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The Influence of Muslimah Friendly Branding, Product Quality, and Celebrity Endorser on Purchase Intention toward Cosmetic Products in the Era of Skincare-Makeup Hybrids

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ABSTRACT

The Indonesian cosmetics industry continues to develop alongside increasing consumer demand for products that provide not only decorative benefits but also skincare benefits. The growth of skincare-makeup hybrids reflects changing consumer preferences towards multifunctional and practical products with additional benefits. This development makes branding that meets Muslimah needs, product quality, and the use of celebrity endorsers relevant factors in shaping purchase intention. This study aims to analyse the influence of Muslimah Friendly Branding, Product Quality, and Celebrity Endorser on Purchase Intention for Cosmetic Products in the Era of Skincare-Makeup Hybrids. A quantitative method was employed involving 180 female respondents aged at least 18 years who were familiar with or used skincare-makeup hybrid cosmetic products. Data were collected through a questionnaire using a 1–10 semantic differential scale and analysed using multiple linear regression, t-tests, and the coefficient of determination. The results show that Muslimah Friendly Branding has a positive and significant effect on purchase intention, with a coefficient of 0.265 and a significance value of 0.000. Product Quality has a positive and significant effect, with a coefficient of 0.208 and a significance value of 0.000, while Celebrity Endorser has a positive and significant effect, with a coefficient of 0.196 and a significance value of 0.002. The Adjusted R Square value of 0.443 indicates that the three variables explain 44.3% of the variation in purchase intention. The study concludes that these three factors contribute to shaping purchase intention for cosmetic products in the era of skincare-makeup hybrids.

1. Introduction

The cosmetics industry in Indonesia continues to develop alongside increasing public awareness of appearance and skin health. This development is reflected in the growing number of cosmetics industries in Indonesia, which increased by 21.9%, from 913 companies in 2022 to 1,010 companies by mid-2023. This growth indicates that public demand for beauty products is expanding, creating increasingly broad competition among cosmetics industry players. Kementerian Koordinator Bidang Perekonomian also stated that the growing young population and increasing public awareness of the importance of maintaining appearance and skin health are among the factors driving the growth of the national beauty industry (Nur Awalia Arsyad et al., 2025).

The development of the cosmetics industry is also supported by changes in consumer demand for beauty products that are more practical and offer multiple benefits. Consumers no longer consider cosmetics solely in terms of their function in enhancing appearance, but are also increasingly concerned with the skincare benefits incorporated into cosmetic products. This development has given rise to the skincare-makeup hybrid trend, referring to products that combine skincare and makeup functions in a single product. Products such as BB cream, CC cream, tinted moisturiser, serum foundation, lip tint containing moisturising ingredients, and complexion products formulated with skincare ingredients are part of this development (Pertiwi & Widyatama, 2026).

The hybrid beauty trend is becoming increasingly popular because it offers dual functionality, allowing consumers to obtain skincare

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benefits while improving facial appearance through a single application. The development of skincare-makeup hybrids demonstrates a shift in the way consumers perceive cosmetics. Cosmetic products are no longer used merely to provide colour or enhance facial appearance, but are also expected to offer additional benefits for skin health and condition. Global data indicate that the proportion of newly launched colour cosmetics featuring skincare-related claims increased from 15% to 26% between October 2018 and September 2023. Foundation, lip products, and concealers are among the categories that frequently incorporate skincare claims into newly launched cosmetic products. This shift has made consumers increasingly selective in choosing cosmetic products. Consumers need to consider safety, ingredients, benefits, quality, and product suitability for their skin needs before making a purchase. Badan Pengawas Obat dan Makanan (BPOM) has stated that the increasing circulation of cosmetic products is accompanied by the need to improve public literacy regarding the selection of safe cosmetics. In 2024, the Indonesian cosmetics market was estimated to reach Rp120 trillion, with annual growth of approximately 5.81%. This market development demonstrates the substantial opportunities within the cosmetics industry while simultaneously intensifying competition among products to attract consumer attention (Ferica et al., 2025).

For Muslimah consumers, considerations in selecting cosmetics may include the extent to which a product aligns with the values they uphold. Cosmetics are not considered solely in terms of their functions and benefits, but may also be associated with halal status, ingredient safety, and the compatibility of brand image with the needs of Muslimah consumers. Research on halal cosmetics in Indonesia indicates that Islamic branding is associated with purchase intention toward halal cosmetics, including among non-Muslim consumers who use halal products. These developments have encouraged the emergence of the concept of Muslimah Friendly Branding, referring to a communication and brand image strategy that seeks to provide products and brand identities aligned with the needs of Muslimah consumers. This concept is not limited to the inclusion of a halal label, but may encompass communication regarding ingredient safety, product composition, production processes, the use of models or public figures whose characteristics correspond to the target consumers, and the delivery of messages that create a sense of comfort among Muslimah consumers. Research on halal cosmetics indicates that consumers consider various types of information before forming purchase intention, including product quality, halal image, and brand characteristics.

