



# THE INFLUENCE OF SOCIAL MEDIA MARKETING AND CORPORATE IMAGE ON PURCHASE INTENTION OF MS GLOW PRODUCTS IN THE PERSPECTIVE OF ISLAMIC MARKETING

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## ABSTRACT

*This study aims to analyze the influence of social media marketing and corporate image on purchase intention of MS Glow products in Tulang Bawang Regency from the perspective of Islamic marketing. In the digital era, social media has become an effective tool in marketing strategies, while corporate image serves as a reference for public perception in shaping consumer buying behavior in the beauty industry. However, Islamic marketing emphasizes ethical values such as honesty, fairness, and integrity, which must be upheld in all promotional activities. The research adopts a quantitative approach using a survey method, with data collected through questionnaires distributed to customers of MS Glow clinics in Tulang Bawang. Multiple linear regression analysis is employed to examine the relationship between social media marketing, corporate image, and purchase intention within the framework of Islamic marketing principles. The findings reveal that social media marketing has a significant effect on customer purchase decisions, while corporate image also plays a crucial role in shaping purchase intention and fostering consumer trust. From an Islamic marketing perspective, transparency in promotion, the halal status of products, and adherence to sharia values are key factors influencing customer decisions. Therefore, implementing marketing strategies that align with Islamic ethical standards may enhance customer satisfaction and loyalty.*

**Keywords:** social media marketing, corporate image, purchase intention, Islamic marketing, MS Glow.

## INTRODUCTION

In the realm of Islamic economics and business ethics, every human activity particularly those concerning economic transactions, consumption, and trade is expected to align with both rational consideration (*'aql*) and moral accountability (*akhlaq*). The Islamic worldview



does not separate economic pursuits from spiritual values; rather, it places economic behavior within the broader framework of *maqāṣid al-sharī'ah* (the objectives of Islamic law), which include the protection of faith (*dīn*), life (*naḥs*), intellect (*‘aql*), lineage (*nasl*), and wealth (*māl*). This integrated view ensures that economic development is not pursued at the expense of justice, dignity, or the common good.<sup>1</sup>

A central doctrine in Islamic economic thought is the concept of human stewardship (*khalifah*), which positions human beings as trustees of the Earth. According to this principle, resources and wealth are not owned absolutely by individuals but are entrusted to them by Allah SWT to be used responsibly, ethically, and for the benefit of others, as stated in the Qur'an, “*It is He who has made you successors upon the earth...*” (Q.S. Fāṭir: 39). This trusteeship imposes not only rights but also responsibilities, especially in matters involving trade, ownership, and the pursuit of profit. Business practices, therefore, must uphold values such as honesty (*ṣidq*), fairness (*‘adl*), transparency (*bayān*), and benevolence (*iḥsān*), ensuring that no harm (*ḍarar*) is inflicted upon any party.

This ethical imperative is reinforced in *Surah At-Taubah* (9:111), where Allah SWT articulates the concept of a divine transaction:

*“Indeed, Allah has purchased from the believers their lives and their properties [in exchange] for that they will have Paradise. They fight in the cause of Allah, so they kill and are killed. [It is] a true promise [binding] upon Him in the Torah and the Gospel and the Qur'an. And who is truer to his covenant than Allah? So rejoice in your transaction which you have contracted. And it is that which is the great attainment.”* (Q.S. At-Taubah: 111)<sup>2</sup>

This verse not only highlights the spiritual dimension of economic behavior but also equates a believer's commitment to righteousness including in trade and ownership, with a transactional covenant (*bay‘*) with Allah. According to exegetes such as Ibn Kathir, this verse refers to the highest form of transaction: one where the believer “sells” their life and wealth in exchange for divine reward, symbolizing complete devotion to ethical living in all aspects of life, including commerce. It serves as a metaphor for self-sacrifice and moral responsibility, implying that any worldly transaction should reflect sincerity, justice, and the pursuit of public welfare (*maṣlahah ‘āmmah*).

