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## **Influence of Celebrity Endorsers and Halal Lifestyle on Gen Z's Skincare Purchase Interest in East Java**

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### **ABSTRACT**

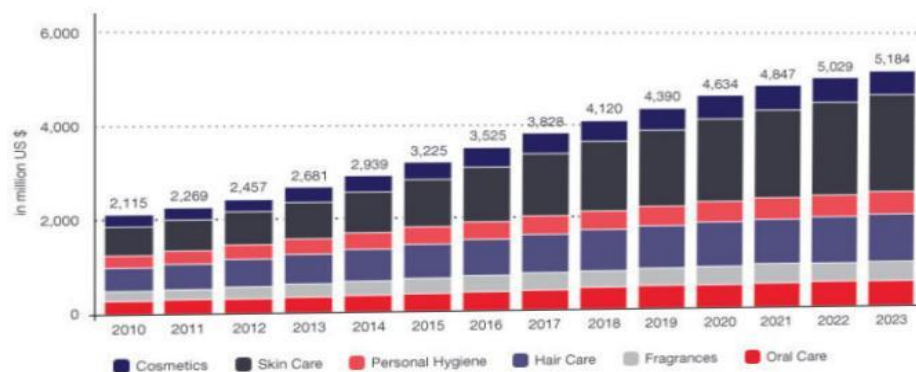
Indonesia's potential in the halal skincare industry is significant, as evident from its position as the second largest consumer of halal cosmetics and the high enthusiasm of Generation Z towards self-care products. Generation Z's increasing interest in skincare has driven a significant expansion of Indonesia's beauty industry. This generation is known for being active on social media and has a high awareness of appearance and personal values, including a halal lifestyle. This research aims to analyze how celebrity endorsers and the halal lifestyle influence Generation Z's purchase interest in skincare in East Java. The study uses a quantitative approach. The participants are Generation Z skincare users. The sample was chosen through a non-probability purposive sampling method, with specific criteria, involving 110 respondents who reside in East Java and were born between 1995 and 2012. Data was collected via an online survey and analyzed using IBM SPSS Statistics 31. This research includes tests such as instrument validation, classical assumption tests, hypothesis testing, and regression analysis. The results show that, partially, celebrity endorsers and the halal lifestyle significantly affect purchase interest. Together, both factors, celebrity endorser and the halal lifestyle, also significantly influence Generation Z's skincare purchase interest in East Java. This result helps create more successful marketing tactics, particularly the utilisation of public figures and the strengthening of halal product images. Skincare companies are advised to choose celebrity endorsers who are popular and trustworthy and align with halal lifestyle values.

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## Introduction

Indonesia is one of the countries with the biggest use of halal cosmetics worldwide, with a market value of 4.19 billion US dollars in 2021 (Fitrianna et al., 2025). Additionally, Indonesia is the second-largest contributor to the leather goods industry, with a continually growing population and significantly increased public consumption (Erdiansyah & Wijaya, 2023), making it a potential market for a variety of goods, including skincare and cosmetic products. The beauty industry in Indonesia experienced significant growth in 2021. 70% of the Indonesian population has a high demand for beauty products, making it one of the largest skincare product markets in the world (Siddiq et al., 2020). Skincare is used to keep the face clean and in good condition (Ummah & Fikriyah, 2024). Skincare is no longer just aimed at women, but also at men.



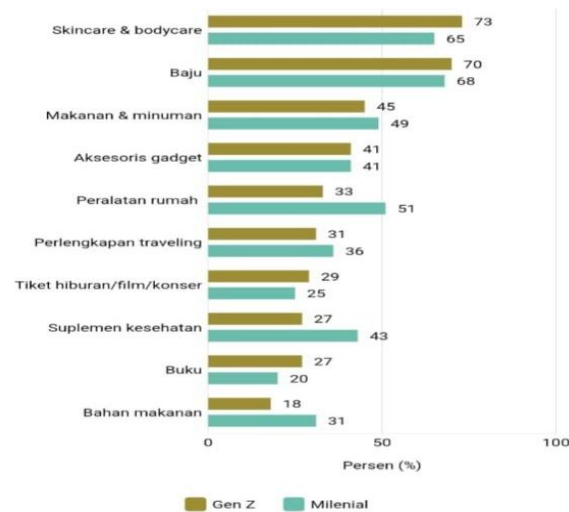
**Figure 1. Market Graph of the Indonesian Beauty Industry 2010 – 2023**

Source: [technobusiness.id](https://technobusiness.id) (2020)

The market value of Indonesia's beauty industry has been rising since 2010. According to the 2020 Indonesian Beauty Industry Market Graph data, the beauty sector's market value is expected to reach USD 5.184 million by 2023. Skincare is the product category that has seen the largest growth compared to other categories (Kaemong et al., 2023). The strong public interest in skincare products is paired with a skincare treatment trend that has become a key focus for the beauty industry. (Utami & Harsoyo, 2024). Not just a trend, the use of skincare products is also seen as a way to express oneself and keep skin clean and healthy. (N. F. Putri et al., 2024). The beauty industry has become a key part of the economy (Septiani & Indraswari, 2019) Growth helps to enhance the market and add value by connecting brands with healthy lifestyle trends. Skincare is now seen as a necessity for caring for the skin and a way to express oneself and build a positive image (R. N. Putri & Setiawan, 2024). When brands collaborate with healthy lifestyles and social campaigns, they build stronger connections with consumers, creating a good impression, reinforcing brand and customer loyalty (Fenetta, 2019; Fitrianna et al., 2025). According to Statista data, by 2025, the beauty and personal care market will have become a hub for growth and innovation over the past decade, with self-care and health gaining increasing importance for consumers worldwide (Adirestuty, Monoarfa, et al., 2021; Yudha et al., 2024).