Muslimah Friendly Branding has become increasingly interesting to examine because cosmetic consumers currently have access to an increasingly diverse range of products. Consumers can find both local and international products featuring various claims, such as halal, natural, safe for the skin, containing active ingredients, and providing skincare benefits (Sabrina & Antoni, 2024). Research on halal cosmetics among young Muslim generations in Indonesia indicates that halal knowledge, religiosity, brand image, and product quality constitute factors associated with purchase intention toward halal cosmetics. This demonstrates that the identity and values conveyed by a brand may constitute one of the considerations consumers take into account when selecting cosmetic products. In addition to branding aspects, product quality represents a factor that may influence consumers' purchase intention. High-quality products may provide consumers with greater confidence regarding the benefits and performance of the products they intend to use. Cosmetic consumers may assess quality based on texture, durability, safety, ingredients, suitability for their skin type, application results, and the benefits provided. Research among consumers of skincare products indicates that product quality is associated with purchase intention and purchasing decisions. Product quality has become increasingly important in the era of Skincare-Makeup Hybrids because consumers no longer expect cosmetic products merely to enhance appearance, but also to provide skincare benefits. Hybrid products offer dual functionality, requiring consumers to ensure that a product can deliver makeup performance while simultaneously providing skincare benefits consistent with its claims.

Skincare-Makeup Hybrid products essentially combine skincare and makeup benefits within a single formula, such as foundation that provides hydration, primer that helps address skin concerns, or lip products that provide colour while maintaining moisture. Recent research has also demonstrated an

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association between product quality and purchase intention toward beauty products. Research on Hanasui lipstick, for instance, found that product quality has a positive and significant effect on purchase intention. This finding indicates that consumers consider product quality when forming their intention to purchase cosmetic products. Research on halal cosmetics has also shown that product quality has a positive and significant effect on purchase intention, whereas the effect of celebrity endorsers was positive but not significant. Cosmetic companies also need to communicate product information in ways that can attract consumer attention. One widely adopted strategy is the use of celebrity endorsers. A celebrity endorser refers to a public figure employed to communicate messages regarding a product to the public. The presence of a figure who is familiar to consumers may help products attract attention, particularly when promotional activities are conducted through social media. The development of social media has brought cosmetic promotional activities closer to consumers because product information can be communicated through content created by celebrities, influencers, and beauty enthusiasts.

The use of celebrity endorsers for beauty products is associated with the characteristics of products that require visual information and usage experiences. Consumers can observe how a public figure uses a product, the results of its application, and information regarding its benefits through digital content. BPOM has also stated that beauty enthusiasts play a role in communicating information about cosmetics through social media and may influence trends and consumer decisions when selecting cosmetic products (Maghfiroh et al., 2025). Celebrity endorsers may also be associated with purchase intention through attractiveness, credibility, and the congruence between the endorser and the promoted product. Research on a local skincare brand has examined celebrity endorsement in relation to purchase intention, perceived quality, and perceived value. Research on Maybelline products has also demonstrated that celebrity endorsers have a positive and significant effect on purchase intention. These findings indicate that the use of public figures represents one form of marketing communication that can be examined in relation to the formation of purchase intention toward cosmetic products. The use of celebrity endorsers has also become increasingly associated with the development of Skincare-Makeup Hybrids.

These products require communication strategies capable of explaining their dual benefits to consumers, both from cosmetic and skincare perspectives. The presence of public figures in promotional activities may help demonstrate product usage while communicating experiences or information regarding the benefits offered. Research has shown that celebrity credibility and attractiveness, together with social media influence, are associated with trustworthiness, perceived quality, and purchase intention toward natural beauty care products (Pamungkas et al., 2021). Purchase intention refers to a consumer's tendency or willingness to purchase a product after receiving information and considering various product characteristics. Purchase intention may arise when consumers receive stimuli from products, brands, quality, promotional activities, or information obtained through social media. In the cosmetics industry, purchase intention constitutes an important aspect because consumers have access to numerous products with relatively diverse functions and benefits (Aprianti et al., 2024). Increasing competition requires companies to understand factors that may encourage consumers to develop an intention to purchase cosmetic products. Research on cosmetics in Indonesia indicates that factors influencing purchase intention and purchasing decisions may differ according to product and consumer characteristics. Research on halal cosmetics found that product quality and halal labels have a positive effect on purchase intention, whereas the effect of celebrity endorsers was not significant (Tabar & Farisi, 2023). Meanwhile, research on lipstick products demonstrated that product quality has a positive and significant effect on purchase intention. These differences in findings provide an opportunity to re-examine factors associated with purchase intention amid the increasingly diverse development of cosmetic product categories.

