

Influence of Beauty Advisor, Price, Good Corporate Governance, Halal Knowledge, Distribution, and Influencers on Halal Cosmetic Market Share

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Abstract

A Company's goals are profit and the best market share to occupy the position of market leader. Marketing strategies are proven to be able to maintain market share. The market leader can be predicted from the Stock Keeping Unit (SKU) in various store/outlet displays. This quantitative research based on best practices perfects the two studies, on ten variables forming the Halal cosmetics market share, namely beauty advisor, price, good corporate governance, halal knowledge, distribution, and influencers. This analysis using complex mediation model with four mediation variables is assisted by PLS-SEM software, Smart PLS 0.3. The findings show: 1) Availability has a direct effect on sell out; 2) Beauty advisor has a direct effect on sell in and sell out; 3) Distribution has a direct effect on sell in and indirectly on sell out. 4) Price has a direct effect on sell in, and indirectly on sell out; 5) Influencers have a direct effect on sell in and sell out; 6) Implementation of GCG has a direct effect on sell in and indirectly on sell out; 7) Knowledge of halal products has a direct effect on sell in and sell out; 8) Sell in has a direct effect on availability; 9) Sell out has a direct effect on marketing performance; 10) Marketing performance has a direct effect on market share 11) Research has a strong indicator with a Goodness of Fit (GOF) value: Gof 0.5451.



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1. Introduction

A company's main goal is to achieve sustainable profits, in order to maintain constant growth and survive in an era where the competition is too high. In order to maintain sustainable profit, companies must produce the best performance (Kunaifi, 2016). To achieve the best performance, companies compete to achieve the highest market share in the market. To build a high market share, companies are required to focus on the market and their customers. Besides, the best marketing performance is needed. Good marketing performance is influenced by good sales, (Chawla et al., 2020) while good sales performance is influenced by good Sell Out and Sell In. A good Sell Out is highly affected by the availability of goods at outlets, and this affected by influenced by many factors including Beauty Advisor (BA), Price, (Antoun et al., 2021) Good Corporate Management (GCG), Knowledge of Halal Products, (Rizkitysha & Hananto, 2022) Influencer, (Borchers, 2023) and Distribution. (Wilbur & Farris, n.d.)

The cosmetics market in Indonesia in 2022 has a contribution that continues to grow with a total market value of IDR 95.89T (ninety-five point eighty-nine trillion rupiah) per year with a total growth of 8.6%. This contribution was contributed by 760 companies, 95% of which were national cosmetic companies. These products include beauty-based products that are classified as skin care, decorative, body care, and hair care, both halal and non-halal.(Growth & Analysis, 2021)

Table 1 : Cosmetic Market Outlook 2014-2024

Indonesia Cosmetic Market		
Year	Sales (T)	Growth
2015	Rp 64,34	9,0%
2016	Rp 67,23	4,5%
2017	Rp 70,59	5,0%
2018	Rp 74,47	5,5%
2019	Rp 80,87	8,6%
2020	Rp 83,70	3,5%
2021	Rp 88,30	5,5%
2022	Rp 95,89	8,6%

Table 1 it can be seen that the Indonesian cosmetics market has pretty good prospects. Of this growth, only during the pandemic did growth decline to 3.5% and this figure also showed growth above Indonesia's economic growth which was only -3%. In the 2022 trimester, competition for cosmetic brands in Indonesia is quite tight. In Figure 1, the Maybelline brand is the market leader for cosmetic sales in the first trimester of 2022. It reached IDR 53.2 billion. The second market share was occupied by Make Over reaching IDR 27.1 billion. Meanwhile, the third market share is Luxcrime with total sales of IDR 24.3 billion, which is still the same company as Make Over. The next market share is Wardah with sales of IDR 15.7 billion. Finally, the market share of the five Chinese brands named Focallure with total sales of up to IDR 14.4 billion.

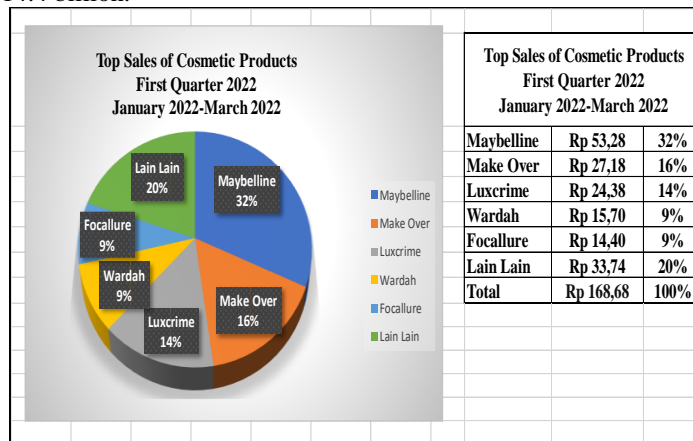


Figure 1: Source Kompas Online 27 September 2022

From these data, it can be seen that 50% of the top five are local brands. Of the five market shares, only Wardah is Halal cosmetics, beating other halal cosmetics. This achievement has been obtained by Wardah from 1995 to 2022 or 27 years. From the explanation above, we can conclude that Wardah's halal cosmetic market share is not an easy struggle to beat other cosmetic products. Wardah, as conveyed by Mrs. Nurhayati Subangkit, is influenced by 4 plus 1 P where the 4 P are price, product, placement, promotion, and the 1 P is the help of Allah SWT. 4+1 P on Wardah sales is an integral part of building marketing performance.

The researcher has two basic reasons why the research was carried out, first, the Wardah phenomenon which has the characteristics of the strength of the belief of Mrs. Nurhayati Subangkit as the owner of Wardah who believes in the philosophy: "Halal is not just a market or a value chain, more than that it is a value that we believe in and live by in life." The second reason is that the researchers want to test whether BA, price, GCG, knowledge of halal products, influencers, and distribution have an effect on sell-in and sell-out performance. Sell In performance affects the availability of goods in outlets, and does the availability of goods in outlets affect Sell Out. And the influence of Sell Out on marketing performance that affects the Market Share of halal cosmetics in East Java. So it is hoped that at the end of this study, researchers are able to present a concept of market share with various influencing factors.

