

Instagram Halal Cosmetics Reviews: Emotion Polarity and Presentation Modality Effects on Information Quality and Purchase Intention

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Page: 471-486

ABSTRACT

This study investigates the relationship between Instagram evaluations of halal cosmetics and Perceived Information Quality. This study also investigates how Perceived Information Quality influences the purchase of halal cosmetics. This quantitative study uses an experimental design to give 180 respondents a five-scale questionnaire with two emotional polarity and modality modifications. Neutral-mix internet reviews of halal cosmetics had a greater impact on information quality. Instagram halal cosmetics purchasing intention is positively correlated with perceived information quality. This study suggests that halal cosmetics marketers might utilize rich modalities like audio and moving visuals for Instagram marketing. They can also boost good and negative consumer reviews that explain the product.

Abstrak: Penelitian ini meneliti bagaimana ulasan online di Instagram tentang kosmetik halal mempengaruhi Kualitas Informasi yang Dipersepsi. Penelitian ini juga meneliti bagaimana Kualitas Informasi yang Dipersepsi mempengaruhi niat pembelian kosmetik halal. Penelitian kuantitatif ini menggunakan desain eksperimental dengan memberikan 180 responden kuesioner berskala lima dengan dua polaritas emosional dan modifikasi modalitas. Ulasan online mix-netral terhadap kosmetik halal memiliki dampak yang lebih besar pada kualitas informasi yang dipersepsi. Niat pembelian kosmetik halal di Instagram berkorelasi positif dengan kualitas informasi yang dirasakan. Studi ini menunjukkan bahwa pemasar kosmetik halal dapat menggunakan modalitas yang kaya seperti audio dan visual bergerak untuk pemasaran Instagram. Mereka juga dapat meningkatkan ulasan konsumen yang baik dan negatif yang menjelaskan produk.

Kata kunci: kosmetik halal, ulasan online, pemasaran digital, polaritas emosi, modalitas presentasi

INTRODUCTION

The COVID-19 pandemic has altered the lifestyles of the global population, including in Indonesia. Since the onset of the COVID-19 pandemic, Indonesian society has shifted towards online activities.¹ It has been more than three years since the COVID-19 pandemic began, resulting in people becoming accustomed to online activities and online shopping. In Indonesia, a significant proportion of internet users, specifically 88.1%, have engaged in the utilization of e-commerce services for the acquisition of specific goods within recent months. This trend is further exemplified by an estimated monthly influx of approximately 100 million individuals using e-commerce platforms.²

In the realm of online shopping, customers heavily rely on peer reviews before making purchase decisions. The number of customers checking online reviews has increased to 87%, up from 81% in 2019. After reading reviews, 94% of customers visit websites and make purchases.³ Online reviews are opinions and product consumption experiences shared by consumers on social media, websites, or other online platforms⁴. Online reviews impact sales outcomes.⁵ Given the significance of online reviews for customers, it is crucial for marketers to understand how online reviews are perceived to assist customers in product selection.⁶

Consumers trust online reviews because they are considered honest, non-commercial, and authentic.⁷ In general, consumers view their peers on social media as relevant sources of information. Online reviews boost sales.⁸

¹ Kristiana Siste and others, 'The Impact of Physical Distancing and Associated Factors Towards Internet Addiction Among Adults in Indonesia During COVID-19 Pandemic: A Nationwide Web-Based Study', *Frontiers in Psychiatry*, 11.September (2020), 1-11 <<https://doi.org/10.3389/fpsyg.2020.580977>>.

² Wearesocial, 'Indonesian Digital Report 2022', *Datareportal.Com*, 2022, p. 113 <<https://datareportal.com/reports/digital-2021-indonesia>>.

³ Wearesocial, 'Local Consumer Review Survey 2020', 2020 <<https://www.brightlocal.com/research/local-consumer-review-survey-2020/>>.

⁴ Guang Tian, Liang Lu, and Christopher McIntosh, 'What Factors Affect Consumers' Dining Sentiments and Their Ratings: Evidence from Restaurant Online Review Data', *Food Quality and Preference*, 88.October (2021) <<https://doi.org/10.1016/j.foodqual.2020.104060>>.

