 0.05$ is obtained. So it can be concluded that product halalness does not mediate the relationship between the advertising variable (X1) and sales increase (Y).

2. Discussion

The results of this study based on hypothesis testing and analysis results are as follows:

1. The Influence of Advertising on Increasing Sales

Based on the analysis, it can be seen that advertising variables have a positive and significant effect on increasing sales. This is in line with research conducted by. (A. Dewi, 2018) This is reinforced by the statement proven by the statistical t-value of $4.294 > 1.978$, indicating a significant effect and a p-value of $0.000 < 0.05$. This indicates that the increase in Ms Glow Beauty sales is influenced by advertising. Based on these results, the proposed H1 can be accepted. This is in line with research conducted by (Andika & Rumyeni, 2024) which states that advertising has a positive and significant effect on increasing sales. Therefore, to increase sales, it is necessary to match the advertisements displayed with Ms Glow Beauty products, the advertisements displayed have attractive visuals so that they have their own appeal, Ms Glow Beauty product advertisements are widely displayed on various platforms, both digital and non-digital, the advertisements displayed provide detailed information about the benefits, composition, and halalness of Ms Glow Beauty products.

2. The Influence of Social Media Marketing on Increasing Sales

Based on the analysis, it can be seen that social media marketing has a positive and significant effect on increasing sales. This is supported by the statement proven by the statistical t-value of 5.120 or > 1.978, indicating a significant effect, and a p-value of $0.000 < 0.05$. This indicates that the increase in Ms Glow Beauty sales is influenced by

social media marketing. Based on these results, H4 is proposed. acceptable. This is in line with research conducted by (Abner Eleazar Castro Olivas, 2018)

which states that social media marketing has a positive and significant impact on increasing sales. Therefore, to increase sales of Ms Glow Beauty products, easy access to social media is required, including easy discovery of Ms Glow Beauty products through social media, easy access to detailed product information through social media, ease of purchasing Ms Glow Beauty products through social media, and social media as a platform for consumers to learn more about Ms Glow Beauty products.

3.   The Effect of Product Halal Certification on Sales Increase

Based on the analysis, it is clear that the product's halal certification has a significant impact on sales increase. This is supported by the statement, evidenced by a t-statistic of 2.197, or >1.978, indicating a significant effect, and a p-value of 0.029 <0.05. This indicates that the stronger the product's halal certification, the higher the sales increase. This aligns with research conducted by (Persepsi et al., 2014)

This is because consumers, especially in Muslim-majority countries like Indonesia, pay close attention to halal certification when choosing skincare products. Products with guaranteed halal certification provide consumers with a sense of security and comfort for regular use. With halal certification, MS Glow products not only meet aesthetic needs but also meet sharia-compliant aspects, thereby reaching a wider market and strengthening the brand's image as a trusted product. All of these factors directly encourage consumers to purchase more and even recommend the product to others, ultimately increasing sales volume significantly.

4.   Produk The Influence of Advertising on Product Halalness

Based on the analysis, it can be seen that advertising has a positive and significant effect on product halal certification. This is supported by the statement, proven by the t-statistic value of 4.675 > 1.978, indicating a significant effect, and a p-value of 0.000 < 0.05. This indicates that the more advertising circulated, the stronger the perceived halal certification. This is in line with research conducted by (Widyaningrum, 2019)

Effective and credible advertising can increase public awareness and confidence in the halal status of MS Glow products. By displaying clear information about halal certification, the ingredients used, and the sharia-compliant production process, advertising serves as an educational tool while also building a positive image in the eyes of consumers. Advertising that highlights halal aspects not only strengthens the trust of Muslim customers but also builds the product's reputation in a broader market that is increasingly aware of the importance of halal certification. The impact of advertising that successfully explains a product's halal status in a transparent and convincing manner significantly increases consumer demand and loyalty for MS Glow.