The indicators proposed by the researcher will be tested statistically with a convergent validity test using Smart PLS 3.0. Convergent Validity (CV) is applied to prove that the statements of each latent variable in the study can be understood by respondents in the same way as the researchers' goals. CV is done by looking at the validity of the indicator (reliability) which is described by the value of the loading factor. A loading factor is a number that describes the correlation between the score of the question and the score of the construct indicator that measures the construct. (Marko & Sarstedt, 2021) The CV value is used to determine the validity of a construct. Validity Indicators are said to be valid if the factor loading value of the original sample is above 0.5. The magnitude of the correlation between each measurement item (indicator) and its construct is shown in the standardized loading factor, which illustrates that research can be continued. Meanwhile, if the loading factor is below 0.5, then this indicator must be removed from the indicators proposed by the researcher and may not be continued in the next research phase. (Khotimah & Harahap, 2018)

Literature Review

Market shares

According to the Big Indonesian Dictionary (KBBI), market share is the total sales of a product or commodity compared to sales of products or commodities in the industry as a whole. (Tim Redaksi & Indonesia, 2008) The highest market share will be the market leader. Companies that fall into the category of market leaders have the character of leading other companies in terms of price, new product introductions, distribution equity, and promotion intensity. (Kotler & Keller, 2008) Rajagopalan's research 2020 analyzes various strategies and techniques to maintain market share in order to remain as a market leader. With disruptive innovation creating turbulence across the landscape, it is difficult for market leaders to maintain their position, market share, and profitability. This study dives deep into various industries and examines the impact of disruptive technologies and innovations on the market. (Rajagopalan, Tang, Ji, Jia, & Wang, 2020)

Marketing Performance

Marketing Performance is a measurement parameter produced by the company through the process of marketing activities as a whole within the company as well as a parameter measuring the company's performance in facing competition with other companies that continues to grow and dynamically follow technological growth. In order to achieve this goal, the company is trying to compete to improve performance and try to highlight its competitive advantage so that it has a competitive advantage and conducts market orientation and innovation in order to continue to survive in competition. Marketing performance is a concept used to measure market performance that has been achieved by a product produced by a company. Marketing performance is performance related to activities and results obtained. (Jaworski, B.J., & Kohli, 1993)

Sell Out

Sell Out management is outlet governance that aims to focus activities on end consumers in carrying out the buying and repurchasing process or commonly known as "repeat buying". In principle, all efforts aim at long-term governance to ensure easy and fast continuity of sales, so that the flow of goods to end users can be ensured and controlled according to company targets. Sell Out reflects the success of the product being marketed, providing evidence of whether the product is accepted by the customer. The Sell Out indicator is shown by the number of goods purchased by consumers at outlets. (Sunarya, 2002)

Product Availability in Outlets (Availability)

Outlets as part of the distribution channel are very important in mobilizing the movement of goods from brand owners to consumer users. Outlets as part of the distribution channel have a role as the most important part in the availability of goods (Availability), outlets must be able to satisfy consumers in the availability of goods both in quantity, quality, and also the various types of products. Outlets as the part closest to consumers in the distribution network must ensure the completeness of the product so that consumers are able to make repeat purchases. According to Sunaryo, indicators of inventory at the outlet consist of the amount of inventory, the age of the inventory, and the empty inventory at the outlet.

Sell In

Sell In is the movement of goods from the company's warehouse to outlets. The relationship between distributors and outlets is a mutual relationship that exists in the distribution channel. Both are present in the middle of the market with the right and directed according to their respective functions. Distributors function to distribute products produced by brand owners, while outlets function as an extension of brand owners to consumer users. One of the factors that determine brand owners in distributing the products they produce is distribution management. Currently, brand owners are competing to transfer the sales function to consumer users to outlets for two main reasons, namely economic reasons and excellence in achieving target customers according to company targets. Given the importance of distribution, there are many studies related to various factors that make distribution successful. Sell-in performance and its relation to marketing performance have become the center of attention and grow in various

perspectives that principally study and understand sell-in. This is the first step to understand the strategy in achieving the company's target. One of the most influential variables is the marketing staff, in addition to the outlet service strategy and the relationship with the outlet.

Beauty Advisor (BA)

The term Beauty Advisor (BA) is a beauty consultant assigned by a company with standard operating procedures because the BA's appearance must reflect the products being sold and must be equipped with Product Knowledge of the goods it sells. BA is a beauty consultant from a company that produces cosmetics, one of which is Wardah. Aside from being a beauty consultant, a BA is also tasked with achieving company targets. The BA functions as an integral part of promotional, sales, and advisory activities. BA is a practical job and must go through a series of skills training in using beauty products produced by the company, using them, experiencing the benefits, and then telling potential buyers or customers so that the buyer's perception is more positive on BA's personal experience of using their own products. BA must be able to sell products sympathetically and have empathy for customers so that customers feel comfortable and can receive good information conveyed by BA with the final sales results. Communication is the most important factor in conveying product knowledge to customers and prospective customers.

Price

Price is one of the elements in the marketing mix that generates revenue for the company, while other variables generate costs. Price is one of the elements in the marketing mix that is highly adaptable to product characteristics, distribution channels, and promotions. Price is a conveyer of the value of a product to the market with indicators: (1) price affordability, (2) discount, and (3) pricing. (Kotler, 2002). Research conducted by Yael Perlman (2022) entitled Pricing decisions of online and offline retailers, each offering a competing benefit has the aim of examining pricing policies in the duopoly market consisting of conventional retailers and internet retailers. This research produces benefits for the company, namely consumers perceive that each retailer offers a different competitive advantage. The two-dimensional consumer choice model is constructed under the assumption that consumers are heterogeneous with respect to their ratings of these two attributes. The results of the researcher's analysis provide managerial insight into the different competitive benefits offered by online and offline retailers for their impact on pricing strategies and consumer choices.

Good Corporate Governance (GCG)

The definition of Good Corporate Governance (GCG) is that governance is carried out in the best ways with objective measuring parameters so that it can be concluded that GCG is a tool used by companies to measure corporate governance regarding compliance with standards or not, the relationship between governance and company performance. Research conducted by Bhagat and Bolton in 2008, obtained answers to this research problem by including company performance, company capital structure, and company ownership structure, on the endogeneity of the relationship between these various variables. (Sanjai Bhagat and Brian Bolton; 2008)

Halal Product Knowledge

Law No. 33 of 2014 concerning Guarantees for Halal Products. Research Ayunda which guarantees that Indonesian residents get protection for products that are not in accordance with religious teachings. The concept of halal in Islam is a comprehensive standard, especially in countries with a majority Muslim population. Halal information can be conveyed through the label of the halal certificate. Halal products are one of the reasons for selling in from distributors and selling out to consumers. Halal is something that is very important considering that everything is halal unless it is forbidden by Allah. Sharia in Islam means all the laws of Allah SWT which are prescribed for His people through the Qur'an and hadith. In the Al-Qur'an letter Al-Baqarah verse 168. (Rohmatun & Dewi, 2017)

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ١٦٨

Meaning: O people, eat what is lawful and good from what is on earth, and do not follow the steps of the devil, because actually, the devil is a real enemy for you. Triantoro's research et al, 2020 found that Knowledge of Halal Products can affect trust, which in turn can affect the intention to use and recommend the use of products to others. (Triantoro, Sumarwan, & Hannan, 2020) Another study was also conducted by Anggadwita et al, 2020 showing that the halal label significantly influences the brand image and purchasing decisions. (Anggadwita, Alamanda, & Ramadani, 2020)

Distribution

Each producer has an unequal decision, there are several producers who distribute it themselves, and most of them hand over their duties to distribution companies who will redistribute it to the lower chain links. Therefore, manufacturers delegate some of their duties to intermediary distributors, shops or outlets, supermarkets or minimarkets or hyper marts or pharmacies or drugstores or other marketing chains. Channel distributions are a tool for brand owners to send value propositions to their targeted customer segments. Channel distribution has several roles, from customer requests to after-sales. There are two distribution channel systems, namely the old paradigm and the postmo paradigm. That is, the old paradigm uses only two types of markets, namely traditional markets and

modern markets. Traditional markets consist of shops, rombongan, and kiosks located in residential areas, while modern markets include minimarkets, supermarkets, hypermarkets, and convenience stores. The postmodern paradigm uses new distribution channels available in other market segments such as institutions, specialties, communities, and virtual (Suryanto & Safrizal, 2015).