More and more people, especially teenagers from Generation Z, are using skincare products (Sumita & Maksum, 2024). This age group, born in the digital era, is called this generation. According to (Stillman, 2017), those born between 1995 and 2012 are known as Gen Z. The condition makes them more open to

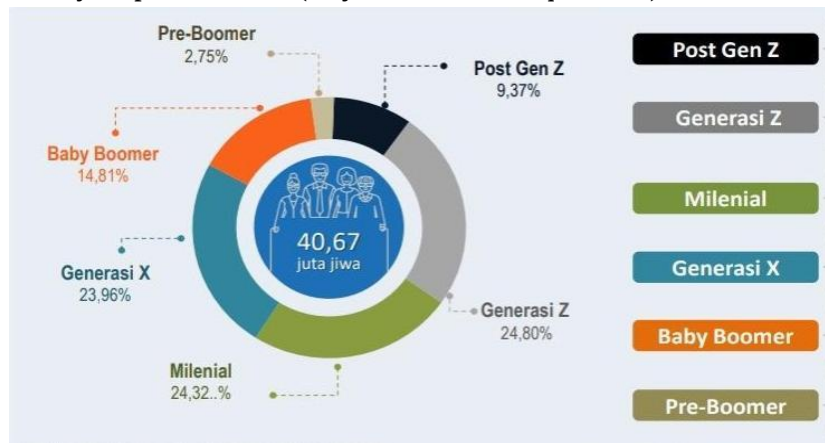
various innovations. It is always looking for the latest and best ways to maintain its skin health (Sari et al., 2024). In this case, digital marketing is a good way to reach Generation Z. Digital marketing refers to promoting a brand or product using online platforms and digital tools (Rauf et al., 2021). It allows businesses to reach a larger audience that was previously difficult to access due to communication techniques, time, and distance limitations.



**Figure 2. Items Most Bought by Gen Z and Millennials in Indonesia**

Source: Databoks (2024)

Skincare and bodycare products are the most sought-after product categories by Gen Z and Millennials in Indonesia, accounting for 73% and 65% of total sales, respectively. This data shows the significant interest of Generation Z in self-care products, including skincare. According to the ZAP Beauty Index survey findings in 2020, nearly all Indonesian women (36%) have used skincare products before the age of 19. The awareness influences this to take care of oneself, and even Gen Z never hesitates to spend almost their entire salary on personal care (Wijanarko & Muttaqin, 2023).



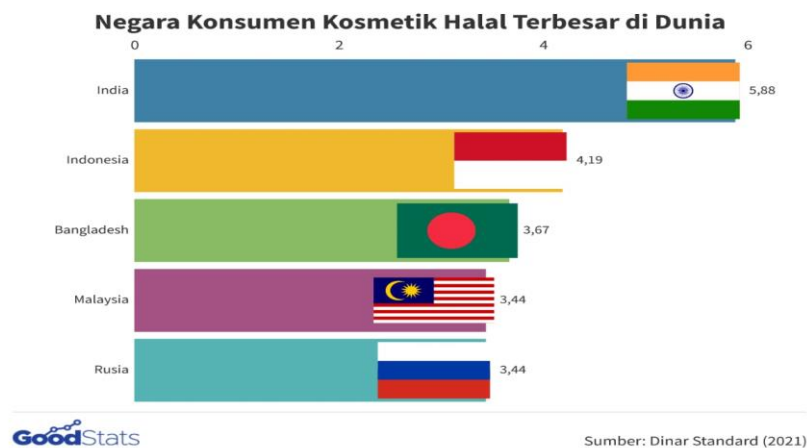
**Figure 3. The population of East Java is dominated by Millennials and Generation Z.**

Source: <https://www.suarasurabaya.net/> (2021)

This research is about Generation Z in East Java Province. This is because Generation Z is among the consumers who use skincare products. Based on the 2021 population census statistics, Generation Z makes up 24.80% of the total population of East Java. With 40.67 million residents living in East Java, it is estimated that there are 10.09 million individuals in Generation Z. This relatively high percentage indicates a very large skincare market potential in this province.

One promotional trend that is currently being widely used to attract consumer buying interest, especially among Generation Z, is the Celebrity Endorser strategy. This strategy is universally known for its capacity to attract attention, create a positive image, and gain public trust. (Sholikha et al., 2024). When choosing celebrities to promote products, companies must ensure that the celebrities and the products are compatible by aligning the celebrity's image with the product, credibility, attractiveness, competence, and trustworthiness. (Hananto et al., 2024). This thorough analysis is crucial to ensure that ads capture customer interest, effectively boost brand awareness, and enhance consumers' understanding of the products. (Saifudin et al., 2025).

Another promotional trend that is also being widely used to attract consumer buying interest is the Halal Lifestyle, which has recently gained popularity worldwide. (Wildan et al., 2024). To fulfill personal and cosmetic needs (skincare), Generation Z usually seeks halal and safe products that align with Islamic values. In addition to being beneficial for skin health, halal-labeled cosmetics symbolize identity and commitment to Sharia principles. (Khairullah et al., 2024). The halal lifestyle significantly impacts Generation Z's enthusiasm for making purchases. This is evident in various aspects, such as their active efforts to seek out and use halal products, to their willingness to pay more for halal certification guarantees. On the interest side, Generation Z shows a great interest in halal products because they offer good benefits and inner satisfaction. Meanwhile, in terms of opinion, they have a positive view of halal as a way to ensure quality and safety, which is then widely shared on social media through reviews and recommendations (Setiadi, 2010).