The era of Skincare-Makeup Hybrids introduces new characteristics to the cosmetics industry because the boundaries between skincare and makeup products have become increasingly fluid. Cosmetic products are beginning to offer skincare functions alongside decorative functions, allowing consumers to obtain multiple benefits from a single product. This development has also made

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consumer considerations more complex, as consumers no longer assess products solely based on their appearance, but also consider ingredients, quality, safety, benefits, and the extent to which products correspond to their values and needs. The recent development of hybrid beauty indicates that multifunctional products combining skincare and makeup constitute one direction of development within the beauty industry. This situation provides an opportunity to examine Muslimah Friendly Branding, Product Quality, and Celebrity Endorser as factors that may be associated with purchase intention toward cosmetic products. Muslimah Friendly Branding focuses on the compatibility of brand identity and values with the needs of Muslimah consumers, product quality concerns the ability of a product to fulfil the benefits expected by consumers, while celebrity endorsers concern the manner in which companies communicate product information through figures who are recognised by the public. These three factors possess distinct characteristics and may therefore provide broader perspectives for understanding purchase intention toward cosmetic products in the era of Skincare-Makeup Hybrids.

Based on the foregoing discussion, this study is directed at analysing the effects of Muslimah Friendly Branding, Product Quality, and Celebrity Endorser on Purchase Intention toward Cosmetic Products in the Era of Skincare-Makeup Hybrids. This study is not limited to a single skincare brand, as in previous research, but focuses on cosmetic products developing within the Skincare-Makeup Hybrids category. This approach is expected to provide an understanding of Muslimah-friendly branding, product quality, and the use of celebrity endorsers in shaping consumer purchase intention amid the current development of the cosmetics industry.

2. Literature Review

2.1. Conceptual and Theoretical Foundations

2.1.1. Muslimah Friendly Branding

Muslimah Friendly Branding refers to a branding strategy that adapts brand identity, communication, and product characteristics to the needs of Muslimah consumers. The implementation of this concept may be demonstrated through attention to product halal status, ingredient safety, the values communicated by the brand, and the manner in which companies develop an image that corresponds to the needs of Muslimah consumers (Ng & Setiawan, 2024). In cosmetic products, Muslimah Friendly Branding may constitute a consideration because consumers do not only pay attention to the functions of cosmetics but also to the extent to which products correspond to the values they uphold. Research indicates that halal aspects and product characteristics may influence consumers' interest in selecting cosmetic products (Pertiwi & Widyatama, 2026).

2.1.2. Product Quality

Product quality describes the ability of a product to fulfil consumer needs and expectations. High-quality cosmetic products may be assessed based on ingredient safety, texture, durability, benefits, suitability for different skin types, and the ability of the product to deliver the expected results. In Skincare-Makeup Hybrids, quality is an important consideration because these products offer both cosmetic and skincare functions. Previous research has found that product quality has a positive effect on purchase intention toward cosmetic products (Winarsih & Rachma Indrarini, 2021).

2.1.3. Celebrity Endorser

A celebrity endorser refers to the use of a public figure to communicate information about and promote a product to consumers. Attractiveness, popularity, credibility, and the compatibility of the public figure with the promoted product may help attract consumer attention. In the cosmetics industry, celebrity endorsers may provide prospective consumers with an illustration of product usage through promotional content on social media. Previous research has found that celebrity endorsers have a positive and significant effect on purchase intention toward cosmetic products.

2.1.4. Purchase Intention

Purchase intention refers to a consumer's desire or tendency to purchase a product after obtaining information and considering the benefits offered. Such intention may be formed by consumers' perceptions of the brand, product quality, promotional activities, and the public figures employed in marketing activities. For cosmetic products, purchase intention may emerge after consumers perceive that a product offers benefits, quality, and characteristics that correspond to their

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needs.

2.2 Review of Empirical Studies

Previous empirical studies have examined the factors influencing consumers' purchase intention toward cosmetic products, particularly product quality, brand characteristics, and promotional strategies. Research by Ng and Setiawan (2024) highlights the relevance of branding strategies that correspond to Muslimah consumers' needs and values, while Pertiwi and Widyatama (2026) indicate that halal aspects and product characteristics may influence consumers' interest in selecting cosmetic products. These findings suggest that brand compatibility and product attributes are relevant considerations in consumers' purchasing decisions.