Influencers

In today's digital era, companies are competing to enter into promotions using influencers. As part of conveying the brand owner's message to customers. Therefore, the elements in the communication which consists of five elements must be able to convey properly. The five elements are conveying the message or commonly referred to as the communicator (source), the content conveyed (message), the tool for conveying the message (channel), the person we are addressing or commonly known as the communicant (receiver), and the effect (effects). Of the five elements, the media element (channel) is the result of technology, this is a point of intersection between the Social Construction of Technology theory and communication science. (Sari & Siahainenia, 2015) By definition, Influencers are public relations activities using internet technology, so Influencers are implementations of Information and Communication Technologies (ICT) tools for the benefit of Public Relations. Conventional publications via radio, television, and newspapers are no longer considered sufficient, but currently, there are internet media or social media that have a wider reach and are very fast, namely YouTube, Facebook, Instagram, Tiktok, and other social media. Influencers, with their various advantages, take advantage of social media and carry out public relations functions without any breaks every second, minute, or hour continuously. The internet and social media have had an impact on mass fashion. Influencer indicators According to Metha Madonna, et al. there are three, namely Popularity, Competence, and Behavior of Influencers. (Madonna, Reza, Sovianti, & Widyasari, 2022)

Hypothesis

The theory used as a reference in this research comes from research reports, scientific journals published in the last ten years, Al-Quran, hadith, books, and relevant data related to market share. The flow in this study begins with the formulation of the problem. Next, the researcher will test the indicators to see if there are indicators that do not meet the minimum requirements to be used as valid indicators to be used in the next research flow. Valid indicators must meet a minimum loading factor of 0.05 and this process is carried out using Partial Least Square Structural Equation Models (PLS-SEM) analysis. For this reason, the help of a questionnaire is needed as a data collection tool that is processed into material in this study, while the conceptual framework of this research is as follows

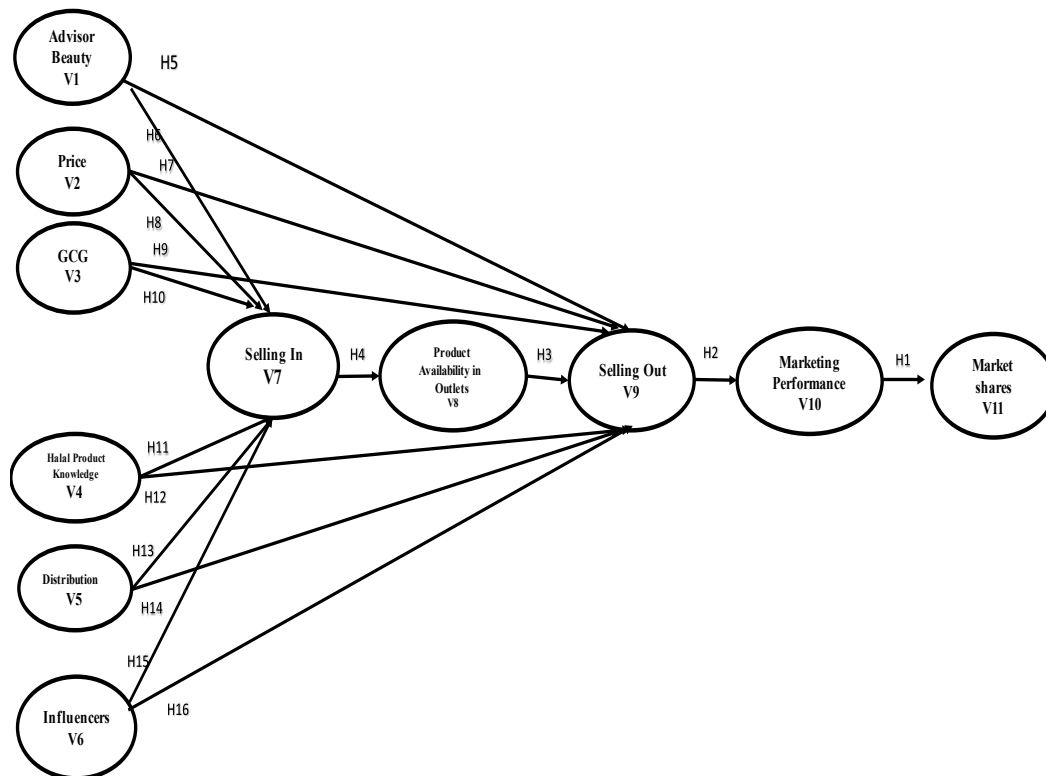


Figure 2 Research Framework.

Effect of Marketing Performance on Market Share

The results of Gugi Kurniawan's research show that marketing performance influences market share. To measure company performance, the main factor used as a measure is Marketing Performance. The company's strategy will be used as a direction to produce the best performance which is characterized by the achievement of sales targets, the size of the market share, and the achievement of company profit targets. (Kurniawan, 2019). Normatively, the success of marketing performance is often used as a measure in knowing the success of a company. Marketing performance is measured by several variables on the direct impact of marketing activities on market competition, including sales units, sales volume, growth in the number of customers, and turnover of customers who make transactions in each sales period. Thus, the hypothesis proposed by the researcher is:

Ha1: The Higher the Marketing Performance The Higher the Market Share.

Effect of Sell-Out on Marketing Performance

Sell Out Management is a management activity that is focused on consumer users, so they buy and make repeat purchases. Sell Out performance indicators are formed by three indicators, namely (1) the value of outlet sales to consumers, namely everything related to the value of the products in the outlet to consumers, (2) outlet unit sales to consumers, namely everything related to the number of sales made carried out (3) the value of return from consumers. Thus, the research hypothesis is:

Ha 2: The Higher the Sell Out Performance The Higher the Marketing Performance.

Effect of Goods Availability in Outlets on Sell Out

Based on Nurhayani's research. Regarding the impact of product presence in outlets (Availability) and product display (Visibility) on sales to consumers, it has a positive effect on sales volume. Visibility Brand is an activity of displaying products in a display area so that consumers can easily see them. The purpose of visibility, among others, is as brand communication at outlets so that it has an impact on brand awareness and has an impact on increasing the top of mind of a product. This causes sudden purchases (Impulse Buying) or unplanned purchases. (Nurhayani, Deri, & Nugroho, 2018) Furthermore, conducted research on the tendency of unplanned buying behavior, the research focused on emotional factors (affect) caused by stimuli that were intentionally presented at outlets, one of which was the arrangement of product displays. (Alice M. Isen, 1984) This situation can only be achieved if routine visits are carried out with the aim of monitoring so that the completeness and availability of products at outlets are achieved. (Ferdinand, 2014).

Ha 3: The higher the availability of goods at the outlet, the higher the sell-out.