**Figure 4. Countries with the Largest Halal Cosmetics Consumers in the World**  
 Sumber : GoodStats (2022)

Indonesia ranks second globally as the country with the largest halal cosmetic consumption, based on standard dinar data for 2021 published by GoodStats in 2022. Indonesia achieved a value of 4.19 billion US dollars, placing it in second position globally, but still falling behind India, which reached a value of

5.88 billion US dollars. In fact, Indonesia has a great opportunity to become the global leader in the halal cosmetic market (Mardira, 2025), considering its substantial Muslim population and government regulatory support for halal certification.

To maintain their business growth in a highly competitive market, halal cosmetic manufacturers must focus on innovative products that are officially certified halal and meet customer expectations for quality and safety (Qizwini & Purnama, 2025). Strengthening branding and digital marketing, as well as collaborating with relevant influencers or celebrities who support halal lifestyle principles. Halal certification and compliance with regulations are essential for businesses as they enhance product competitiveness and maintain customer trust. In Indonesia, these efforts are supported by the Halal Product Assurance Law (UUJPH), which existed before the enactment of Law Number 33 of 2014 (Astuti, 2020). This law serves as a means for the government to protect consumers and demonstrate the importance of addressing halal and haram issues throughout production.

The subsequent issue that arises is how to develop the right strategy so that Indonesia not only becomes the largest market but also occupies the top position in the global halal cosmetics industry. Therefore, it is very important to delve deeper into the aspects that influence consumer buying interest in halal cosmetics, particularly skincare, such as the role of celebrity endorsers and halal lifestyles, which can strengthen the competitiveness of local products on an international level.

Previous research has shown that celebrity endorsers have a positive influence due to their attractive appearance, which in turn encourages buying interest (Nguyen, 2021). In line with this finding, (Syarifah et al., 2022) found that celebrity endorsers positively impact purchase interest because anything related to public figures will influence individual behaviour. The halal lifestyle also plays an important role in influencing buying interest. (Sholikha et al., 2024) indicate that the halal lifestyle significantly impacts buying interest, reflecting a positive development in the worldview aligned with religious principles, routine consumption patterns, and the management of practical aspects of life. Previous research shows that celebrity endorsers and a halal lifestyle positively influence consumer buying interest. In line with this research focus, both factors are also considered. However, this research is different because it focuses on the younger generation, specifically Generation Z in East Java, emphasizing halal skincare. So far, no research has examined how these two factors interact in this segment. Previous research has focused on specific areas or brands, making it difficult to generalize. This study aims to fill this gap by including male and female consumers in the research.

Referring to the gap, this study focuses on strengthening the understanding of several factors that influence purchase interest in skincare products among Generation Z, a highly potential market segment. It also provides recommendations to skincare industry producers to develop more optimal marketing strategies.

## **Literature Review**

### **Celebrity Endorser**

(McCracken, 1989) argues that a celebrity endorser is a popular person who uses their fame to advertise a brand or product. (Nelson & Deborah, 2017) explain that a celebrity endorser is a technique used in advertising campaigns to enhance and generate additional benefits for a brand because they tend to make

consumers feel a sense of ownership towards the brand in question. The indicators of a celebrity endorser, according to (Zakari et al., 2019), include:

1. Attractiveness: Attractiveness includes a person's appearance, personality, and abilities.
2. Likeability: People's interest in celebrities affects how much they are interested in the brands and products they endorse.
3. Expertise: refers to the knowledge, skills, and experience that celebrities have when recommending a product.
4. Trustworthiness: the most fundamental factor that influences consumer decisions to purchase something.

When choosing a celebrity endorser, the Company considers the four factors mentioned earlier and how the product aligns with the celebrity's image (celebrity match-up product) (Shimp, 2003). Therefore, the effectiveness of a celebrity endorser is determined by their five main strengths: expertise, trust, likeability, attractiveness, and suitability. These five aspects are crucial in building brand awareness and consumer understanding of the product and its offered features.

Referring to previous findings (Amira, 2023) (Nguyen, 2021) (Ramadhani & Insani, 2023) (Hasanah, 2022), celebrity Endorser positively and significantly impacts purchasing interest. Therefore, the formulated hypothesis is:

H1: Celebrity Endorser significantly influences Purchase Interest.

## **Halal Lifestyle**

Muslim Judicial Halal Trust (MJCHT) in (Adinugraha & Sartika, 2019) explains that a Halal Lifestyle is portrayed as one that is carried out to the best of one's ability accurately, prioritises honesty, integrity, preserving dignity, and fairness, and is not contrary to Islamic law. Lifestyle indicators according to (Setiadi, 2010) include:

1. Activities: Consumer actions in seeking, choosing, and using halal products, such as verifying whether a product is halal certified and determining whether it complies with Shariah regulations. This indicator shows how consumers ensure that cosmetic products are halal by checking the BPOM halal label and the ingredients used before purchasing skincare products.
2. Interest: The level of interest and focus of customers on halal products, including their tendency to use halal skincare in accordance with Sharia principles. This relates to consumer preferences in the cosmetics industry, which show a greater tendency for halal-certified skincare than non-halal products.
3. Opinion: Perceptions of product quality, halal brand reputation, and user experience all reflect consumers' ideas and beliefs about the importance of leading a halal lifestyle. In the cosmetics field, this relates to how customers perceive the quality, safety, and trustworthiness of halal skincare products, which are examined based on Sharia rules.

Referring to previous findings (Ma'ruf, 2022) (Mutmainah & Romadhon, 2023) (Siregar et al., 2024) (Amira, 2023) Halal Lifestyle positively and significantly impacts purchase interest. Thus, the formulated hypothesis is:

H2: Halal Lifestyle has a significant effect on Purchase Interest.