Regarding product quality, Winarsih and Rachma Indrarini (2021) found that product quality positively affects purchase intention toward cosmetic products. This finding emphasizes the importance of product performance and its ability to meet consumer expectations. Celebrity endorsement also represents a relevant promotional factor because public figures may attract consumer attention and communicate product benefits. However, the relationships among Muslimah Friendly Branding, Product Quality, Celebrity Endorser, and Purchase Intention require further examination within the context of Skincare-Makeup Hybrids, which combine skincare and cosmetic functions.

2.3 Identification of the Research Gap

Although previous studies have examined branding, product quality, and consumer purchasing behavior, further investigation is needed to understand how these factors collectively influence purchase intention toward cosmetic products in the era of Skincare-Makeup Hybrids. In particular, the relevance of Muslimah Friendly Branding requires attention because Muslimah consumers may consider the compatibility of brand identity, product characteristics, and personal values when evaluating cosmetic products. Furthermore, the combined effects of Muslimah Friendly Branding, Product Quality, and Celebrity Endorser on Purchase Intention remain an important area for empirical investigation in this specific product context. Therefore, this study addresses the contextual gap by examining the individual and simultaneous effects of these three variables on Purchase Intention toward Cosmetic Products in the Era of Skincare-Makeup Hybrids.

2.4 Development of the Conceptual Framework

This study conceptualizes Purchase Intention as the dependent variable influenced by Muslimah Friendly Branding, Product Quality, and Celebrity Endorser. Muslimah Friendly Branding reflects the compatibility of brand identity and communication with Muslimah consumers' needs and values (Ng & Setiawan, 2024; Pertiwi & Widyatama, 2026). Product Quality represents the ability of cosmetic products to meet consumer expectations through their characteristics, safety, and performance (Winarsih & Rachma Indrarini, 2021). Celebrity Endorser represents the promotional use of public figures to attract consumer attention and communicate product information. These three independent variables are expected to influence Purchase Intention, both individually and simultaneously, within the context of Skincare-Makeup Hybrids.

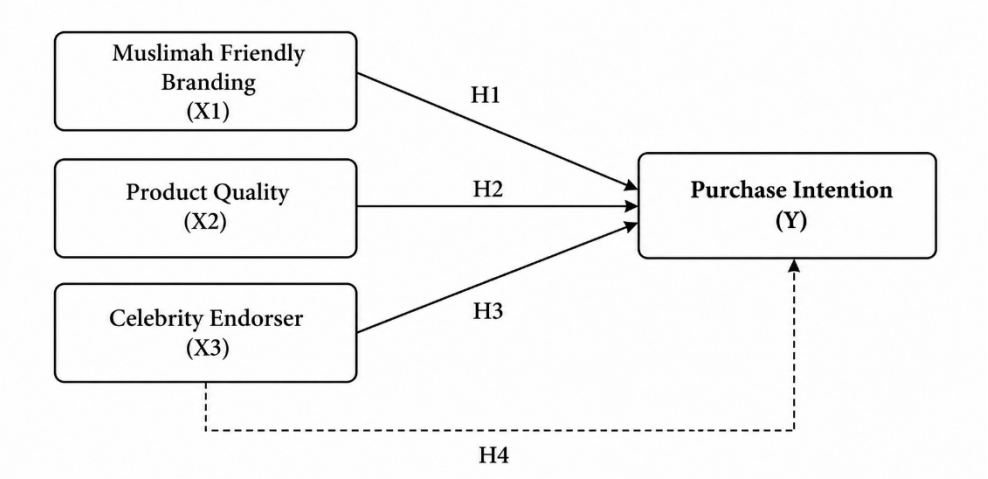


Fig. 1. Conceptual Framework of the Study.

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2.5 Hypotheses or Research Propositions

2.5.1. The Effect of Muslimah Friendly Branding on Purchase Intention among Muslimah Consumers

Muslimah Friendly Branding may provide consumers with an indication of the extent to which a product corresponds to the needs and values of Muslimah consumers. Brand identities that address halal status, safety, and values aligned with Muslimah consumers may increase consumer interest in cosmetic products. Based on this discussion, the first hypothesis is formulated as follows:

H1: Muslimah Friendly Branding has a positive and significant effect on Purchase Intention toward Cosmetic Products in the Era of Skincare-Makeup Hybrids.