Effect of Sell-In on the Availability of Goods in Outlets

The Sell-In strategy is a form of distribution company relationship or commonly known as a distributor with outlets as partners in distribution. Sell In is a part of the outlet service strategy, which is an activity that supports marketing activities so that the presence of products in outlets can reach consumers to the maximum in creating sales or Sell Out. Good marketing performance is determined by three factors consisting of sales volume, growth, and market share. These three variables become a challenge for companies to make focused efforts so that in one strategy these three goals are achieved regularly and continuously by companies at outlets as distribution company partners. These three variables guarantee the availability of goods and ensure that consumer users can get the desired product in the right amount and time so that sales are created. From this research, it can be concluded that the company's strategic goal is to achieve customer satisfaction. Thus, the company's targets and profits are achieved. Research conducted by Wiyono proves that "Sell-In distributor strategies with outlets and outlet service strategies have a significant effect on marketing performance".

Ha 4: The Higher the Sell in The Higher the Availability of Goods at the outlet.

Effect of Beauty Advisor (BA) on Sell-In and Sell-Out

The company's target is to achieve the best marketing performance, which must be achieved by all teams, both sales, and marketing. As one of the promotion strategies, personal selling is one of the promotional strategies that can immediately tell the results. Salespeople included in personal selling are Sales Promotion Girl (SPG), Sales Promotion Boy (SPB), consumer products, and Beauty Advisors (BA) for cosmetic products. It aims to attract buying interest with interpersonal communication. Research conducted by Amballi and Saputri found that "the Beauty Advisor variable has a positive and significant influence on the decision to purchase Wardah cosmetics." (Amballia & Saputri, 2021) This is done both by outlets to distributors and by consumers to outlets. Regarding product knowledge, the most important things are about product characteristics, knowledge about benefits, knowledge about the risks of using the product, and knowledge about the benefits that satisfy consumers for the product. (Nitisusastra, 2020)

Ha5: The Higher the Ability of Beauty Advisor (BA) The Higher the Ability to Sell In.

Ha6: The Higher the Ability of Beauty Advisor (BA) The Higher the Ability to Sell Out.

Effect of Price on Sell-In and Sell-Out

Customer satisfaction in today's digital era is one of the main topics in marketing that has received great attention from many companies. Satisfied customers tend to be a driving force for brand success and building a

sustainable competitive advantage. Jalal Rajeh's research reveals that "social media marketing and price promotion have a significant effect on customer satisfaction." (Hanaysha, 2017) Arpita Khare's research explores the influence of shopping motives and price perceptions on the positive effect of Indian consumers' attitudes toward mall retailer promotions. Mall retailers offer price discount effects, gifts, coupons, and rebates to attract consumers.

Ha7: The Higher the Price Influence The Higher the Ability to Sell In.

Ha8: The Higher the Price Influence The Higher the Ability to Sell Out

The Influence of GCG on Sell-In and Sell-Out

Research by Tjahjadi et al. produces a positive influence of GCG on the long-term sustainability of the company. There are five GCG indicators, namely transparency, accountability, responsibility, independence, fairness, and fairness. In terms of Sell In and Sell Out, GCG has a direct relationship, because without openness a long-term relationship will not be built. This relationship involves frequency, trust, and openness to each issue which has a positive influence on long-term relationships between distributors and outlets (Sell In) and outlets with consumers (Sell Out).

H9: The Higher the Influence of GCG The Higher the Ability to Sell In.

H10: The Higher the Influence of GCG The Higher the Ability to Sell Out.

Effect of Halal Product Knowledge on Sell-In and Sell-Out

Ali's research results that Knowledge of Halal Products shows the effect of satisfaction on purchase intention. The research conducted by Tanti et al. that beliefs, attitudes towards products, and "halal" awareness affect the intention to buy halal cosmetics. (Handriana et al., 2020)

Ha11: The Higher the Knowledge of Halal Products The Higher the Ability to Sell In.

Ha12: The Higher the Knowledge of Halal Products The Higher the Ability to Sell Out.

Effect of Distribution on Sell-In and Sell-Out

Research Gun Gunawan et al. produce "positive relationship distribution costs and distribution channels to sales volume". (Rachman & Karlina Yuningsih, 2011) . This shows that a sale is considered successful if it has been purchased by an outlet for later sale and purchase by consumers. The activity of moving goods or products from companies that have the rights to a brand to distributors and outlets to end consumers with products in accordance with the terms and conditions of product distribution is important besides regarding the accuracy of delivery according to the wishes of the buyer. The choice of product owners in distributing their products is in two ways, directly handled by themselves or using a distribution company, or both can also be done. Each movement of goods requires a fee so that it directly affects the price that must be paid by consumers. Because prices affect people's purchasing power, the direct influence is the volume of product sales, and this research results in a contribution of distribution costs to the sales volume of 96.7%.

Ha13: The Higher Distribution Ability The Higher Sell In.

Ha14: The Higher Distribution Ability The Higher Sell Out.

The Influence of Influencers on Sell-In and Sell-Out

The results of S. Jin's research show that consumers who are exposed to Instagram Influencer posts feel a more positive attitude toward the brand conveyed by the Influencer. This is in line with Cen Lau's discovery in recent years, spending on influencer marketing has grown exponentially. The research results of Rahmawati et al. (year) also show that "cyber public relations activities carried out by Wardah cosmetics have a significant effect on Wardah's brand image" (Basit & Rahmawati, 2018)

Ha15: The Higher Influencer Influence The Higher Sell In.

Ha16: The Higher Influencer Influence The Higher Sell Out

2. Materials and Methods

This research is a quantitative research with Complex Mediation Model Analysis using PLS-SEM (Structural Equation Model/SEM). SEM has three standard steps that must be carried out for answering various questions. First, is the step to check the validity and reliability of the questionnaire used or referred to as confirmatory factor analysis. Second is the step to examine the relationship between variables (path analysis). The third is to get a suitable model that aims to predict (structural model and regression analysis). So that it can be said that the complete modeling basically consists of a measurement model and a structural model or causal model. The measurement model is carried out to produce an assessment of the validity and discriminant validity, while the structural model is a model that describes the hypothesized relationships. To process SEM data more easily, you can use the Smart PLS statistical software. The Complex Mediation analysis model with PLS-SEM in Figure 3 is a research model consisting of one or more intermediary or intervening variables. The function of the intervening variable is the intermediate variable from one variable to another variable that existed

before the dependent variable. In this method, mediators influence each other so that it is also known as a binary mediator variable.