⁵ Daria Plotkina and Andreas Munzel, 'Delight the Experts, but Never Dissatisfy Your Customers! A Multi-Category Study on the Effects of Online Review Source on Intention to Buy a New Product', *Journal of Retailing and Consumer Services*, 29 (2016), 1-11 <<https://doi.org/10.1016/j.jretconser.2015.11.002>>.

⁶ Shinta Lintang Nurillah and others, 'Online Review and Rating on Consumer Purchase Intention: The Moderating Role of Religiosity', *Jurnal Ekonomi Dan Bisnis Airlangga*, 32.2 (2022), 160-75 <<https://doi.org/10.20473/jeba.V32I22022.160-175>>.

⁷ Iryna Pentina, Ainsworth Anthony Bailey, and Lixuan Zhang, 'Exploring Effects of Source Similarity, Message Valence, and Receiver Regulatory Focus on Yelp Review Persuasiveness and Purchase Intentions', *Journal of Marketing Communications*, 24.2 (2018), 125-45 <<https://doi.org/10.1080/13527266.2015.1005115>>.

⁸ Marwan Khammash and Gareth Havard Griffiths, "Arrivederci CIAO.Com, Buongiorno Bing.Com" - Electronic Word-of-Mouth (EWOM), Antecedences and

Instagram, as a widely-used social media platform, serves as a reference point for customers seeking product review before making purchases. In this digital era, many companies are transitioning to digital marketing and operations, including entrepreneurs in the halal cosmetics industry. On Instagram, business owners can provide product information through photos or videos.

Sharia Marketing science is revered in Islam as an academic discipline that is inextricably linked to the virtues of integrity and fairness, and abstains from any form of deceit.⁹ Sharia marketing is characterized by a minimum of four attributes: *Rabbaniyah*, *Akhlaqiyah*, *Al-Waqqiyyah*, and *Al-Insaniyyah*. Similarly, the purchasing behavior of consumers is significantly influenced by the credibility of the product and producer, which is established through the provision of dependable information and confidence in the producer.¹⁰ Consumers may obtain information regarding a product, in part, from online reviews

The term "Halal" originates from the Arabic words "*halla*" and "*yahillu*," which mean permissible or allowed.¹¹ Something that is Halal is what is permitted or allowed by Allah as per the Quran and Hadith.¹² The halal business sector has been steadily growing year by year¹³. The halal product market is highly profitable across all sectors of the halal industry, including cosmetics.¹⁴ Halal cosmetic consumption in Indonesia reached \$4.19 billion in 2020, while global halal cosmetics reached \$65 billion in 2020.¹⁵ This indicates that halal cosmetics are increasingly preferred and growing. Furthermore, Halal-certified cosmetics have a broader market appeal, not only among

Consequences', *International Journal of Information Management*, 31.1 (2011), 82-87 <<https://doi.org/10.1016/j.ijinfomgt.2010.10.005>>.

⁹ Hermawan Kartajaya and Muhammad Syakir Sula, *Islamic Marketing*, 3rd edn (Bandung: PT. Mizan Pustaka, 2006).

¹⁰ Dina Fitrisia Septiarini and others, 'Drivers of Behavioral Intention among Non-Muslims toward Halal Cosmetics : Evidence From', *Journal of Islamic Accounting and Business Research*, 14.2 (2022), 230-48 <<https://doi.org/10.1108/JIABR-02-2021-0064>>.

¹¹ Suraiya Ishak and others, 'Cosmetics Purchase Behavior of Educated Millennial Muslim Females', *Journal of Islamic Marketing*, 11.5 (2020), 1055-71 <<https://doi.org/10.1108/JIMA-01-2019-0014>>.

¹² Ayisy Yusof, 'Growing Muslim Population Drives Islamic Economy', *New Straits Time*, 2018 <<https://www.nst.com.my/business/2018/04/353401/growing-muslim-population-drives-islamic-economy>>.

¹³ Global Islamic Economy, 'Global Islamic Economy Report 2020/2021', 2022 <<https://www.icricinternational.org/state-of-the-global-islamic-economy-2020-21-report-is-published/>>.