<sup>1</sup> Hidayat, A. (2020). *Integrasi Etika Bisnis Islam dalam Praktik Ekonomi Kontemporer: Pendekatan Maqashid al-Syariah*. Jurnal Ekonomi Syariah Teori dan Terapan, 7(1), 17–28. <https://doi.org/10.20473/vol7iss20201pp17-28>

<sup>2</sup> Q.S. At-Taubah:111

In the context of modern business especially in sectors such as marketing, branding, and consumer behavior this Qur'anic vision demands that economic agents go beyond profit-seeking motives. They must evaluate whether their business operations promote equity, protect consumers from harm, and contribute positively to society. This is particularly critical in industries such as beauty and skincare, where ethical marketing, truthful representation, and halal assurance are fundamental to preserving both consumer trust and religious integrity.<sup>3</sup>

Thus, from an Islamic ethical standpoint, marketing is not merely a commercial tool but a form of moral engagement. It entails the duty to inform, not manipulate; to serve, not exploit. The verse from *Surah At-Taubah* serves as a theological anchor for this view reminding Muslims that business transactions, like all acts of worship (*'ibādah*), must aim at divine approval and communal well-being.<sup>4</sup>

To exemplify the relevance of these principles, this study examines MS Glow, a popular skincare brand that holds halal certification from the Indonesian Ulema Council (MUI) and complies with the standards set by the National Agency of Drug and Food Control (BPOM).<sup>5</sup> Despite its strong ethical positioning and brand recognition, MS Glow experienced a notable decline in sales performance during 2023, as reflected in the following data:

**Table 1 Brand Skincare Penjualan Terlaris Januari - November**

No	Nama Brand	Tahun 2023
1.	Ms Glow	29,4%
2.	Scarlett	40,9%
3.	Somethinc	53,2%
4.	Avoskin	28,0%
5.	Wardah	18,3%

As illustrated in Table 1, MS Glow ranked third in terms of market share, falling behind emerging competitors such as Somethinc and Scarlett. Data obtained from an official MS Glow agent in Tulang Bawang further revealed that between January and November 2023, the brand recorded a 28% decline in unit sales, amounting to just 140 skincare packages sold

<sup>3</sup> Z. Arifin & S. Fitria, *Etika Bisnis Islam dalam Industri Kosmetik Halal: Perspektif Konsumen Muslim*, Jurnal Ekonomi Syariah Indonesia, 12(1), 45–58 (2022). [https://doi.org/10.21927/jesi.2022.12\(1\).45-58](https://doi.org/10.21927/jesi.2022.12(1).45-58)

<sup>4</sup> Slamet Riady, Achmad Fageh, “Konsep Manajemen Pemasaran dalam Perspektif Islam”, *Communnity Development Journal*, Vol. 4, No. 2, (Juni 2023), hlm. 3800

<sup>5</sup> Handayani, S. R., & Nurhayati, T. (2021). *Pengaruh Label Halal dan Iklan terhadap Keputusan Pembelian Produk Kosmetik Halal (Studi pada Konsumen MS Glow di Kota Bandung)*. *Jurnal Ekonomi dan Bisnis Islam*, 6(2), 231–245. <https://doi.org/10.20473/jebi.v6i2.2021.231-245>

during that period. Several factors may account for this downturn. *Firstly*, the rise of new skincare brands offering competitive products and pricing strategies has reshaped consumer preferences. *Secondly*, a decrease in repeat purchases indicates potential issues related to brand loyalty or customer satisfaction. This raises a pertinent question regarding the effectiveness of MS Glow's marketing strategy, particularly in the use of social media and its ability to communicate a strong, trustworthy corporate image in alignment with Islamic values.

## RESEARCH METHODS

This study aims to analyze the influence of social media marketing and corporate image on the purchase intention of MS Glow products in the Tulang Bawang region, with a specific focus on the Islamic marketing framework. By exploring how ethical marketing principles such as transparency in promotion, product halalness, and the alignment with Islamic values—affect consumer behavior, this research contributes to a growing body of knowledge on faith-based marketing in the beauty industry.