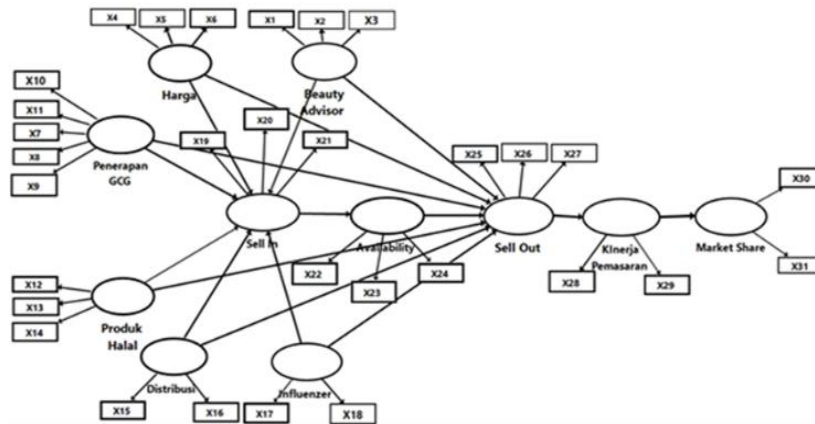


Figure 3: PLS Market Share Analysis Model

When mediators influence each other, the strategy of trying to assess the direct and indirect effects of one mediator at a time will generally fail; the approach given in this paper can still be used..(Jones & Zweier, 2014) Complex mediation model analysis has been used by Rizkitysha, Do Knowledge, Perceived Usefulness of Halal Label and Religious Affect Attitude and Intention to Buy, 2020,,(Rizkitysha & Hananto, 2022) Suhartanto et al in a study entitled "Does Religion Matter for Customer Loyalty", Hadriani et al's 2020 study entitled "Purchase Behavior of Millennial Female Generation on Halal Cosmetic Products", 2020;(Handriana et al., 2020) Zang's research entitled "Mitigating Negative Spillover Effects In A Product-Harm Crisis Strategies For Market Leaders Versus Market Challengers", 2020;(Zhang & Lim, 2021); Rahim's research entitled "The Halal Product Acceptance Moled For Religious Society", 2012,(Abd. Rahim & Junos, 2012) and Koronczai et al's research, entitled "The Relationship Between Personality Traits, Psychopathological Symptoms, And Problematic Internet Use: A Complex Mediation Model", 2019. All variables in this study it is referred to as a latent variable (construct), namely a variable that cannot be measured directly is called Un Observed Variable. In this study, the structural equation consists of two variables, namely exogenous and endogenous. Exogenous variables consist of the implementation of Good Corporate Governance (GCG), knowledge of halal products, prices, distribution, Beauty Advisor (BA), and influencers. Endogenous variables: market share, selling in intervening variables, product availability at outlets (Availability), Sell Out, Marketing Performance

3. Results and Discussions

Results

This quantitative study aims to answer six formulations of the problem, namely: 1) How does Marketing Performance affect Market Share, 2) How does Sell Out affect Marketing Performance, 3) How does product availability affect Sell Out. 4) How does Sell In affect the availability of goods (Availability) at the outlet on Sell Out, 5) How does the management of BA, price, GCG, knowledge of halal products, Influencers, and good distribution in the market affect Sell In, 6) How does the management of BA, price, GCG, knowledge of halal products affect , Influencer and good distribution in the market against Sell Out. To answer the six formulations of the problem, the research conducted validity and reliability tests. The results are divided into four parts. First, the researcher will explain the general description of the research area. Second, the general description of the respondents about the research sample. Third, the measurement model analysis, and fourth, the hypothesis. First, an overview of the research area is carried out in East Java which is administratively divided into 29 regencies and 9 cities with Surabaya as the provincial capital. The research area is divided into three teams with the following division. The team I Madiun, covering the City of Madiun to Nganjuk. Bojonegoro covers Bojonegoro Regency, to Lamongan Regency. Team II Malang, covering Malang City, to Banyuwangi Regency. Team III Pamekasan includes Surabaya City, Sidoarjo Regency, Gresik Regency and Madura Island. Second, there are two criteria for respondents in this study. The first respondent is a salesperson who is an employee of the outlet or the owner of the outlet, while the second respondent is a Beauty Advisor or Wardah Promoter who is placed by the company at outlets spread across East Java. So that the respondents in this study were divided into two, namely the first seen from their demographics and the second from the role of respondents at the outlet, with the following explanation. Demographics of respondents seen from their gender, are illustrated as below. The gender of respondents in this study were women and men. From Table 2 it can

be seen that 30 respondents were male by 18% and 140 were female by 82% and table 3 is the type of outlet that was used as a respondent with the following details:

Tabel 2 : Demografi Sampel

Gender	Quantity	%	Outlet	Quantity	%
Male	30	18%	Cosmetics Shop	126	74%
Female	140	82%	Drug store	20	12%
Total	170	100%	Pharmacy	10	6%
			Hypermarket	3	2%
			Supermarket	7	4%
			Others	4	2%
			Total	170	100%

Hypothesis testing can be done to predict the relationship between latent variables in a structural model. This process can be carried out by first evaluating the measurement model to verify indicators and latent variables that can be tested later. The measurement model is carried out on both the "outer model and inner model" so that the strength of the construct that is built can be known.”(Marko & Sarstedt, 2021) Measurement model outer model using Indicator, Convergent Validity, Discriminant Validity, Reliability, and Composite Reliability.(Khotimah Harahap, 2018) Convergent validity test (Convergent Validity) is used to prove that the statements on each latent variable in this study in this case the questionnaire can be understood by respondents in the same way as intended by researchers. An indicator is said to be valid if it has an outer loading value $X > 0.5$. so that the indicators are declared feasible or valid for research use and can be used for further analysis. with the following results:

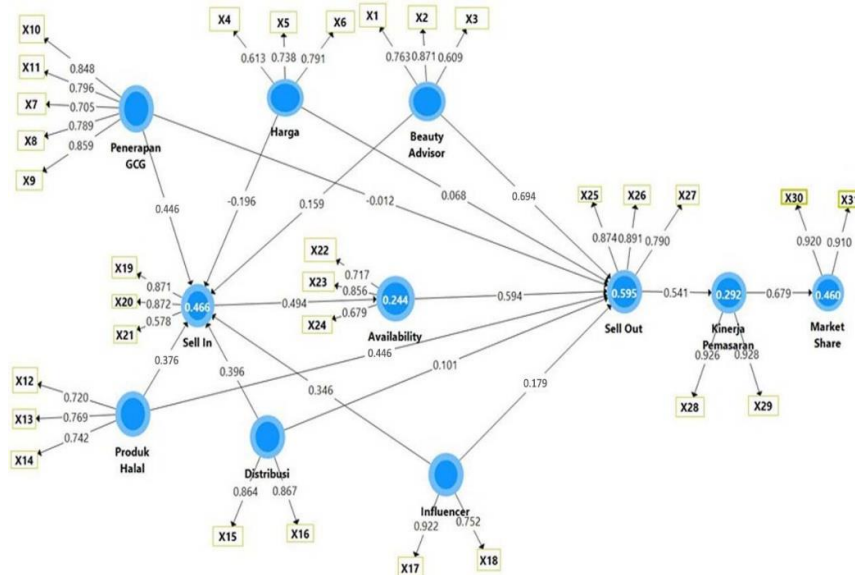


Figure 4 Outer Loading Factor Research Variables

Based on the data in the picture above, it is known that each indicator of the research variable 100% has an outer loading value of $X > 0.5$. The data above shows that there are no variable indicators whose outer loading values are below 0.5 so that all indicators are declared feasible or valid for research use and can be used for further analysis. After testing the outer model and inner model that have fulfilled the assumptions in the SEM analysis, it is continued by testing the hypothesis. The research hypothesis was tested with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results generated by the SmartPLS (Partial Least Square) 3.0 software. Based on the results of the analysis of hypothesis testing, it shows that a detailed explanation of the hypothesis testing, the direct effect can be explained in the table below, that is, out of 16 hypotheses, 13 hypotheses are accepted and 3 hypotheses are rejected as follows:

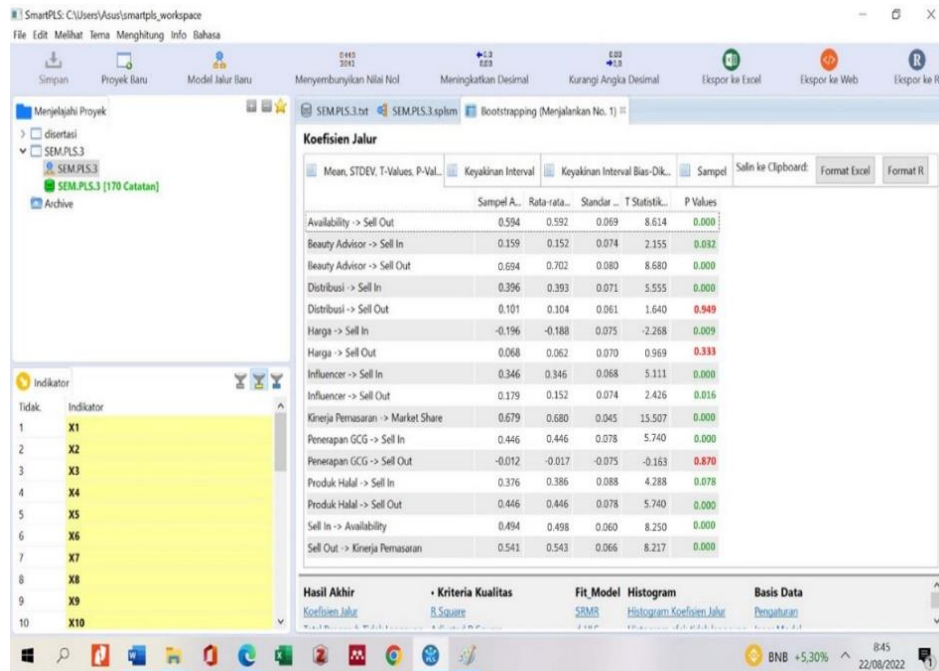


Figure 5: Results of the SMART PLS Direct Effect Hypothesis Test

This study proves that there is a positive direct effect of availability on Sell Out of 59.4%, a positive direct effect of Beauty Advisor on Sell In of 15.9%. The positive direct effect of Beauty Advisor on Sell Out is 69.4%, the positive direct effect of Distribution on Sell In is 39.6%, and the negative direct effect of Price on Sell In is 19.6%. Influencer's positive direct influence on Sell In is 34.6%, Influencer's positive direct influence on Sell Out is 17.9%. the positive direct effect of Marketing Performance on Market Share of 67.9%. the positive direct influence of GCG implementation on Sell In by 44.6%, the positive direct influence of Halal Product Knowledge on Sell In of 37.6%, the positive direct influence of Halal Product Knowledge on Sell Out of 44.6%, the positive direct influence of Sell In on Availability by 49.4%, positive direct effect of Sell Out on Marketing Performance of 54.1%. so that as many as 13 hypotheses are accepted. Distribution does not have a direct effect on Sell Out. This can be seen because it has a P value of 0.102 > 0.05 and a T statistic of 1.640 < 1.96 so the hypothesis is rejected. Price has no direct effect on Sell Out. This can be seen because it has a P value of 0.333 > 0.05 and a T statistic of 0.969 < 1.96 so the hypothesis is rejected. The implementation of GCG has no direct effect on the Sell Out. This can be seen because it has a P value of 0.870 > 0.05 and a T statistic of 0.163 < 1.96 so the hypothesis is rejected. Research has a strong indicator with a Goodness of Fit (GOF) value: Gof 0.5451.

Table 3: Results of the Direct Effect Hypothesis Test

	Original Sample (o)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistik (O/STDEV)	P Manual
Avaliability=> Sell out	0,594	0,592	0,069	8,614	0,000
Beauty Advisor => Sell in	0,159	0,152	0,074	2,155	0,032
Beauty Advisor => Sell out	0,694	0,702	0,080	8,680	0,000
Distribusi =>sell in	0,396	0,393	0,071	5,555	0,000
Distribusi => sell out	0,101	0,104	0,061	1,640	0,102
Harga => Sell in	-0,196	-0,188	0,075	2,628	0,009
Harga=> sell out	0,068	0,062	0,070	0,969	0,333
Influencer => sell in	0,346	0,346	0,068	5,111	0,000
Influencer = sell out	0,179	0,152	0,074	2,426	0,016
Kinerja pemasaran => market share	0,679	0,680	0,045	15,057	0,000
Penerapan GCG=>Sell in	0,446	0,6446	0,078	5,740	0,000
Penerapan GCG=>Sell out	-0,012	-0,017	0,075	0,163	0,871
Pengetahuan produk halal =>sell in	0,376	0,386	0,008	4,288	0,000
Pengetahuan produk halal =>sell out	0,446	0,446	0,078	5,740	0,000
Sell in=> availability	0,494	0,498	0,060	8,250	0,000
Sell out=>Kinerja pemasaran	0,541	0,543	0,066	8,217	0,000

Discussion

Beauty Advisor (BA) Direct Influence on Sell In

The results of hypothesis testing show that BA has a direct effect on Sell In performance. The research provides the same results) which stated that BA is a product owner's representative to face its competitors in creating the best marketing performance, both Sell In and Sell Out. So that BA consumers are outlets, when representing companies that provide salaries in this case brand owners such as Wardah, and the second BA consumer is a consumer using Wardah which when representing an outlet is the place where the company sends the BA to achieve Sell In and Sell Out performance. Kapalka and Puten said that the performance of the sales force must also be considered by the company because it supports improving the performance of Selling In.

Beauty Advisor (Ba) Direct Influence on Sell-Out Performance

The results of hypothesis testing show that BA has a direct effect on Sell Out performance. Allison on achieving the best marketing performance. The Sell Skill indicator plays an important role in creating marketing performance, namely salespeople who form attachments to the brands they sell to consumer users. To perform the Sell Skill function, a BA must master Product Knowledge. The same thing was conveyed by (Kapalka & Puterman, 1995) The performance of the sales force must also be considered because it supports increasing Sell In performance. Marketing performance shows how much achievement has been achieved in selling the products produced by the company, both sell-in, and sell-out. Increasing sell-in from distributors to outlets will increase stock levels at outlets, and this will provide higher selling potential to consumers (sell-out).