### **Purchase Interest**

(Suyono et al., 2012) define purchase interest as part of the behavioral aspect of consumption attitude. (Kotler & Keller, 2009) define purchase interest as a condition when a consumer shows a desire to buy something in response to a product. According to (Ferdinand, 2014), the indicators of purchase interest include:

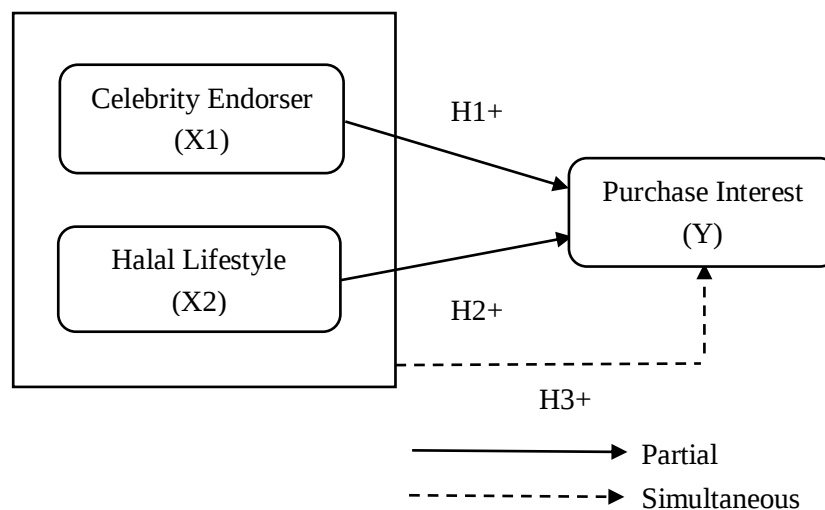
1. Transactional interest: refers to a person's tendency to make purchases. This can help raise more awareness of the brand because customers can get to know the products better by using them directly.
2. Referential interest: a person's tendency to inform others about a product, helping to create a positive image and build a good brand reputation in the eyes of the public.
3. Preferential interest: an individual's tendency to prefer a specific product, to motivate customers to remain loyal to the brands they love.
4. Exploratory interest: shows an individual's behaviour in seeking information related to products that are considered interesting, helping customers learn more about the quality and benefits of the brand, which can influence their purchasing decisions and overall perception of the brand.

Although the buying interest theory uses indicators of transactional, referential, preferential, and exploratory interest to explain consumer behavior, the competitiveness of the skincare market requires businesses to adapt to changes in consumer preferences, particularly from Generation Z. Companies can leverage this interest in purchasing by selecting the right celebrity brand ambassadors and promotions that embody halal lifestyle values. This helps to increase awareness, create a positive image, maintain customer loyalty, and provide clear information to consumers. This highlights the need for further research on how celebrity endorsements and halal lifestyle-related strategies affect the buying interest of Generation Z in East Java.

Referring to previous findings (Sholikha et al., 2024) (Amira, 2023), Celebrity Endorser and Halal Lifestyles have a positive and significant impact on purchase interest, leading to the formulation of the following hypothesis:

H3: Celebrity Endorser and Halal Lifestyles have a significant influence on Purchase Interest.

The figure below shows the conceptual framework and hypotheses of this study:



**Figure 5. Conceptual Framework**

Source: Author (2025)

## Methodology

This research uses a quantitative method. The type of research used is a survey. The main objective of this study is to analyse the influence of the Celebrity Endorser and the Halal Lifestyle on consumer buying interest. After formulating concepts and developing the research instruments, the next step is to collect data through a survey by distributing questionnaires to respondents. To select respondents as research samples, a purposive sampling method, which is based on predetermined characteristics (Wasis, 2008), was used.

Considerations for sampling in this study:

1. Respondents were born between 1995 and 2012.
2. Respondents reside in East Java.
3. Respondents are skincare users.
4. Respondents follow celebrities on social media as brand ambassadors for the skincare products they use.

According to (Augusty, 2014), the sample size equals the number of indicators multiplied by five to ten to determine the minimum sample size. This research used 11 indicators, so the sample size is 55-110. This study will use 110 samples, the highest recommended number, and is considered more appropriate to maintain the strength of statistical tests. Although the method used for sampling is purposive sampling, which means it does not fully represent all skincare users in East Java, the 110 respondents are deemed sufficient to test the research design and obtain findings regarding the relationship between variables (Sugiyono, 2016).

The characteristics of the respondents were identified using specific screening criteria, such as residing in East Java, being born between 1995 and 2012 (which makes them part of Generation Z), and using skincare products. In addition, their data was analyzed based on factors such as gender, occupation, and habits of following celebrities on social media who promote the skincare products they use. After data collection, the next stage is to conduct data analysis. During the analysis, various tests are carried out, such

as checking the instruments to ensure the validity and reliability of the data, hypothesis testing, classical assumption testing, multiple linear regression analysis, and drawing conclusions.

**Table 1. Mapping Variables, Indicators, and Measurements**

| Variable                | Indicator              | Measurement                                                                                                               | Source                |
|-------------------------|------------------------|---------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Celebrity Endorser (X1) | Attractiveness         | Celebrities have a positive personality and an attractive appearance in line with Generation Z trends.                    | (Zakari et al., 2019) |
|                         | Likeability            | Celebrities have a good reputation, are honest, and actively build relationships with their target market.                |                       |
|                         | Expertise              | Celebrities dominate the skincare products they promote and provide convincing testimonials based on personal experience. |                       |
|                         | Trustworthiness        | Celebrities are consistent and transparent in conveying product information.                                              |                       |
| Halal Lifestyle (X2)    | Activities             | I use halal-certified skincare products (BPOM) and actively participate in activities related to a halal lifestyle.       | (Setiadi, 2010)       |
|                         | Interest               | I follow the halal lifestyle trends, especially in the selection of skincare products.                                    |                       |
|                         | Opinion                | I prefer halal skincare products and am aware of their importance in self-care.                                           |                       |
| Purchase Interest (Y)   | Transactional interest | I am interested in buying skincare products promoted by celebrities and am ready to purchase soon.                        | (Ferdinand, 2014)     |
|                         | Referential interest   | I am willing to recommend skincare products and provide reviews on social media or other platforms.                       |                       |
|                         | Preferential interest  | I prioritize skincare products and show loyalty to the brands I use.                                                      |                       |
|                         | Exploratory interest   | I actively seek information about promoted skincare products and want to try new products from the same brand.            |                       |