¹⁴ Yan Putra Timur and others, 'What Drives Consumers In Using Digital Apps To Visit Halal Tourism In East Java? Optimization Strategy From UTAUT2 Perspective', *JEBIS : Jurnal Ekonomi Dan Bisnis Islam*, 9.1 (2023), 190-215 <<https://doi.org/10.20473/jebis.v9i1.44569>>.

¹⁵ Huimin Tan and others, 'Evaluation Nudge: Effect of Evaluation Mode of Online Customer Reviews on Consumers' Preferences', *Tourism Management*, 65 (2018), 29-40 <<https://doi.org/10.1016/j.tourman.2017.09.011>>.

Muslim consumers but also non-Muslims. Examples of Halal cosmetics include anti-aging creams, moisturizers, perfumes, lipsticks, makeup, shampoos, hair dyes, toothpaste, and deodorants. Many consumers believe that Halal cosmetics adhere to strict safety and quality standards compared to non-Halal cosmetic products, making them attractive to non-Muslim consumers as well.¹⁶

However, research related to halal cosmetics is still limited and tends to be overlooked, with most halal research focusing on food and other halal industries.¹⁸ Yet, research related to halal cosmetics is crucial, especially concerning digital marketing for halal cosmetics.¹⁷ Therefore, this study investigates halal cosmetics, particularly halal cosmetics reviews on Instagram, to enhance revenue and assist halal cosmetics marketers. Online reviews encompass positive, negative, and mixed-neutral reviews. Previous study has primarily focused on evaluating positive and negative reviews¹⁸. However, negative reviews can deter consumers from purchasing a product.¹⁹ In this study, we will only examine positive and mixed-neutral (pro and con) reviews because negative emotional messages do not affect purchase intentions²⁰. Consequently, this research will examine how mixed-neutral vs positive reviews influence consumer perceptions of information quality and purchase intentions for halal cosmetic products on Instagram, aiming to determine which type of review can help reduce uncertainty about the quality of halal cosmetic products.

The Perceived Information Quality variable will be an intervening variable in this study. Perceived information quality relates to how consumers perceive information in reviews as accurate, relevant, useful, comprehensive, credible, clear, and trustworthy.²¹ In online shopping, the uncertainty regarding

¹⁶ Beverley A. Sparks, Kevin Kam Fung So, and Graham L. Bradley, 'Responding to Negative Online Reviews: The Effects of Hotel Responses on Customer Inferences of Trust and Concern', *Tourism Management*, 53 (2016), 74–85 <<https://doi.org/10.1016/j.tourman.2015.09.011>>.

¹⁷ Arna Asna Annisa, 'Determining Model of Halal Lifestyle: A Study on the Role of Kopontren', *Equilibrium: Jurnal Ekonomi Syariah*, 9.1 (2021), 153 <<https://doi.org/10.21043/equilibrium.v9i1.10458>>.

¹⁸ Aysha Karamat Baig and Uzma Karamat Baig, 'Halal Cosmetics: Pakistani Consumer Perspective', *Globalization and Governance in the International Political Economy*, 2013, 286–97 <<https://doi.org/10.4018/978-1-4666-4639-1.ch022>>.

¹⁹ Bee Li Yeo, Rozita Hj. Naina Mohamed, and Mazzini Muda, 'A Study of Malaysian Customers Purchase Motivation of Halal Cosmetics Retail Products: Examining Theory of Consumption Value and Customer Satisfaction', *Procedia Economics and Finance*, 37.16 (2016), 176–82 <[https://doi.org/10.1016/s2212-5671\(16\)30110-1](https://doi.org/10.1016/s2212-5671(16)30110-1)>.

²⁰ Arshia Mukhtar and Muhammad Mohsin Butt, 'Intention to Choose Halal Products: The Role of Religiosity', *Journal of Islamic Marketing*, 3.2 (2012), 108–20 <<https://doi.org/10.1108/17590831211232519>>.