Prices Have A Direct Effect On Sell-In

The results of hypothesis testing show that prices have a direct effect on sell-in. This is the same with the results of research conducted. The aim of the research was to find out the factors that influence the intention to purchase halal cosmetics in West Java. The results show that of the four independent variables, only three variables have a significant effect on purchase intentions. halal cosmetics, namely: brand, price, and halal labeling. Similar research was conducted by in the study which resulted that on website vendors and three fundamental aspects, which affect price, quality, and trust pappas and satisfied customer satisfaction tends to be a driving force for brand success and sustainable competitive advantage; Therefore, looking at the antecedents of customer satisfaction is considered very important. The study successfully tested the effect of social media marketing, price promotion (discounts), and corporate social responsibility on customer satisfaction in the fast food industry.

Prices Have A Direct Effect On Sell-Out Performance

Testing the hypothesis of this study shows that prices have a direct effect on sell-out performance. There are several basic reasons why consumers buy first because, with BA's product knowledge, consumers get comfort and answers to questions that become doubtful. The two BAs were able to explain the chronology of using the product more clearly and immediately gave examples of how to apply the product to the consumer's skin finally the consumer was satisfied because there was a lot of other information related to the product that was used or not used by the consumer. This is in accordance with Peng, N., & Chen, opinion, that many consumers buy products or services because of the feeling of self-indulgence brought by this consumption and not just a matter of price. The same thing was researched Antwi, price mediates the relationship between relationship quality and repurchase intention Moslehpour findings show that perceived price (PP) and country of origin (COO) have a significant effect on word of mouth (WOM).

Implementation Of Gcg Has A Direct Impact On Sell-In

The results of hypothesis testing show that GCG has a significant direct effect on Sell In. The implementation of GCG, especially regarding accountability or the accuracy of all data between distributors and outlets, has never been a problem, even though the commotion between outlets and distributors mostly comes from differences in the data. Disclosure, especially regarding stock issues, which are often contested by many outlets when out-of-stock items are handled properly by distributors. This can only be done if the service is carried out based on a sense of responsibility so as to achieve Win-Win Solutions. The results of the research above are in accordance with the theory put forward by Haman, et al, in the study it was found that good corporate governance (GCG) moderates the negative effect of higher market game products on company performance. This is also according to research conducted by Istighfarin, that the effect of Good Corporate Governance (GCG) on profitability in State-Owned Enterprises (BUMN), shows that institutional ownership and the Good Corporate Governance Perception Index (CGPI) have a significant positive effect on profitability. In another study by Wibowo & Gunawan, the research found that the implementation of GCG with indicators of openness, accountability, responsibility, independence, and a Win-Win Solution is highly recommended for profit-oriented organizations.

Implementation Of Gcg Has A Direct Impact On Sell-Out Performance

The results of hypothesis testing show that the impact of implementing GCG does not directly affect the sell-out. This is because outlets directly feel the impact of GCG implementation and not consumer users. User consumers feel the implementation of GCG outlets. So if there is further research, it is feasible to consider how the implementation of GCG outlets can be felt by consumer users. Research conducted by Haat, the purpose of this study aims to examine the effect of good corporate governance practices on companies, transparency, and performance of companies listed in Malaysia. The resulting findings on corporate governance factors have strong predictive power on firm performance, especially due to monitoring debt and foreign ownership.

Halal Products Have A Direct Influence On Sell-In Performance

The results of hypothesis testing show that knowledge of halal products has a significant direct effect on Sell In. The phenomenon of knowledge of halal products is trending along with the trend of Muslim women wearing the hijab. Even though most of the large outlets are owned by non-Muslims, consumer demand for knowledge of halal products is the main reason for purchasing halal products from distributors. The results of this study are in line with research conducted by Nasreen Khan, Abdullah Sarwar, and Booi Chen Tan, where this study found that material safety followed by a halal logo is very important in increasing the purchase intention of halal cosmetic products among Generation Y consumers in Malaysia. Similar research was conducted by Rizkitysha & Hananto, where the findings show that attitudes towards detergents labeled Halal are influenced by Halal labels and knowledge of Halal. Saeed resulting in international marketing practices, embedded in a strong ethical doctrine, can play an important role in raising standards of business conduct around the world, without compromising the quality of services or products offered to customers, or giving the business profit margins. Adherence to such ethical practices can help raise standards of behavior and living, for merchants and consumers alike.

Knowledge Of Halal Products Directly Affects Sell-Out Performance

The results of hypothesis testing show that Knowledge of Halal Products on sell-out has a significant direct effect on selling out positively. Muslim consumers ask about the halal and MUI logos as a manifestation of consumer confidence in the origin of the product. The results of the research above are in accordance with the theory put forward by Khan entitled Determinants of Purchase Intention Of Halal Cosmetic Products Among Generation Y Consumers where this study found that the safety of ingredients followed by a halal logo is very important in increasing the intention to buy halal cosmetic products among Generation Y consumers in Malaysia, and knowledge of Halal. Halal product knowledge is trending along with the trend of Muslim women wearing hijabs. Even though most of the major outlets are owned by non-Muslims, the demands of consumer demand for Halal Product Knowledge are the main reason for purchasing Halal Product Knowledge from Distributors Kumar & Sharma, the purpose of this research is to reveal that halal cosmetics in India account for the third largest Muslim population in the world after Indonesia and Pakistan. This study aims to present a buying framework for halal consumers and explore the factors that Indian consumers consider when buying halal cosmetics. This finding finds that religiosity and increased awareness about Halal Product Knowledge act as Influencers for the consumption of individual Halal Product Knowledge along with Halal certification and education which develops the level of Muslim consumers. Similar research was conducted by Ngah with data collected from three universities in Malaysia. A total of 501 responses were analyzed by partial least squares running a multigroup analysis. This finding is important for halal cosmetics manufacturers to develop marketing strategies aimed at Muslim millennials in Malaysia.

Distribution Has A Direct Effect On Sell-In Performance

The results of hypothesis testing show that distribution has a significant direct effect on sell-in positively. Distribution is a very important variable for products because, without distribution, products will not reach consumers. Without the role of distributors, outlets will not have products with the availability of thousands or even millions of SKUs. It is distributors who go door to door to work with outlets to sell a product. So that these two indicators are very important in building Sell In and Sell Out performance. The results of the above research are in accordance with the theory put forward by Kustriantomo & Santosa. The Influence of Outlet Service Strategies and Relationships with Outlets on Sell In Performance and Their Impact on Marketing Performance. According to Apriliani & Ferdinand, 2015, distribution policy can be used to manage competition under the assumption that the higher the distribution intensity is applied, the stronger the power possessed and the greater the possibility that goods or services offered can be sold to a particular target market. The amount of sales is one measure of the success of the company concerned. Companies with high sales will give a positive picture of their principles.

Distribution Direct Influence On Sell-Out

The results of hypothesis testing show that the distribution does not directly affect the sell-out. Distribution is a very important variable for products because, without distribution, products will not reach consumers. So that the two indicators, namely easy to-obtain and complete variants, are very important in building Sell In and Sell Out performance. For outlets, the most important thing is the speed and accuracy of service to customers so as to create

sales. From this research, it can be seen that the relationship is indirect. The results of the above research contradict the theory put forward by Kustriantomo & Santosa, The Effect of Outlet Service Strategies and Relationships with Outlets on Sell In Performance and Their Impact on Marketing Performance, in the form of Sell Out argues that research focuses on shifting from buyer dominance to interdependence between buyers and suppliers in a distribution channel. The purpose of this study examines the relationship between wood suppliers and their customers in the trader sector being open about the position of power between buyers and buyers-sellers can encourage more efficient collaboration. Distribution -> Sell In -> Availability -> Sell Out -> Marketing performance is a relationship that has an indirect effect, however, the collaboration cannot be disconnected from one another.