2.5.2. The Effect of Product Quality on Purchase Intention

Product quality constitutes one of the considerations consumers make before purchasing cosmetic products. Products that are capable of delivering benefits and performance consistent with consumer expectations may increase consumers' interest in making a purchase. This aspect becomes increasingly important for Skincare-Makeup Hybrids, which offer both cosmetic and skincare benefits. Based on this discussion, the second hypothesis is formulated as follows:

H2: Product Quality has a positive and significant effect on Purchase Intention toward Cosmetic Products in the Era of Skincare-Makeup Hybrids.

2.5.3. The Effect of Celebrity Endorser on Purchase Intention

Celebrity endorsers may help attract consumer attention toward a product through their popularity, attractiveness, and credibility. Information and product usage experiences communicated by public figures may encourage consumers to learn more about and consider the products being promoted. Based on this discussion, the third hypothesis is formulated as follows:

H3: Celebrity Endorser has a positive and significant effect on Purchase Intention toward Cosmetic Products in the Era of Skincare-Makeup Hybrids.

2.5.4. The Effect of Muslimah Friendly Branding, Product Quality, and Celebrity Endorser on Purchase Intention

The three variables may play distinct roles in shaping consumer interest. Muslimah Friendly Branding concerns the compatibility of brand identity with the needs of Muslimah consumers, Product Quality concerns the ability of products to fulfil consumer expectations, while Celebrity Endorser concerns the communication of product information and promotional appeal. These three factors may constitute considerations for consumers before forming purchase intention toward cosmetic products.

H4: Muslimah Friendly Branding, Product Quality, and Celebrity Endorser simultaneously have a significant effect on Purchase Intention toward Cosmetic Products in the Era of Skincare-Makeup Hybrids.

3. Research Methods

3.1. Research Design

This study employs a quantitative research design to examine the relationships between Muslimah Friendly Branding (X1), Product Quality (X2), Celebrity Endorser (X3), and Purchase Intention (Y) toward cosmetic products incorporating the Skincare-Makeup Hybrids concept. The quantitative approach is appropriate for examining the proposed relationships among variables using numerical data obtained from respondents.

3.2. Research Context and Setting

This study focuses on cosmetic products incorporating the Skincare-Makeup Hybrids concept, which combines skincare and cosmetic functions. The research context involves female consumers who are familiar with these products and have obtained information about cosmetics through social media. This context is relevant for examining how brand characteristics, product quality, and celebrity endorsement relate to consumers' purchase intention in a digitally influenced cosmetic market.

3.3. Population and Sample / Research Participants

The target population consists of female consumers who are familiar with Skincare-Makeup Hybrids cosmetic products. Respondents were selected using purposive sampling, which involves establishing specific characteristics to ensure their suitability for the research objectives (Melani et al.,

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2026). The inclusion criteria were women aged at least 18 years, having a personal social media account, being familiar with Skincare-Makeup Hybrids cosmetic products, and having previously obtained information about cosmetic products through social media. A total of 180 respondents participated in the study (Listiana & Sudarusman, 2023).

3.4. Data Sources and Data Collection

This study uses primary and secondary data. Primary data were collected through an online questionnaire distributed using Google Forms and shared through social media with respondents who met the predetermined criteria. Secondary data were obtained from supporting sources related to cosmetic products, Skincare-Makeup Hybrids, Muslimah Friendly Branding, Product Quality, Celebrity Endorser, and Purchase Intention. The questionnaire employed a semantic differential scale ranging from 1 to 10 to measure respondents' evaluations of statements related to the research variables (Arifin, 2025).

3.5. Measurement of Variables and Research Instruments

The research instrument consisted of questionnaire statements designed to measure four variables. Muslimah Friendly Branding (X1) represents consumers' perceptions of cosmetic brand characteristics that address Muslimah consumers' needs, including halal aspects, safety, and brand image. Product Quality (X2) represents consumers' evaluations of a product's ability to provide benefits consistent with its functions and stated claims (Darmo & Anggoro, 2023). Celebrity Endorser (X3) concerns consumers' evaluations of public figures employed to promote cosmetic products. Purchase Intention (Y) represents consumers' tendencies to purchase, select, recommend, and seek information about the products (Wulan Sari & Susilo, 2023). All variables were measured using a semantic differential scale ranging from 1 to 10.

3.6. Data Analysis Techniques

The data analysis aims to examine the relationships between Muslimah Friendly Branding, Product Quality, Celebrity Endorser, and Purchase Intention. The analysis should include descriptive statistics to summarize respondent characteristics and responses, followed by appropriate statistical tests to evaluate the proposed hypotheses. The specific inferential analysis technique and software used should be reported according to the procedures actually applied in the study.