²¹ Abdul Hafaz Ngah and others, 'Intention to Purchase Halal Cosmetics: Do Males and Females Differ? A Multigroup Analysis', *Cosmetics*, 8.1 (2021), 1–14 <<https://doi.org/10.3390/cosmetics8010019>>.

product quality is higher because consumers cannot inspect product quality directly. Therefore, consumers heavily rely on reviews from other consumers who have purchased a product.²² Previous studies have shown that high perceived information quality affects consumer purchase intentions. When information is considered complete, credible, and trustworthy, it reduces the perceived risk associated with purchasing Halal cosmetic products, making consumers more confident in making a purchase.²³ Therefore, this study will also measure the perceived information quality variable has effect on consumer intention for halal cosmetic products. The results of this study are expected to make a real contribution, especially to halal cosmetic marketers who market their products on Instagram, to help find out the factors that encourage consumers to believe in the reviews owned by halal cosmetic products.

METHODS

This research employs a quantitative research approach, involving hypothesis testing and verification through data collection and statistical analysis. Based on its objectives, this research falls under the category of causal research, aiming to explain cause-and- effect relationships among variables ²⁴. The study utilizes an experimental design with two experimental variables. These two experimental variables are emotional polarity, manipulated at two levels (positive and mix-neutral), and presentation modality, manipulated at two levels (lean and rich). Two measurable variables in this study are trust in the review and purchase intention. A between-subject 2x2 factorial design is chosen for this research. Therefore, there are four treatment groups, each of which is exposed to specific stimuli.

Table 1. Experiment Design

Emotional Polarity	Presentation Modality	
	Lean	Rich
Positive	Stimulate halal cosmetics reviews on Instagram featuring text and images with positive emotions.	Stimulate halal cosmetics reviews on Instagram featuring text and video with positive emotions.
Mix-Neutral	Stimulate halal cosmetics reviews on Instagram featuring text and images	Stimulate halal cosmetics reviews on Instagram featuring text and video

²² Juni Ekowati and others, 'Increasing Community Empowerment through the Promotion of Halal Lifestyle and the Critical Point of Halal Food in the Young Generation', *Journal of Halal Product and Research*, 3.1 (2020), 43 <<https://doi.org/10.20473/jhpr.vol3-issue.1.43-50>>.

²³ Isabelle Aoun Laurent Tournois, 'Article Information : Users Who Downloaded This Article Also Downloaded'; *Management of Environmental Quality : An International Journal*, 26.4 (2015), 471-84.

²⁴ Naresh K. Malhotra, *Marketing Research: An Applied Approach*, 6th edn (New Jersey: Person Education, 2010).

with negative emotions. with positive and negative emotions.

The population in this research consists of Muslim women in Indonesia who use Instagram. The sampling method used in this study is non-probability sampling with purposive random sampling technique. The sample for this research includes Muslim women who are at least 18 years old, have been actively using Instagram for at least 1 year, and have a minimum education level of high school. The minimum sample size for this research is $2 \times 2 \times 50 = 200$ participants. The minimum sample size for using SEM is between 100-200 samples.²⁵ Data used for hypothesis testing consists of 180 participants who completed the questionnaires online and offline among those who meet the criteria.

This survey employs a questionnaire distributed to participants who meet the criteria. The questionnaire consists of closed-ended questions, and the measurement scale used is the Likert scale with a range from strongly disagree (1) to strongly agree (5). Before the main test, a pre-test was conducted to determine the halal cosmetic brand that would be used in this study, followed by creating scenarios and checking manipulations.²⁶ All constructs were measured using scales adopted from previous related studies and adapted to the Indonesian context. The measurement of emotional polarity was adopted from a study,²⁷ measurement of presentation modality adopted from a study²⁸, measurement of perceived information quality adopted from studies,²⁹ and purchase intention measurement consists of 5 items adopted from a study.³⁰ The data analysis technique used is ANOVA to test whether each factor (emotional polarity and presentation modality) affects the dependent variable

²⁵ Joseph F Hair, Christian M. Ringle, and Marko Sarstedt, 'Editorial Partial Least Squares Structural Equation Modeling : Rigorous Applications , Better Results and Higher Acceptance', *Long Range Planning*, 46 (2013), 1-12 <<https://doi.org/10.1016/j.lrp.2013.01.001>>.