Source: Author (2025)

The impact of independent variables, Celebrity Endorser and Halal Lifestyle, on purchase interest as the dependent variable will be examined in this study. Below is the model of the equation (Janie, 2012) :

$$Y + b_1 X_1 + b_2 X_2 + e$$

Y = purchase interest

a = constant

b1 – b2 = regression coefficients

X1 = celebrity endorser variable

X2 = halal lifestyle variable

e = error disturbance

## Results and Discussion

### Result

This research aims to analyze the purchasing interest in skincare products among Generation Z in East Java as well as the influence of celebrity endorsers and a halal lifestyle on this interest. This study targets Generation Z consumers from diverse backgrounds, selected to reflect their behavior and preferences toward skincare products.

Based on the data collected, the respondents' profile shows that out of 110 respondents, the majority are female, with 79 individuals (71.8%), and male, with 31 individuals (28.2%). In terms of age distribution, the age group of 13–22 years accounts for 68 individuals (61.8%), and respondents aged 23–30 years total 42 individuals (38.2%). Students and university students are the majority of respondents in this study, totaling 76 individuals (69.1%).

The remaining respondents are 20 employees (18.2%), 9 entrepreneurs (8.2%), 3 housewives (2.7%), and other professions such as makeup artists and teachers, each with one individual (1.8% overall). All respondents are Generation Z consumers who actively follow celebrities on social media as brand ambassadors for the skincare products they use.

**Table 2. Respondent Profile of the Study**

| Category          | Number of Respondents | Percentage (%) |
|-------------------|-----------------------|----------------|
| Gender            |                       |                |
| Female            | 79                    | 71.8           |
| Male              | 31                    | 28.2           |
| Age               |                       |                |
| 13–22 years       | 68                    | 61.8           |
| 23–30 years       | 42                    | 38.2           |
| Occupation        |                       |                |
| Student           | 76                    | 69.1           |
| Employee          | 20                    | 18.2           |
| Entrepreneur      | 9                     | 8.2            |
| Housewife         | 3                     | 2.7            |
| Other professions | 2                     | 1.8            |

Source: Author (2025)

## Validity Test

If the calculated  $r > \text{table } r$ , then the research results are deemed valid; if the calculated  $r < \text{table } r$ , then the research results are not considered valid (Sugiyono, 2013).

**Table 3. Results of Validity Test**

| No                                                  | Variable                | Correlation (r-count) | Description |
|-----------------------------------------------------|-------------------------|-----------------------|-------------|
| <b>Indicator Validity – Celebrity Endorser (X1)</b> |                         |                       |             |
| 1                                                   | Celebrity Endorser (X1) | 0.514                 | valid       |
| 2                                                   | Celebrity Endorser (X1) | 0.725                 | valid       |
| 3                                                   | Celebrity Endorser (X1) | 0.618                 | valid       |
| 4                                                   | Celebrity Endorser (X1) | 0.612                 | valid       |
| 5                                                   | Celebrity Endorser (X1) | 0.790                 | valid       |
| 6                                                   | Celebrity Endorser (X1) | 0.669                 | valid       |
| 7                                                   | Celebrity Endorser (X1) | 0.654                 | valid       |
| 8                                                   | Celebrity Endorser (X1) | 0.659                 | valid       |
| <b>Indicator Validity – Halal Lifestyle (X2)</b>    |                         |                       |             |
| 1                                                   | Halal Lifestyle (X2)    | 0.838                 | valid       |
| 2                                                   | Halal Lifestyle (X2)    | 0.793                 | valid       |
| 3                                                   | Halal Lifestyle (X2)    | 0.751                 | valid       |
| 4                                                   | Halal Lifestyle (X2)    | 0.816                 | valid       |
| 5                                                   | Halal Lifestyle (X2)    | 0.838                 | valid       |
| <b>Indicator Validity – Purchase Interest (Y)</b>   |                         |                       |             |
| 1                                                   | Purchase Interest (Y)   | 0.631                 | valid       |
| 2                                                   | Purchase Interest (Y)   | 0.503                 | valid       |
| 3                                                   | Purchase Interest (Y)   | 0.540                 | valid       |
| 4                                                   | Purchase Interest (Y)   | 0.602                 | valid       |
| 5                                                   | Purchase Interest (Y)   | 0.807                 | valid       |
| 6                                                   | Purchase Interest (Y)   | 0.514                 | valid       |
| 7                                                   | Purchase Interest (Y)   | 0.744                 | valid       |
| 8                                                   | Purchase Interest (Y)   | 0.692                 | valid       |

Source: processed data (2025); (Machali, 2021).

Based on the validity test results, each item of the statements for variables X and Y has a significance level of  $< 0.05$ . This means that all these statements are valid for further research.