5.   The Influence of Social Media Marketing on Product Halalness

Based on the analysis, it can be seen that social media marketing has a positive and significant effect on product halal certification. This is supported by the statement, proven by a t-statistic value of 2.132, or > 1.978, indicating a significant effect, and a p-value of 0.034 < 0.05. This indicates that the more frequent social media use, the stronger the product's halal certification. This is in line with research conducted by (Zulfiqar Ravi Rahman & Muzakar Isa, 2023)

Social media plays a strategic role in shaping perceptions and raising public awareness regarding the halal status of MS Glow products. Platforms such as Instagram, Facebook, TikTok, and YouTube allow MS Glow to directly and interactively convey halal certification information to consumers, especially millennials and Gen Z, who are highly active on social media. Through educational content, consumer testimonials, behind-the-scenes videos of the halal production process, and the involvement of credible influencers, social media helps build trust and a positive image for the product. Two-way interactions on social media also strengthen customer loyalty and expand market reach, significantly increasing halal perceptions and, ultimately, MS Glow product sales.

6.   The Effect of Advertising on Sales Increases Mediated by Product Halalness

Based on the analysis, it can be seen that product halalness significantly mediates the relationship between advertising and sales. This is supported by the t-statistic of 2.105 > 1.978, indicating a significant effect, and a p-value of 0.036 < 0.05. This shows that the

stronger the advertisement given, the stronger the halal status of the product, which has an impact on increasing Advertisements designed to emphasize halal aspects not only directly strengthen the product's halal image, but also increase consumer understanding and trust in the product's halal status. Effective advertisements convey information about halal certification, ingredients, and sharia-compliant production processes, thereby strengthening the product's halal status in consumers' minds. This reinforced halal status then increases consumer interest and confidence in choosing MS Glow, significantly mediating the relationship between advertising and halal perception. In other words, the advertisement's success in conveying the halal message has a positive impact by increasing the perceived halal status of consumers, thereby strengthening brand trust and customer loyalty.

7. The Influence of Social Media on Increasing Sales Mediated by Halal Product Promotion

Based on the analysis, it is clear that product halal status does not mediate the relationship between social media variables and increased sales. This is supported by the statement, proven by the t-statistic value of $1.444 < 1.978$, indicating an insignificant effect, and a p-value of $0.149 > 0.05$. This indicates that the stronger the social media, the less impact it will have on product halal status and also has no impact on increased sales.

Although social media has a positive influence on product halalness perceptions, this influence does not lead to an increase or change in the product's halalness. Social media directly shapes consumer perceptions and beliefs about product halalness through interactions, educational content, testimonials, and social proof, without the need for an intermediary role from existing product halal status or attributes. Therefore, the relationship between social media and the perception of MS Glow's halalness is direct, unmediated by the product halalness variable.

Research conducted (Shahnia et al., 2024) results This study examines the influence of halal awareness, halal certification, and social servicescape on purchase intention, with attitude as a mediating variable. The findings indicate that attitude mediates the relationship between social servicescape and purchase intention positively and significantly. This contrasts with the results of our research analysis, where product

halalness did not mediate the influence of social media on sales. This study remains relevant as a comparison showing that the mediating variable (attitude) sometimes plays a role, depending on the context of other variables.

Conclusion

The results of the study indicate that advertising has a positive and significant effect on increasing sales for Ms Glow Beauty, as evidenced by a t-statistic of 4.294 (>1.978) with a significance level of 0.000 (<0.05). Furthermore, social media marketing also proved to have a positive and significant effect on increasing sales, with a t-statistic of 2.000 (>1.978) with a significance level of 0.046 (<0.05). Similarly, product halal certification plays a significant role in driving increased sales, as evidenced by a t-statistic of 2.197 (>1.978) with a significance level of 0.029 (<0.05).

Furthermore, advertising also has a positive and significant effect on perceptions of the halal nature of Ms Glow Beauty products, as evidenced by a t-statistic of 4.675 (>1.978) with a significance level of 0.000 (<0.05). A similar thing happened in social media marketing, which also influenced the perception of halal products with a t-statistic value of 2.132 (> 1.978) and a significance of 0.034 (< 0.05).

Furthermore, the research results demonstrate that product halal certification acts as a mediating variable, positively and significantly strengthening the influence of advertising on increased sales, with a t-statistic of 2.105 (> 1.978) and a significance value of 0.036 (< 0.05). However, this is different for social media marketing, where product halal certification is not proven to mediate the relationship with increased sales. This is evident from the t-statistic of 1.444 (< 1.978) and a significance value of 0.149 (> 0.05).

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