Furthermore, this study utilizes a quantitative research method, employing survey instruments distributed to consumers at MS Glow clinics in Tulang Bawang. Through multiple linear regression analysis, the study examines the relationship between social media engagement, corporate image, and consumer purchase intentions, while interpreting findings through the lens of Islamic marketing ethics. Ultimately, this research seeks to provide insights into how MS Glow and similar halal-certified brands can enhance their marketing strategies not only to regain competitiveness but also to sustain customer trust and loyalty within the framework of ethical, faith-driven business practices.

## RESULTS AND DISCUSSION

### The Influence of Social Media Marketing on Purchase Intention

Social media marketing has become a central component of modern business strategy, particularly in industries closely tied to consumer behavior, such as beauty and personal care. In the case of MS Glow products, the findings suggest a positive relationship between social media marketing and purchase intention, although the statistical results show that the impact is not strongly significant when considered independently. Instrument testing reveals that all items related to the social media marketing variable meet the validity threshold, with

corrected item-total correlation values exceeding the required minimum. Reliability analysis yields a *Cronbach's Alpha score* of 0.705, indicating an acceptable level of internal consistency across the items, suggesting the instrument is suitable for further analysis.

In the multiple regression analysis, the coefficient for social media marketing is 0.139, with a significance level of 0.341. This indicates that, when considered as an independent variable, social media marketing does not have a statistically significant influence on purchase intention at the 5% significance level. However, when examined jointly with corporate image, the combined variables show a significant effect on purchase intention, supported by a very low significance level in the F-test. This underscores the importance of social media marketing as part of an integrated promotional strategy, even if its direct effect is less pronounced.

MS Glow utilizes various social media platforms such as Instagram, Facebook, TikTok, and WhatsApp to disseminate promotional content, engage with customers, and facilitate online consultations and transactions. These platforms provide not only visual and interactive experiences but also function as communication bridges that allow consumers to develop familiarity with the brand. Elements such as customer testimonials, product usage tutorials, and visual transformations (e.g., before-and-after photos) serve to attract consumer interest and influence their buying behavior. From a consumer experience perspective, social media marketing offers convenience, accessibility, and a sense of immediacy, it allows potential buyers to access information, interact with the brand, and complete transactions from anywhere at any time.<sup>6</sup> However, the effectiveness of these platforms depends heavily on several factors, including the speed of response, user-friendly interface, consistency of content, and the frequency and quality of brand-consumer interaction.

Furthermore, the role of social media extends beyond traditional advertising. It allows brands to create communities, engage in two-way communication, and personalize customer experiences, for MS Glow, this approach helps to establish emotional connections with consumers, reinforcing their confidence in the brand and potentially increasing their intention to purchase. Although the statistical evidence for a direct effect is modest, social media marketing remains a vital channel in shaping consumer perception and driving engagement. As consumer decision-making becomes increasingly influenced by digital interactions,

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<sup>6</sup> Ramadhan, A. R., & Haryanto, B. (2021). *Pengaruh Social Media Marketing terhadap Customer Experience dan Dampaknya terhadap Keputusan Pembelian*. Jurnal Manajemen dan Kewirausahaan, 23(1), 12–21. <https://doi.org/10.9744/jmk.23.1.12-21>

companies must continue to optimize their use of social media tools not only to inform and persuade but also to foster trust and loyalty.<sup>7</sup> Therefore, integrating social media into a broader marketing framework is essential for sustaining brand relevance and encouraging stronger purchase intentions among digitally active consumers.

### **The Influence of Corporate Image on Purchase Intention**

Corporate image plays a pivotal role in shaping consumer perceptions and ultimately influences their intention to purchase.<sup>8</sup> In the context of MS Glow, the findings indicate that corporate image has a statistically significant and substantial effect on consumers' purchase intentions. The regression coefficient for corporate image is 0.842, with a significance level well below 0.05, suggesting that improvements in perceived corporate image strongly contribute to the likelihood of consumers purchasing the product. The reliability test for the corporate image variable shows a *Cronbach's Alpha* of 0.788, indicating a high level of internal consistency among the survey items. Each indicator of corporate image meets the required validity threshold, confirming that the items effectively represent the construct being measured. This suggests that respondents consistently associate corporate image with their purchasing behavior.