## Reliability Test

**Table 4. Reliability Test**

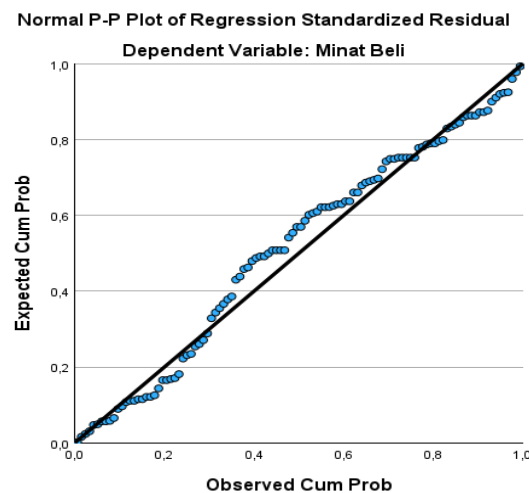
| No | Variable                | Cronbach's alpha value | Criteria | Description |
|----|-------------------------|------------------------|----------|-------------|
| 1  | Celebrity Endorser (X1) | 0.804                  | > 0.70   | Reliable    |
| 2  | Halal Lifestyle (X2)    | 0.860                  | > 0.70   | Reliable    |
| 3  | Purchase Interest (Y)   | 0.781                  | > 0.70   | Reliable    |

Source: processed data (2025)

A questionnaire is reliable if the respondents' responses remain consistent over time. A variable is considered reliable if the Cronbach's alpha value is > 0.60 (Simbolon, 2023). In this study, the Cronbach's alpha score of all variables is more than 0.60, which shows that all research instruments are reliable (Adirestuty, Ramdiana, et al., 2021; Hardiansyah & Adirestuty, 2021).

## Normality Test

A normality test is used to ensure that the data is normally distributed. The P-P plot graphic analysis is also used to determine whether the data is normal.



**Figure 6. Normality Test**

Source: processed data (2025)

In Figure 6, the data is spread around the diagonal line, indicating a normal distribution pattern, so it can be concluded that the regression model is normally distributed (Nursiyono & Nadeak, 2016).

## Multicollinearity Test

**Table 5. Multicollinearity Test**

| Coefficients <sup>a</sup> |                             |              |   |      |  |  |
|---------------------------|-----------------------------|--------------|---|------|--|--|
| Model                     | Unstandardized Coefficients | Standardized | t | Sig. |  |  |

|   |                    | Coefficients |            | Collinearity Statistics |       |           |      |
|---|--------------------|--------------|------------|-------------------------|-------|-----------|------|
|   |                    | B            | Std. Error | Beta                    |       | Tolerance | VIF  |
| 1 | (Constant)         | 6,984        | 4,363      |                         | 1,601 | ,112      |      |
|   | Celebrity Endorser | ,469         | ,097       | ,422                    | 4,848 | <,001     | ,891 |
|   | Purchase Interest  | ,437         | ,183       | ,208                    | 2,394 | ,018      | ,891 |

Source: processed data (2025)

The multicollinearity test aims to identify whether there is a strong relationship among the independent variables in a regression model. The Variance Inflation Factor (VIF) and Tolerance values can be used to evaluate decision-making. The variable is considered non-multicollinear if the VIF value  $<10$  and the tolerance value  $>0.10$ . On the other hand, the variable has multicollinearity issues if the VIF value  $>10$  and the tolerance value  $<0.10$  (Rukajat, 2018). The results of the data analysis show that the tolerance value is 0.891, which means  $>0.10$ , and the VIF (Variance Inflation Factor) value for the celebrity endorser and halal lifestyle variables is 1.123, which means  $<10$ . This implies that there are no significant multicollinearity issues (Kodri et al., 2019; Monoarfa et al., 2021).

### Heteroscedasticity Test

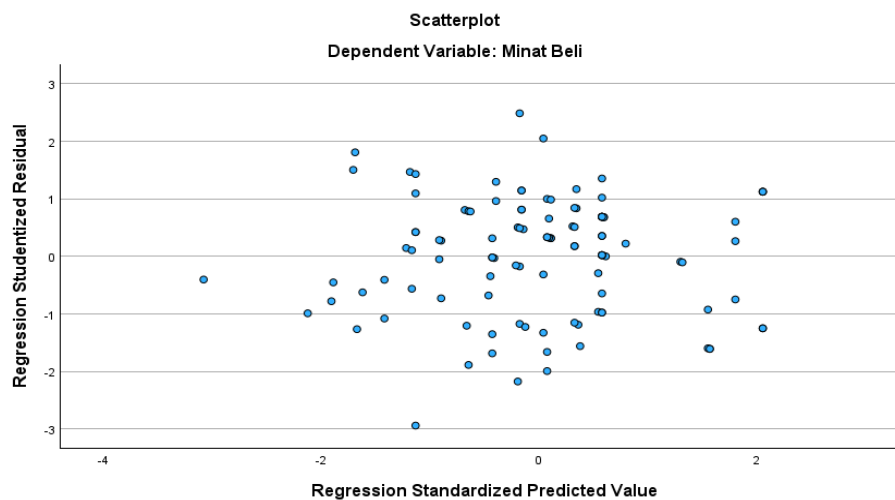


Figure 7. Heteroscedasticity Test

Source: processed data (2025)

Figure 7 shows that the residual points are randomly scattered above and below the zero line on the Y-axis (Regression Studentized Residual) against the standardized predicted values on the X-axis

(Regression Standardized Predicted Value) (Riduwan & Wardhana, 2022). Their distribution does not follow a clear pattern, such as a funnel or wave (Febriyanti et al., 2022; Juliana et al., 2024). This indicates that the regression model does not show signs of heteroskedasticity.