3.7. Validity, Reliability, and Trustworthiness

The quality of the questionnaire should be evaluated through appropriate validity and reliability assessments to ensure that the measurement items adequately represent their intended constructs and produce consistent results. The validity and reliability testing procedures, criteria, and results should be reported based on the analyses actually conducted. No specific test outcomes are stated here because they were not provided in the original methodological description.

3.8. Ethical Considerations

The research involves collecting information from female respondents through an online questionnaire. Ethical considerations should include providing participants with sufficient information about the study, obtaining their informed consent before participation, maintaining the confidentiality of responses, and protecting collected data from unauthorized access. Any ethics approval or formal consent procedures should be reported according to the arrangements actually implemented during data collection.

3.9. Research Procedure

The research procedure comprised identifying the research variables, establishing respondent eligibility criteria, preparing the online questionnaire, distributing the questionnaire through social media, collecting responses from eligible participants, and preparing the resulting data for analysis. The collected data were then intended to be analysed to examine the relationships between the independent variables and Purchase Intention.

3.10. Methodological Limitations

This study uses purposive sampling and an online questionnaire distributed through social media. Consequently, the findings may not be generalizable to all cosmetic consumers, particularly those who do not use social media or are unfamiliar with Skincare-Makeup Hybrids products. In addition, questionnaire responses reflect participants'

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reported perceptions and intentions rather than necessarily representing their actual purchasing behaviour. The study's findings should therefore be interpreted within the specified respondent criteria and research context.

4. Results and Discussion

4.1. Research Results

4.1.1. Sample Description and Descriptive Statistics

A total of 180 respondents participated in this study. Their characteristics were classified according to age, educational background, occupation, income, domicile, and religion. As presented in Table 1, respondents aged 18–25 years constituted the largest age group (75,0%), while students accounted for the largest occupational group (66,6%). Most respondents had an income of less than Rp1.500.000 (67,2%), and Muslim respondents represented 96,1% of the sample.

Table 1. Respondent Characteristics

Characteristics	Category	Percentage
Age	18–25 years	75,0%
	26–35 years	20,5%
	36–45 years	4,4%
	>45 years	0%
	Total	100%
Education	Elementary school	0%
	Junior high school	0%
	Senior high school	68,3%
	Diploma/Bachelor's degree	31,6%
	Total	100%
Occupation	Student	66,6%
	Private-sector employee	9,4%
	Entrepreneur	10,5%
	Homemaker	8,3%
	Civil servant/state-owned enterprise employee	5,0%
	Total	100%
Income	< Rp1.500.000	67,2%
	Rp1.500.000–Rp2.499.000	20,6%
	Rp2.500.000–Rp3.499.000	6,1%
	> Rp3.500.000	6,1%
	Total	100%
Domicile	East Java	30,0%
	West Java	8,3%
	Central Java	6,7%
	Other provinces	30,0%
	Total	100%
Religion	Islam	96,1%
	Protestant	1,1%
	Catholic	1,7%
	Hindu	0,6%
	Buddhist	0,6%
	Confucian	0%
	Total	100%

Source: Processed by the author, 2026.

4.1.2. Data Quality and Preliminary Analysis

The validity test used an r-table value of 0.145, with an item considered valid when its correlation value exceeded the threshold and its significance level was below 0.05. As shown in Table 2, all questionnaire items met these criteria. The reliability test used a Cronbach's Alpha threshold of 0.60. All four variables exceeded this threshold, as presented in Table 3. Furthermore, the Kolmogorov–Smirnov normality test produced a significance value of 0.995,

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exceeding 0.05 and indicating that the data met the normality assumption.

Table 2. Validity Test Results

Variable	Item	Correlation Value	r-Table	Sig.	Conclusion
Muslimah Friendly Branding (X1)	X1.1	0,653	0,145	0,000	Valid
	X1.2	0,735	0,145	0,000	Valid
	X1.3	0,732	0,145	0,000	Valid
	X1.4	0,647	0,145	0,000	Valid
	X1.5	0,666	0,145	0,000	Valid
Product Quality (X2)	X2.1	0,772	0,145	0,000	Valid
	X2.2	0,787	0,145	0,000	Valid
	X2.3	0,840	0,145	0,000	Valid
	X2.4	0,705	0,145	0,000	Valid
	X2.5	0,731	0,145	0,000	Valid
Celebrity Endorser (X3)	X3.1	0,890	0,145	0,000	Valid
	X3.2	0,906	0,145	0,000	Valid
	X3.3	0,872	0,145	0,000	Valid
	X3.4	0,800	0,145	0,000	Valid
Purchase Intention (Y)	Y1	0,770	0,145	0,000	Valid
	Y2	0,809	0,145	0,000	Valid
	Y3	0,797	0,145	0,000	Valid
	Y4	0,582	0,145	0,000	Valid