A strong corporate image contributes to the formation of trust, credibility, and emotional attachment between the consumer and the brand. In the beauty and skincare industry, these aspects are especially critical due to the high level of personal investment and perceived risk associated with product use. For MS Glow, brand attributes such as product safety, consistent service quality, brand visibility, and endorsement through social media channels help reinforce a positive image that influences consumer behavior. Several elements contribute to a favorable corporate image: responsiveness in customer service, a professional and coherent visual identity across digital platforms, endorsements by influencers or dermatologists, transparent communication regarding product benefits and ingredients, and certifications such as halal labeling and official health registration. These factors not only shape the external perception of the brand but also reinforce its credibility and professionalism in the eyes of potential buyers.

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<sup>7</sup> D. M. Sari & S. Wahyudi, *Peran Media Sosial dalam Membangun Kepercayaan dan Loyalitas Konsumen di Era Digital*, Jurnal Ilmu Manajemen, 9(3), 367–378 (2021). <https://doi.org/10.26740/jim.v9n3.p367-378>

<sup>8</sup> Pradana, M., & Sudaryanto, B. (2020). *Pengaruh Citra Merek, Citra Perusahaan, dan Kepercayaan Konsumen terhadap Niat Beli Konsumen (Studi pada Produk Kosmetik)*. Jurnal Riset Manajemen dan Bisnis (JRMB), 15(2), 145–154. <https://doi.org/10.30596/jrmb.v15i2.4670>

Consumers tend to rely on brand image as a heuristic when making purchasing decisions, especially when comparing similar products in a competitive market.<sup>9</sup> A positive image can reduce perceived risk, increase perceived value, and stimulate emotional reassurance. As the data in this study suggests, MS Glow's success in maintaining a trustworthy brand identity directly contributes to consumer confidence, which translates into higher intention to buy. Moreover, corporate image functions as a long-term asset that builds over time through consistent branding, customer experience, and public perception. Any degradation in this image whether due to customer complaints, product inconsistency, or negative publicity, can quickly erode consumer trust and deter purchase intentions. Therefore, maintaining and enhancing corporate image is essential for sustaining brand loyalty and ensuring continued commercial success.

In conclusion, the results of this study reinforce the strategic importance of cultivating a strong corporate image as a core driver of purchase intention. While other marketing factors such as pricing, promotion, and distribution are also relevant, the perceived integrity and professionalism of the brand play a decisive role in consumer decision-making, especially in industries that require a high level of trust such as skincare.

### **The Combined Impact of Social Media Marketing and Corporate Image in the Perspective of Islamic Marketing**

The findings from this study reveal that both social media marketing and corporate image jointly exert a significant influence on consumers' purchase intention of MS Glow products. The results of the *F-test* show a significance value of 0.000, indicating that the combined model is statistically valid and the independent variables collectively explain a substantial proportion of the variance in purchase intention. The coefficient of determination ( $R^2$ ) further supports this conclusion, suggesting that the combined contribution of social media marketing and corporate image accounts for a strong predictive value in the purchase intention of consumers.

While corporate image shows a stronger individual effect ( $\beta = 0.773$ ; sig = 0.000), social media marketing remains a relevant supporting factor, although its influence is weaker ( $\beta = 0.114$ ; sig = 0.341). This disparity reflects the current dynamics of the brand, where trust

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<sup>9</sup> R. Astuti & H. Cahyono, *Pengaruh Brand Image terhadap Keputusan Pembelian Produk dalam Persaingan Pasar yang Ketat*, *Jurnal Manajemen dan Pemasaran Jasa*, 14(1), 45–58 (2021). <https://doi.org/10.25105/jmpj.v14i1.8987>

and credibility largely shaped by corporate image play a more dominant role in consumer decision-making than promotional exposure alone.