### Multiple linear regression test

| Table 6. Multiple Linear Regression |                         |                             |            |                           |             |
|-------------------------------------|-------------------------|-----------------------------|------------|---------------------------|-------------|
| Coefficients <sup>a</sup>           |                         |                             |            |                           |             |
|                                     |                         | Unstandardized Coefficients |            | Standardized Coefficients |             |
| Model                               |                         | B                           | Std. Error | Beta                      | t Sig.      |
| 1                                   | (Constant)              | 6,984                       | 4,363      |                           | 1,601 ,112  |
|                                     | Celebrity Endorser (X1) | ,469                        | ,097       | ,422                      | 4,848 <,001 |
|                                     | Halal Lifestyle (X2)    | ,437                        | ,183       | ,208                      | 2,394 ,018  |

a. Dependent Variable: Purchase Interest (Y)

Source: processed data (2025)

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

$$Y = 6.984 + 0.469X_1 + 0.437X_2 + e$$

Y = Purchase Interest

X1 = Celebrity Endorser

X2 = Halal Lifestyle

a = 6.984 is the constant

b1 = 0.469, regression coefficient of Celebrity Endorser

b2 = 0.437, regression coefficient of Halal Lifestyle

#### 1. Constant (a = 6.984)

If both the celebrity endorser and the halal lifestyle are equal to zero, the predicted value of purchase interest is 6.984

#### 2. Celebrity Endorser (X1)

**B value = 0.469**

This indicates that every increase of one unit in the Celebrity Endorser variable increases, Purchase Interest is expected to increase by 0.469, assuming other variables remain constant.

**Sig = < 0.001 → S**

This result is statistically significant, as the p-value is less than 0.05 (Monoarfa et al., 2021)

**Standard Beta = 0.422**

This suggests that celebrity endorsers have the strongest influence on purchase interest compared to Halal Lifestyle

### 3. Halal Lifestyle (X2)

**B value = 0.437**

If Halal Lifestyle increases by one unit, Purchase Interest is estimated to increase by 0.437, assuming other variables remain constant.

**Sig = < 0.001** → S

This result is statistically significant, as the p-value is less than 0.05

**Standard Beta = 0.422**

This suggests that a halal lifestyle has a weaker influence on purchase interest compared to a celebrity endorser.

Both variables X1 (Celebrity Endorser) and X2 (Halal Lifestyle) significantly affect purchase interest. Celebrity Endorser has a stronger influence (Beta 0.422) than Halal Lifestyle (Beta 0.208). The partial statistical test (t-test) obtained a calculated t value of 4.848 for the Celebrity Endorser variable. The t-table value at a 5% distribution is 1.982; therefore, the calculated t of 4.848 > t-table of 1.982 shows that H1 is accepted. This finding is supported by a significance value < 0.001, lower than 0.05. Meanwhile, the calculated t value for the Halal Lifestyle variable is 2.394, while the t table value for the 5% distribution is 1.982; thus, t calculated 2.394 > t table 1.982 indicates that H2 is accepted. This finding is supported by a significance value of 0.018, lower than 0.05. The variables of Celebrity Endorser and Halal Lifestyle simultaneously influence Generation Z's purchase interest for Skincare in East Java.

### F-Test

**Table 7. Result of F-Test using ANOVA**

| ANOVA <sup>a</sup> |            |                |     |             |        |                    |
|--------------------|------------|----------------|-----|-------------|--------|--------------------|
| Model              |            | Sum of Squares | df  | Mean Square | F      | Sig.               |
| 1                  | Regression | 378,449        | 2   | 189,224     | 20,719 | <,001 <sup>b</sup> |
|                    | Residual   | 977,224        | 107 | 9,133       |        |                    |
|                    | Total      | 1355,673       | 109 |             |        |                    |

a. Dependent Variable: Purchase Interest (Y)

b. Predictors: (Constant), Halal Lifestyle (X2), Celebrity Endorser (X1)

Source: processed data (2025)

The F value is 20.719 > F table 3.09, which means Ha is accepted at a significance level of <0.001 <0.05. The hypothesis (H3) stating that there is a significant effect of the Celebrity Endorser and Halal Lifestyle variables on purchase interest can be accepted. This means that the Celebrity Endorser and Halal Lifestyle simultaneously have a significant influence on purchase interest.

## Discussion

### The Influence of Celebrity Endorsers on Purchase Interest

Based on Table 6 above, the hypothesis test for the Celebrity Endorser variable (X1) yielded a calculated t value of 4.848, which exceed the critical t value of 1.982 (Adirestuty, Monoarfa, et al., 2021; Iskandar & Adirestuty, 2018). This shows that the calculated t value is higher than the t table value ( $4.848 > 1.982$ ) with a significance level is  $<0.001$ , well below the threshold of 0.05 (Mary et al., 2019; Ryandono et al., 2025). Thus, H1 is accepted, confirming that celebrity endorsers significantly influence the purchase interest of Generation Z skincare in East Java. This is evidenced by the perceptions of Gen Z consumer respondents, who believe that celebrity involvement in skincare promotions enhances the attractiveness of the product and increases their trust in the quality of the product. Gen Z views celebrities as credible and trendy figures, building confidence and creating an emotional connection with the brand. The presence of celebrities is also seen as a factor that makes a product more convincing, especially when consumers feel a personal connection with public figures through interactions on social media.

Generation Z believes that celebrity participation in skincare advertisements can enhance their appeal and confidence in the quality of the products, as celebrities are seen as credible, attractive figures that align with their lifestyle. This influence can be explained through the Meaning Transfer Model. (McCracken, 1989) and the Source Credibility Model, which shows that celebrities' meaning, image, and credibility can be transferred to products, thus affecting consumer acceptance. The significance of these findings is even stronger among Gen Z individuals who are active on social media, accustomed to following trends, and tend to trust public figures more than traditional advertisements. This is crucial given that skincare products are considered items that require experience and trust before purchase. This perspective provides tangible benefits for the skincare industry in East Java, helping to increase consumer confidence, stimulate purchase interest, and enhance competitiveness in an increasingly competitive market.