²⁶ Yiming Tang, Xiucun Wang, and Pingping Lu, 'Chinese Consumer Attitude and Purchase Intent towards Green Products', *Asia-Pacific Journal of Business Administration*, 6.2 (2014), 84-96 <<https://doi.org/10.1108/APJBA-05-2013-0037>>.

²⁷ En Mao Zhang, 'Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers', *Psychology & Marketing*, 30.6 (2010), 461-69 <<https://doi.org/10.1002/mar>>.

²⁸ Thomas Fuchs and Sabine C. Koch, 'Embodied Affectivity: On Moving and Being Moved', *Frontiers in Psychology*, 5.June (2014), 1-12 <<https://doi.org/10.3389/fpsyg.2014.00508>>.

²⁹ Emma Ter Mors and others, 'Effective Communication about Complex Environmental Issues: Perceived Quality of Information about Carbon Dioxide Capture and Storage (CCS) Depends on Stakeholder Collaboration', *Journal of Environmental Psychology*, 30.4 (2010), 347-57 <<https://doi.org/10.1016/j.jenvp.2010.06.001>>.

³⁰ Carol Xiaojuan Ou and Choon Ling Sia, 'Consumer Trust and Distrust: An Issue of Website Design', *International Journal of Human Computer Studies*, 68.12 (2010), 913-34 <<https://doi.org/10.1016/j.ijhcs.2010.08.003>>.

(purchase intention). This research also employs simple linear regression analysis to test hypothesis.

RESULT AND DISCUSSION

Corrected item to total correlation is an internal consistency test conducted on statement indicators in the questionnaire. Internal consistency will provide an indication of the similarity of indicators in measuring constructs that cannot be measured directly (unobserved). Items are declared valid if the r-count value or corrected item to total correlation has a value greater than the standard r value, which is 0.1166. In table 3, the r-count results for all indicators for perceived information quality and purchase intention variables have a value greater than the minimum requirement, so that these seventeen indicators are concluded to be valid.

Table 2. Validity and Reliability Results

Variable	Corrected Item to Total Correlation	Cronbach Alpha
Perceived Information Quality	PIQ1	0.793
	PIQ2	0.812
	PIQ3	0.794
	PIQ4	0.826
	PIQ5	0.847
	PIQ6	0.798
	PIQ7	0.838
	PIQ8	0.807
	PIQ9	0.825
	PIQ10	0.826
	PIQ11	0.809
	PIQ12	0.827
Purchase Intention	PI1	0.869
	PI2	0.863
	PI3	0.868
	PI4	0.864
	PI5	0.858

Cronbach's Alpha is used to calculate the reliability of measurement items. Reliability testing is useful to determine the extent to which items, scales, or statement instruments can provide constant results when repeated measurements are made with that scale. A construct or variable is said to be reliable if it gives a Cronbach's Alpha value > 0.70 .³¹ In table 3, the values for the variables perceived information quality and purchase intention are greater

³¹ Moutusy Maity, Mayukh Dass, and Piyush Kumar, 'The Impact of Media Richness on Consumer Information Search and Choice', *Journal of Business Research*, 87.February (2018), 36-45 <<https://doi.org/10.1016/j.jbusres.2018.02.003>>.

than the minimum requirements so that each variable and dimensional factor is declared reliable and can be used in research.

ANOVA Result

The data analysis technique used is ANOVA to test whether each factor (emotional polarity and presentation modality) influences the dependent variable (purchase intention). Main Effect Test Results can be seen in table 3 below:

Table 3. ANOVA Results

Variable/Research Stimulus	Perceived Information Quality		
	Mean	SD	Sig.
	<i>Emotional Polarity</i>		
<i>Positive</i>	4.3942	0.52168	0.036
<i>Mix-Neutral</i>	4.5408	0.48512	
<i>Presentation Modality</i>			
<i>Lean modality</i>	4.3475	0.55341	0.001
<i>Rich modality</i>	4.5875	0.42778	

Based on the results of the main effect ANOVA in Table 3, it is shown that the mean value of perceived information quality generated from mix-neutral (Mean=4.5408; SD=0.48512) is greater than that of positive (Mean=4.3942; SD=0.52168) with a significant value of 0.036 (Sig. < 0.05). These results indicate that Halal cosmetic reviews on Instagram using mix-neutral emotion yield a higher perceived information quality compared to Halal cosmetic reviews on Instagram using positive emotion. In line with these findings, it can be concluded that hypothesis 1 (H1) is accepted.