Influencers Have A Direct Influence On Sell-In Performance

The results of hypothesis testing show that Influencers have a significant direct effect on Sell In in a positive way. Influencers are an important variable for the promotion of a product because their reach is very wide to reach consumers. The results of the research above are in accordance with the theory put forward by Pappas, they also show the importance of online because it is related to the convenience of buying and providing adequate product information. The performance of the sales force must also be considered because it serves as a support in improving the performance of Selling In. Marketing Performance shows how much achievement has been achieved in selling the products produced by the company, both Sell In and Sell Out. Increasing sell-in from distributors to outlets will increase stock levels at outlets, and this will provide higher selling potential to consumers (Sell Out). Similar research was conducted by Antwi, in an increasingly competitive market, retaining customers is very important for e-retailers and online shopping platforms. This study focuses on relationship quality as it relates to repurchase intention in Ghana. The same research was conducted by Khare. Satisfied customer satisfaction is likely to be a driving force for brand success and sustainable competitive advantage building; Therefore, looking at the antecedents of customer satisfaction is considered very important. The study successfully tested the effect of social media marketing, price promotion (discounts), and corporate social responsibility on customer satisfaction in the fast food industry.

Influencers Have A Direct Influence On Sell-Out Performance

The results of hypothesis testing show a positive influence of Influencers on Sell Out, Influencers are an important variable for the promotion of a product, because their reach is very wide to reach consumers. Company Website Feedback and Social Media Followers: IG, FB, and Twitter are important in building Sell In and Sell Out performance. The research above is in accordance with the theory put forward by Pappas, they also show the importance of online because it is related to the convenience of buying and providing adequate product information. Lou & Yuan, in recent years, spending on Influencer marketing has grown exponentially. This research involves preliminary research to understand the mechanism of how marketing through social media influences consumers. This study proposes an integrated model of social media influencer value models to take into account the role of advertising value and influencer credibility. To test this model, an online survey was conducted among social media users who follow at least one influencer. The partial least squares (PLS) path modeling results show that the informative value of Influencer-generated content, Influencer credibility, attractiveness, and similarity with followers positively influence followers' trust in Influencers' branded posts, which in turn influences brand awareness and purchase intention.

Sell-In Has A Direct Effect On Product Availability Performance At Outlets (Availability)

The results of hypothesis testing show that Sell In has a significant direct effect on availability in a positive way. Keller stated that distributor consumers are outlets for Sell In and consumer users for sell out which are managed through outlets by brand owners, so handling both is very important. The same thing was researched by, his research focused on moving from suppliers in distribution channels or distributors to buyers or outlets. It examines the relationship between wood suppliers and their customers in the trader sector, in the resulting research being open between buyers and sellers can encourage more efficient collaboration. Sebastian van Baal, the focus of the research was on outlets with regular, online, and catalog outlet types. The result is that retailers with more than one distribution channel must decide whether the image, price, and choice conveyed are aligned across channels.

Product Availability In Outlets (Availability) Directly Affects Sell-Out Performance

The results of hypothesis testing show that availability has a significant direct effect on selling out positively research, conducted on retail chains that offer high-value products with a wide mix of models, such as cars, uses on-demand inventory transshipment to avoid lost sales due to incomplete product availability. Advances in information technology, digitization, and emerging new concepts in logistics systems such as the physical internet facilitate the rapid and economical exploitation of on-demand transshipment of inventory through shared supply resources, resulting in wider use of on-demand transshipment in retail and network formation. connected retail. In such an environment, the inventory profile reflects not only the retail center's readiness to satisfy customers; rather, network availability must be considered in addition to products in stock to fully account for the potential demand that a retailer can meet. The results of applying the model to the pilot project for the recreational vehicle case show that monitoring

and improving product availability by the proposed model can achieve a significant reduction in lost sales caused by the supply chain.

Sell-Out Directly Affects Marketing Performance

The results of hypothesis testing show that selling out has a significant direct effect on positive marketing performance kusumanti research. is an empirical study on Batik SMEs (Small and Medium Enterprises) in Cirebon Regency, West Java. This study analyzes the effect of business proactiveness, market orientation, and competitive advantage on marketing performance. The sample of this research is 215 Batik SMEs in Cirebon Regency, West Java. The results of the study show that proactive business strength, market orientation, and competitive advantage have a positive influence on the marketing performance of Batik SMEs. The implication of the research is that when SME businesses focus on efforts to increase their proactive power and business competitiveness, this will have a positive impact on marketing performance.

Marketing Performance Has A Direct Influence On Market Share

The results of hypothesis testing show that marketing performance has a significant direct effect on Market Share in a positive way. Similar research shows how strong the influence of marketing performance is in shaping market share. Research conducted by Wilbur & Farris, findings in 86% of product categories the market leader. The same thing was researched by Marco Tieman, research examining adaptive selling behavior empirically from the perspective of salespeople, customers, and companies. The design/methodology/approach used was a survey design used for this study. Data from 219 salespeople and their visiting customers at selected cosmetics companies in Korea were used to test the conceptual model using structural equation modeling. The findings show that intrinsic motivation, empathy, and product knowledge are closely related to adaptive selling behavior among the sales force level factors. Similarly, among the customer-level factors, the length of the relationship between the salesperson and the customer positively influences adaptive selling behavior. On the other hand supervisory empowerment among organizational-level factors significantly predicts adaptive selling behavior, and supervisory control has a negative effect on adaptive selling behavior. This study found that emotional intelligence and customer value demands did not significantly influence adaptive selling behavior. Originality/value Although there is research on adaptive selling behavior, this research differs from previous studies in that it focuses on Door-To-Door Personal Selling channels. What's more, this study departs from previous research because it uses Customer-Reporting from salespeople and salesperson self-reporting responses.

4. Conclusion

This study proves that there is a positive direct effect of availability on Sell Out, a positive direct effect of Beauty Advisor on Sell In. The positive direct effect of Beauty Advisor on Sell Out is , the positive direct effect of Distribution on Sell In and the negative direct effect of Price on Sell In. Influencer's positive direct influence on Sell In is, Influencer's positive direct influence on Sell Out. the positive direct effect of Marketing Performance on Market Share. the positive direct influence of GCG implementation on Sell In, the positive direct influence of Halal Product Knowledge on Sell In, the positive direct influence of Halal Product Knowledge on Sell Out, the positive direct influence of Sell In on Availability by, positive direct effect of Sell Out on Marketing Performance, so that as many as 13 hypotheses are accepted. Distribution does not have a direct effect on Sell Out, so the hypothesis is rejected. Price has no direct effect on Sell Out, so the hypothesis is rejected. The implementation of GCG has no direct effect on the Sell Out, so the hypothesis is rejected

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