Source: Processed by the author, 2026.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Standard Value	Conclusion
Muslimah Friendly Branding (X1)	0,719	0,60	Reliable
Product Quality (X2)	0,824	0,60	Reliable
Celebrity Endorser (X3)	0,890	0,60	Reliable
Purchase Intention (Y)	0,723	0,60	Reliable

Source: Processed by the author, 2026.

The classical assumption tests also included multicollinearity and heteroscedasticity assessments. The reported Tolerance and VIF values indicated no multicollinearity, while the scatter plot showed irregularly distributed residual points around the zero axis, indicating no apparent heteroscedasticity.

4.1.3. Main Analytical Results

The study employed multiple linear regression to examine the effects of Muslimah Friendly Branding, Product Quality, and Celebrity Endorser on Purchase Intention. Table 5 presents the regression coefficients, significance values, and standardized Beta coefficients.

Table 5. Results of Multiple Linear Regression Analysis

Variable	Regression Coefficient	Sig.	Beta	Conclusion
Constant	6,442			
Muslimah Friendly Branding (X1)	0,265	0,000	0,302	Significant
Product Quality (X2)	0,208	0,000	0,281	Significant
Celebrity Endorser (X3)	0,196	0,002	0,220	Significant

Source: Processed by the author, 2026.

The resulting regression equation is:

$$Y = 6.442 + 0.265X1 + 0.208X2 + 0.196X3 + e$$

All three independent variables have positive regression coefficients. Muslimah Friendly Branding

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has the largest standardized Beta coefficient (0,302), followed by Product Quality (0,281) and Celebrity Endorser (0,220).

The partial test results are presented in Table 6, while the coefficient of determination is reported in Table 7.

Table 6. Results of the Partial Test (t)

Variable	Coefficient	t-count	Sig.
Constant	6,442	2,939	0,004
Muslimah Friendly Branding (X1)	0,265	4,351	0,000
Product Quality (X2)	0,208	3,635	0,000
Celebrity Endorser (X3)	0,198	3,110	0,002

Source: Processed by the author, 2026.

Table 7. Results of the Coefficient of Determination (R^2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,673a	,453	,443	2,55701

a. Predictors: (Constant), Celebrity Endorser, Muslimah-Friendly Branding, Product Quality
b. Dependent Variable: Purchase Intention

Source: Processed by the author, 2026.

The Adjusted R Square value of 0,443 indicates that the three independent variables collectively explain 44.3% of the variation in Purchase Intention, while the remaining 55.7% is attributable to factors outside the research model.

4.1.4. Hypothesis Testing Results / Key Findings

The partial hypothesis tests indicate that all three independent variables have positive and statistically significant relationships with Purchase Intention. Muslimah Friendly Branding has a t-count of 4,351 and a significance value of 0,000; Product Quality has a t-count of 3,635 and a significance value of 0,000; and Celebrity Endorser has a t-count of 3,110 and a significance value of 0,002. All reported t-count values exceed the t-table value of 1.653.

Accordingly, H1, H2, and H3 are supported by the partial test results. The simultaneous hypothesis (H4) cannot be conclusively evaluated because the F-test result is not provided in the available results.

4.1.5. Visual Presentation of Results

Tables 1–3 present the respondent characteristics and the validity and reliability assessments. Tables 5 and 6 summarize the multiple linear regression and partial hypothesis testing results, while Table 7 reports the model's explanatory power. Together, these tables provide a structured presentation of the empirical findings.

4.2. Research Discussion

4.2.1. Interpretation of Key Findings

The findings indicate that Muslimah Friendly Branding, Product Quality, and Celebrity Endorser each have a positive and significant effect on Purchase Intention. Muslimah Friendly Branding has the highest standardized Beta coefficient (0,302), suggesting that it contributes the most strongly among the three predictors in the estimated regression model. Product Quality follows with a Beta coefficient of 0,281, while Celebrity Endorser has a Beta coefficient of 0,220. These findings highlight the relevance of brand characteristics, product attributes, and promotional communication in understanding consumers' purchase intention toward Skincare-Makeup Hybrids cosmetic products.