Consistent with the results of the main effect ANOVA, the mean value of perceived information quality generated from rich modality (Mean=4.5875; SD=0.42778) is greater than that of lean modality (Mean=4.3475; SD=0.55341) with a significant value of 0.001 (Sig. < 0.05). Based on these results, it can be concluded that Halal cosmetic reviews conveyed on Instagram using rich modality result in a higher perceived information quality compared to Halal cosmetic reviews conveyed on Instagram using lean modality. In other words, consumers perceive that Halal cosmetic reviews on Instagram using rich modality are considered to have higher information quality compared to lean modality. Therefore, hypothesis 2 (H2) is accepted.

Linear Regression

The regression coefficient for the perceived information quality variable is 1.017, and it has a positive regression coefficient. A positive regression

coefficient indicates a positive relationship between the independent variable and the dependent variable. This means that the higher the perceived information quality generated from Halal cosmetic reviews, the higher the purchase intention for Halal cosmetic products, and vice versa. Therefore, hypothesis 3 (H3) is accepted. Based on the R-square results, the value is 0.710. This value indicates that the influence of perceived information quality (X) on purchase intention (Y) is 71%, while 29% of purchase intention is influenced by other unexamined variables.

Tabel 4. Linear Regression Results

Coefficients^a

Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta		
(Constant)	-.096	.208		-.464	.643
PIQ	1.017	.046	.842	21.995	.000

a. Dependent Variable: PI

Table 5. Regression koefisien

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.842 ^a	.710	.708	.33122

Based on the results of simple linear regression in Table 6, the regression equation can be formulated as follows:

$$Y = e + 1.017x$$

Based on the research results, reviews of halal cosmetics that use neutral mix are higher in producing perceived information quality compared to those that use positive emotion. This happens because consumers believe more that products have positives and negatives. Consumers are more suspicious if the reviews submitted only relate to positive things about the product³². Positive reviews can damage the credibility of the message because they do not provide enough information about the product's strengths and weaknesses so they are

³² Anum Tariq and others, *Online Impulse Buying of Organic Food: Moderating Role of Social Appeal and Media Richness, Advances in Intelligent Systems and Computing* (Springer International Publishing, 2020), MII <https://doi.org/10.1007/978-3-030-21255-1_45>.

not considered to have quality information³³. Reviews that are presented with positive information and are accompanied by a small number of negative reviews are considered to provide more quality information because they provide more complete and more candid information³⁴. Online consumers have been proven to prefer reviews that present complete product information (positive and negative) rather than subjective ones that only present positive information³⁵. The results of this research are also supported by research³⁶, that reviews that use mix-neutral will increase the benefits of the review (perceived information quality)³⁷.

Media richness is a form of transmission and interaction (visual, audio, etc. content) provided by the media in conveying certain information³⁸. Based on the results of research conducted³⁹, the level of richness of different modalities influences online consumers' perceptions regarding the quality of information conveyed through these modalities. Rich modality can shorten the psychological distance between consumers and the product, because it can create a high physical presence of the product⁴⁰. This is because rich modality is presented in the form of proximal sensory images consisting of audio and visuals which can display products in 3 dimensions. Additionally the online

³³ Hyokjin Kwak, 'Self-Disclosure in Online Media: An Active Audience Perspective', *International Journal of Advertising*, 31.3 (2012), 485–510 <<https://doi.org/10.2501/IJA-31-3-485-510>>.

³⁴ Sony Kusumasondjaja, 'Exploring the Role of Visual Aesthetics and Presentation Modality in Luxury Fashion Brand Communication on Instagram', *Journal of Fashion Marketing and Management*, 24.1 (2020), 15–31 <<https://doi.org/10.1108/JFMM-02-2019-0019>>.