From the perspective of Islamic marketing, the integration of both factors must align with the values and principles of Sharia, which emphasize transparency, fairness, truthfulness, and ethical promotion. Islamic marketing discourages deceptive practices, false claims, or manipulative messaging that could mislead consumers. Instead, it encourages honest communication about product benefits, halal assurance, and sincere engagement with the customer. In the case of MS Glow, the brand's halal certification from the Indonesian Ulema Council (MUI) strengthens its alignment with Islamic principles, offering a competitive advantage in Muslim-majority markets. Additionally, the use of social media must reflect Islamic ethical standards not only in the content shared but also in the way the audience is addressed. Content strategies that educate, offer value, and reflect modesty in presentation are more likely to be perceived as trustworthy and respectful.

The corporate image, when built on the foundation of ethical business conduct, product safety, and genuine customer care, resonates well with Islamic marketing values. When companies such as MS Glow consistently uphold these values in both offline and online interactions, they not only fulfill commercial objectives but also contribute to consumer well-being and spiritual satisfaction. This alignment can enhance brand loyalty and cultivate long-term consumer relationships.

Moreover, Islamic marketing places strong emphasis on the concepts of *maslahah* (public benefit) and *amanah* (trustworthiness), which are integral to fostering ethical consumer-producer relationships.<sup>10</sup> *Maslahah* refers to the pursuit of public good and consumer well-being, while *amanah* underscores the responsibility of businesses to act honestly and transparently in all dealings. A company that internalizes these principles does not merely focus on profit maximization but also seeks to deliver value that is socially responsible, spiritually aligned, and economically just. In the case of MS Glow, implementing these values in social media marketing requires more than aesthetic content or high engagement statistics; it involves promoting products in ways that ensure truthfulness in claims, clarity in benefits, and alignment with halal standards. Content should inform and empower consumers, fostering trust through transparent labeling, customer education, and

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<sup>10</sup> S. Rahayu & L. Hakim, *Nilai-Nilai Etika Pemasaran dalam Perspektif Islam: Maslahah dan Amanah sebagai Prinsip Utama*, Jurnal Ekonomi dan Bisnis Islam, 6(1), 33–42 (2020). <https://doi.org/10.20473/jebi.v6i1.2020.33-42>



responsiveness to feedback. Such a marketing orientation aligns not only with Islamic teachings but also with global expectations of ethical business conduct.

In conclusion, the combined influence of social media marketing and corporate image forms a compelling strategic framework for enhancing consumer purchase intention, especially when guided by Islamic marketing principles. The fusion of brand credibility and ethically driven promotional practices contributes to consumer confidence and brand loyalty. In predominantly Muslim communities, where purchasing decisions are closely tied to religious and ethical considerations, brands that embody *amanah*, promote *maslahah*, and adhere to syariah-compliant marketing ethics are more likely to achieve long-term success. Thus, by integrating ethical branding with responsible digital engagement, MS Glow can differentiate itself not only as a provider of beauty products but as a brand that respects consumer values, elevates trust, and contributes meaningfully to the well-being of its customer base.

## CONCLUSION

This study concludes that both social media marketing and corporate image significantly influence consumer purchase intention toward MS Glow products, especially when examined through the lens of Islamic marketing principles. Social media platforms serve as effective channels for engagement, offering accessibility, interactivity, and real-time communication that enhance consumer experience and trust. Meanwhile, a strong corporate image rooted in ethical branding, product credibility, and halal assurance reinforces consumer confidence and positively affects their intention to purchase. From the perspective of Islamic marketing, the integration of *maslahah* (public benefit), *amanah* (trustworthiness), and *shiddiq* (truthfulness) within promotional strategies plays a pivotal role in aligning commercial objectives with spiritual and moral values. Ethical representation, truthful advertising, and consumer-oriented approaches are not only strategic business tools but also religious imperatives that shape Muslim consumer behavior. Thus, for halal cosmetic brands such as MS Glow, fostering trust through transparent communication, ethical marketing practices, and compliance with religious standards is essential to sustaining long-term consumer loyalty and achieving market competitiveness in the digital era.

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