This is in line with previous research findings that emphasize that the involvement of celebrity endorsers influences purchase interest (Astari et al., 2024). Another study strengthens that using celebrity endorsers has a positive and significant impact on consumer purchase interest (Kamalin & Zulkarnaen, 2025). Additional research also proves that celebrity endorsers influence purchase interest (Aulia & Mentari, 2025).

### The Influence of Halal Lifestyle on Purchase Interest

Hypothesis testing for the Halal Lifestyle variable (X2) resulted in a t-count value of 2.394 with a t-table value of 1.982, as shown in Table 6. This indicates that the t count value is higher than the t table ( $2.394 > 1.982$ ) and its significance level is 0.018, which is lower than the significance level of 0.05 ( $0.018 < 0.05$ ). Thus, it is concluded that H2 is accepted, meaning that a halal lifestyle significantly affects the purchase interest of skincare among Generation Z in East Java. This is evidenced by the perceptions of Generation Z respondents who view halal-certified skincare as something that makes them feel safe, aligns with their beliefs, and demonstrates that they care about purchasing products ethically. For them, choosing halal products is not just about following religious rules but also about living a lifestyle that promises good, clean, and safe quality. (Ajzen, 1991) supports this relationship, stating that attitudes, subjective norms, and perceived behavioral control shape behavioral intentions, including the desire to purchase. When halal lifestyles are integrated into everyday decision-making, consumers show greater purchase interest.

The responses from the respondents in this research indicate that Generation Z is very concerned about a halal lifestyle. Their high digital literacy and familiarity with social media enable them to evaluate the halal status of products more effectively, thereby increasing their interest in halal products and their attention to product quality and safety. These results have significant implications for the skincare industry in East Java. Companies can increase consumer interest by emphasizing halal certification on packaging and using safe ingredients. Collaborating with influencers who reflect a halal lifestyle can also build trust among Gen Z consumers. Skincare companies can enhance trust, stimulate consumer purchasing interest, and maintain a competitive edge in the growing halal industry by aligning business approaches with halal values.

Previous research (Heriyani et al., 2025) highlights that a halal lifestyle reflects an individual's commitment to Islamic values in consumption. Consumers who follow a halal lifestyle are more aware of the importance of purchasing halal-labeled products due to their sense of security, comfort, and confidence. (Adirestuty, 2019; Sholikha et al., 2024) states that adopting a halal lifestyle among Gen Z reflects a balance between religious principles, consumption behavior, and practical aspects of life. Furthermore, (Maharani & Sholahuddin, 2025) add that the application of a halal lifestyle significantly affects purchase intention through religious, quality, and health aspects of products.

### **The Influence of Celebrity Endorser and Halal Lifestyle Together on Purchase Interest**

Based on Table 7, the calculated F value is 20.719, which exceed the critical F value of 3.09, indicating statistical significance at the level of 0.05 (Alimusa et al., 2025; Fitrianna et al., 2025; Juliana et al., 2024). Therefore, hypothesis (H3), which posit a significance influence of celebrity endorsers and halal lifestyle on the purchase interest of Generation Z skincare in East Java, is accepted. Combining a celebrity endorser and a halal lifestyle creates a more substantial influence because both contribute complementarily. Celebrity endorser shape consumer perceptions through credibility, attractiveness, and trust, while a halal lifestyle reinforces consumer decisions from the perspectives of religion, ethics, and product quality (Nizar et al., 2019; Siddiq et al., 2020). Together, these two factors not only attract attention and build trust but also align with the ideals and lifestyle of Generation Z (Yudha et al., 2024). This is in line Theory of Planned Behavior (Ajzen, 1991), which highlights how behavioral control, attitudes, and subjective norms work together to influence behavioral intentions, including the interest to purchase (Adirestuty et al., 2025; Kodri et al., 2019).

This finding is also supported by previous research (Sholikha et al., 2024) and (Amira, 2023) emphasize that celebrity endorsers and a halal lifestyle together influence consumer purchase interest. (Fatmawati & Prabowo, 2024) shows that celebrity endorsers have a positive and significant impact because they can build trust and emotional connections with consumers, thereby encouraging purchase interest. Meanwhile, research (Maharani & Sholahuddin, 2025; Nurjanah et al., 2025) indicates that halal lifestyle behavior significantly influences purchase interest, as consumers who adopt a halal lifestyle tend to be more confident and prefer products that align with sharia. Thus, the integration of external factors, such as celebrity endorsers, and internal factors, such as a halal lifestyle, can provide a more comprehensive understanding of consumer purchasing interest, especially among Generation Z (Zakik et al., 2022).

### **Conclusion**

Based on research findings, both celebrity endorser and adherence to a halal lifestyle have a positive and significant influence partially and simultaneously on the purchase interest of Generation Z skincare

products in East Java. Celebrity endorser can attract consumer attention, strengthen trust, and create an emotional attachment that encourages purchase interest. Meanwhile, embracing a halal lifestyle makes consumers feel safe, comfortable, and confident about the quality of the products and their alignment with Islamic values. When these two factors are combined, their influence is even more substantial. Celebrity endorsement captures attention and builds trust, while a halal lifestyle reinforces purchase interest from ethical, religious, and product quality perspectives.

This research has limitations as it only focuses on Generation Z in East Java and uses two variables: celebrity endorser and halal lifestyle. This study does not cover other factors that may influence purchase interest. For future research, it is recommended to expand the study to other regions and include variables such as price, product quality, brand image, viral marketing, content marketing, and digital promotions to obtain more comprehensive findings. These results can help skincare companies select celebrity endorsers more carefully and enhance their products' halal image to attract increasingly selective and critical Gen Z consumers in their purchasing decisions.

### **Author's Contribution**

The final paper was prepared with input from each author. Wilda wrote, formulated the primary topics, and gathered data and information. Siti Habibah offered direction and suggestions.

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