³⁵ Kopytowska Monika, 'Modality, Distance, and the Television News Genre', *Redis: Revista de Estudos Do Discurso*, 3 (2014), 68–92 <<https://ler.letras.up.pt/uploads/ficheiros/13019.pdf>>.

³⁶ Ari Alamäki, Juho Pesonen, and Amir Dirin, 'Triggering Effects of Mobile Video Marketing in Nature Tourism: Media Richness Perspective', *Information Processing and Management*, 56.3 (2019), 756–70 <<https://doi.org/10.1016/j.ipm.2019.01.003>>.

³⁷ Aakash Aakash and Anu Gupta Aggarwal, 'Assessment of Hotel Performance and Guest Satisfaction through EWOM: Big Data for Better Insights', *International Journal of Hospitality and Tourism Administration*, 23.2 (2022), 317–46 <<https://doi.org/10.1080/15256480.2020.1746218>>.

³⁸ Chia Chen Chen and Ya Ching Chang, 'What Drives Purchase Intention on Airbnb? Perspectives of Consumer Reviews, Information Quality, and Media Richness', *Telematics and Informatics*, 35.5 (2018), 1512–23 <<https://doi.org/10.1016/j.tele.2018.03.019>>.

³⁹ Wenting Feng and others, 'When Positive Reviews on Social Networking Sites Backfire: The Role of Social Comparison and Malicious Envy', *Journal of Hospitality Marketing and Management*, 30.1 (2021), 120–38 <<https://doi.org/10.1080/19368623.2020.1775745>>.

⁴⁰ and others, 'Factors Influencing Trust in University Websites: A Survey amongst Generation Y Students in South Africa', *Journal of Business & Retail Management Research*, 13.04 (2019), 158–67 <<https://doi.org/10.24052/jbrmr/v13is04/art-14>>.

shopping experience needs to emphasize vivid sensory experiences⁴¹. Information presented with various modalities (rich modality) produces better perceptions compared to lean modality⁴². Information cues such as images, audio, and movement simultaneously help consumers decipher information cognitively, which allows consumers to remember it and assists them in decision making⁴³, so that rich modality is considered to provide more quality information in supporting consumer purchasing decisions. Several previous study also stated that rich modality was higher in producing perceived information quality compared to lean modality^{44 45 46}.

Based on the findings in this research, perceived information quality has a positive influence on purchase intention. Perceived information quality is the extent to which consumers consider the information in reviews to be accurate, relevant, useful and complete and supports the purchasing decision making process⁴⁸. In the context of online shopping, consumers rely on reviews from other consumers, because consumers cannot evaluate products directly. The results of this research are in line with several previous studies that stated perceived information quality is proven to be positively related to consumer purchase intentions⁴⁷.

Based on the findings in this research, perceived information quality has a positive influence on purchase intention. According to Imam Al-Ghazali's explanation, the human nature is such that it is not easily satiated and that it constantly desires more⁴⁸. Therefore, in order to avoid this, consumers must always give careful thought to their purchases before making them. These factors can be taken into account by obtaining as much information as possible

⁴¹ Beverley A. Sparks and Victoria Browning, 'The Impact of Online Reviews on Hotel Booking Intentions and Perception of Trust', *Tourism Management*, 32.6 (2011), 1310-23 <<https://doi.org/10.1016/j.tourman.2010.12.011>>.

⁴² Karen L. Xie, Zili Zhang, and Ziqiong Zhang, 'The Business Value of Online Consumer Reviews and Management Response to Hotel Performance', *International Journal of Hospitality Management*, 43 (2014), 1-12 <<https://doi.org/10.1016/j.ijhm.2014.07.007>>.

⁴³ Gobinda Roy, Biplab Datta, and Srabanti Mukherjee, 'Role of Electronic Word-of-Mouth Content and Valence in Influencing Online Purchase Behavior', *Journal of Marketing Communications*, 25.6 (2019), 661-84 <<https://doi.org/10.1080/13527266.2018.1497681>>.