4.2.2. Comparison with Previous Studies

The positive and significant effect of Product Quality is consistent with Winarsih and Rachma Indrarini (2021), who found that product quality positively affects purchase intention toward cosmetic products. The findings concerning Muslimah Friendly Branding also align with the relevance of halal aspects, brand characteristics, and Muslimah consumers' needs discussed by Ng and Setiawan (2024) and Pertiwi and Widyatama (2026). The results further indicate that Celebrity Endorser is a significant predictor in the present research context. However, a more extensive comparison with prior

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empirical findings on celebrity endorsement would require additional directly relevant studies.

4.2.3. Theoretical Contributions

This study contributes to the understanding of purchase intention by examining three distinct predictors within the Skincare-Makeup Hybrids context. The findings suggest that brand compatibility with Muslimah consumers' needs, perceived product quality, and celebrity endorsement should be considered together when explaining purchase intention. The relatively higher standardized Beta coefficient for Muslimah Friendly Branding also highlights the relevance of value-oriented branding in this specific consumer context.

4.2.4. Practical and Policy Implications

Cosmetic brands should communicate product characteristics and brand identity clearly, including relevant halal information where applicable. Maintaining product performance and ensuring that product claims correspond to actual benefits may strengthen consumer evaluations. Brands may also consider selecting celebrity endorsers whose credibility, attractiveness, and public image correspond to their target consumers. These priorities are consistent with the relative contributions observed in the regression results.

4.2.5. Integration with the Research Gap

This study addresses the need to examine Muslimah Friendly Branding, Product Quality, and Celebrity Endorser within the specific context of Skincare-Makeup Hybrids. The findings demonstrate that each variable is significantly associated with Purchase Intention when assessed through the reported partial tests. By considering these variables within one regression model, the study provides contextual evidence concerning factors associated with purchase intention toward cosmetic products combining skincare and makeup functions.

4.2.6. Acknowledgement of Study Limitations

The findings should be interpreted in light of the sample composition, which was dominated by respondents aged 18–25 years, students, and Muslim consumers. Consequently, the results may not fully represent older consumers, other occupational groups, or consumers with different religious backgrounds. Furthermore, the reported model explains 44.3% of the variation in Purchase Intention, indicating that additional factors outside the model may also be relevant. The absence of a reported F-test result also limits the ability to establish the statistical significance of the simultaneous effect of all three predictors.

5. Conclusion

5.1. Summary of Key Findings

This study examined the effects of Muslimah Friendly Branding, Product Quality, and Celebrity Endorser on Purchase Intention toward cosmetic products in the era of Skincare-Makeup Hybrids. The partial regression results indicate that all three independent variables have positive and significant effects on Purchase Intention. Muslimah Friendly Branding has a regression coefficient of 0,265 and a significance value of 0,000; Product Quality has a coefficient of 0,208 and a significance value of 0,000; and Celebrity Endorser has a coefficient of 0,198 in the partial-test table and a significance value of 0,002. The Adjusted R Square value of 0,443 indicates that the model explains 44.3% of the variation in Purchase Intention. The statistical significance of the simultaneous effect remains unconfirmed because the F-test result was not reported.

5.2. Theoretical Contributions

The findings contribute contextual evidence concerning the relationship between value-oriented branding, product quality, celebrity endorsement, and purchase intention in the Skincare-Makeup Hybrids market. They highlight Muslimah Friendly Branding as the predictor with the highest standardized Beta coefficient among the three variables examined, providing a basis for further investigation of value-oriented branding in cosmetic consumer behavior.

5.3. Practical and Policy Implications

Cosmetic businesses should strengthen brand communication that reflects Muslimah consumers' needs, maintain product quality, and ensure that promotional claims are consistent with product characteristics. The selection of celebrity endorsers should also consider their credibility and suitability for the target market. These strategies may help businesses develop more relevant marketing approaches for consumers considering Skincare-Makeup Hybrids products.

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5.4. Limitations of the Study

The study's findings are based on 180 respondents selected through purposive sampling, with the sample dominated by younger consumers, students, and Muslim respondents. The results therefore have limited generalizability beyond the characteristics and context of the sample. In addition, the model explains 44.3% of the variation in Purchase Intention, leaving other potential explanatory factors outside the scope of this study.

5.5. Directions for Future Research

Future research could examine additional variables that may explain Purchase Intention, including price perceptions, brand image, consumer trust, and perceived product benefits. Researchers could also expand the sample to include consumers from different age groups, occupations, and geographical regions. Further studies should report complete model evaluation results, including the simultaneous F-test, to provide a more comprehensive assessment of the explanatory model. Comparative research across different cosmetic product categories could also clarify whether the observed relationships remain consistent beyond the Skincare-Makeup Hybrids context.

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