⁴⁴ Linlin Zhu and others, 'What Influences Online Reviews' Perceived Information Quality?: Perspectives on Information Richness, Emotional Polarity and Product Type', *Electronic Library*, 38.2 (2020), 273-96 <<https://doi.org/10.1108/EL-09-2019-0208>>.

⁴⁵ Hao Chen, Haitao Chen, and Xiaxu Tian, 'The Impact of Social Shopping Feature Richness on Buying Intention: A Product Perspective', *Internet Research*, 32.4, 1378-1400.

⁴⁶ Marcin Lipowski and Ilona Bondos, 'The Influence of Perceived Media Richness of Marketing Channels on Online Channel Usage: Intergenerational Differences', *Baltic Journal of Management*, 13.2 (2018), 169-90 <<https://doi.org/10.1108/BJM-04-2017-0127>>.

⁴⁷ Sony Kusumasondjaja and Fandy Tjiptono, 'Endorsement and Visual Complexity in Food Advertising on Instagram', *Internet Research*, 29.4 (2019), 659-87 <<https://doi.org/10.1108/IntR-11-2017-0459>>.

⁴⁸ Nurillah and others.

from the various online reviews that are readily available. The legal requirements for buying and selling are the existence of a seller, buyer, and the goods being transacted. In online buying and selling, the presence of sellers and buyers is mandatory. If the buyer can see the goods he wants to buy, then he can know the form, shape, and nature of the goods. This activity is to prevent cheating or fraud that makes transactions prohibited according to Islam. It is explained in a Hadith Shahir narrated by Imam Muslim:

"And narrated to us Abu Bakr ibn Abi Shaibah] narrated to us 'Abdullah ibn Idris and Yahya ibn Sa'id and Abu Usamah from 'Ubaidillah. Another narration says: Zuhayr ibn Harb narrated it to me, and it says: Yahya ibn Sa'id narrated it to us from 'Ubaidillah, and Abu Az Zinad narrated it to me from Al A'raj from Abu Hurayrah, who said: The Messenger of Allah (blessings and peace of Allah be upon him) forbade buying and selling by means of hashah (throwing pebbles) and any other method that involves deception."

Perceived information quality is the extent to which consumers consider the information in reviews to be accurate, relevant, useful and complete and supports the purchasing decision making process⁴⁸. In the context of online shopping, consumers rely on reviews from other consumers, because consumers cannot evaluate products directly. The results of this research are in line with several previous studies that stated perceived information quality is proven to be positively related to consumer purchase intentions⁴⁹.

CONCLUSION

Overall, the results show that halal cosmetic reviews that use a neutral mix have a positive and significant influence on perceived information quality and will also indirectly affect consumer purchase intention towards halal cosmetic products. Based on the research findings, for marketers of Halal cosmetics who want to succeed in marketing their products on Instagram, they can optimize rich modalities such as audio and moving images. Additionally, they can optimize the presence of consumer reviews that provide both positive and negative explanations about the products. This approach can help consumers feel more confident about the reviews. Marketers can also provide incentives or bonuses to stimulate consumers to leave their reviews on Instagram.

This study has several limitations, including only focusing on halal cosmetic products as the research object. In addition, the independent variable used is online reviews originating from Instagram social media only. In the following research, the author suggests using other halal products or services,

⁴⁹ Sony Kusumasondaja and Fandy Tjiptono, 'Endorsement and Visual Complexity in Food Advertising on Instagram', *Internet Research*, 29.4 (2019), 659–87 <<https://doi.org/10.1108/IntR-11-2017-0459>>.

such as halal fashion or halal tourism. Future research can also use online reviews from other sales media, such as marketplace.

Author's Contribution

Fitriyah Dwi Susilowati, Ahmad Ajib Ridlwan: Contribute to formulating research ideas, collecting data, processing data, and interpreting data.

Khusnul Fikriyah: Contributing to writing systematics, research methods.

Yan Putra Timur: Contributing to analyzing interpretation results, the language proofread.

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Declaration of Competing Interest

The author declares that there is no conflict of interest.

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