# The Role of Product Virality in Mediating the Influence of Halal Labels and Prices on Consumer Trust in Somethinc Skincare Products on TikTok Shop

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**Abstract:** This study aims to analyze the influence of halal labels and prices on consumer confidence and test the role of product virality as a mediating variable. The research was conducted in July-November 2025 in Bengkulu City with a quantitative approach. The research population is TikTok users who live in Bengkulu City and have bought Somethinc products through TikTok Shop. The sampling technique used Probability Sampling with the Proportionate Stratified Random Sampling method, with a sample number of 100 respondents determined through the Slovin formula at an error rate of 10%. Data was collected using a Likert-scale questionnaire and analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method through the SmartPLS 4 application. The results of the study show that halal labels, prices, and product virality have a positive and significant effect on consumer trust. Price has a significant effect on the virality of the product, while halal labels have no significant effect. Product virality mediates the influence of price on consumer confidence, but does not mediate the influence of halal labels. This research emphasizes the importance of integrating halal aspects, pricing strategies, and viral marketing in building consumer trust in TikTok Shop.

**Keywords:** Halal Label; Pricing;  product virality; consumer trust; TikTok Shop;

**Abstrak:** Penelitian ini bertujuan menganalisis pengaruh label halal dan harga terhadap kepercayaan konsumen serta menguji peran viralitas produk sebagai variabel mediasi. Penelitian dilakukan pada Juli-November 2025 di Kota Bengkulu dengan pendekatan kuantitatif. Populasi penelitian adalah pengguna TikTok yang berdomisili di Kota Bengkulu dan pernah membeli produk Somethinc melalui TikTok Shop. Teknik pengambilan sampel menggunakan Probability Sampling dengan metode Proportionate Stratified Random Sampling, dengan jumlah sampel 100 responden yang ditentukan melalui rumus Slovin pada tingkat kesalahan 10%. Data dikumpulkan menggunakan kuesioner berskala Likert dan dianalisis dengan metode Structural Equation Modeling-Partial Least Squares (SEM-PLS) melalui aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa label halal, harga, dan viralitas produk berpengaruh positif dan signifikan terhadap kepercayaan konsumen. Harga berpengaruh signifikan terhadap viralitas produk, sedangkan label halal tidak berpengaruh signifikan. Viralitas produk memediasi pengaruh harga terhadap kepercayaan konsumen, namun tidak memediasi pengaruh label halal. Penelitian ini menegaskan pentingnya integrasi aspek kehalalan, strategi harga, dan pemasaran viral dalam membangun kepercayaan konsumen di TikTok Shop.

**Kata Kunci:** Label Halal; Harga;  Viralitas Produk;  Kepercayaan Konsumen; TikTok Shop;

## 1.  INTRODUCTION

Indonesia is a country with the largest Muslim population in the world, so the need for halal products is an important part of the consumption behavior of modern people. Public awareness of halal products is now not only based on sharia compliance, but also reflects a lifestyle that prioritizes safety, health, and comfort. This condition can be seen in the increase in demand for halal products in the food, beverage, medicine, to cosmetics and skincare sectors .
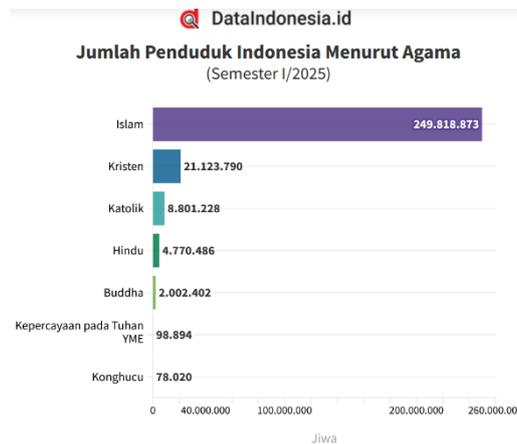


Figure 1.1 Data on the Number of Indonesian Population by Religion in Semester I/2025

Source: Ministry of Home Affairs

The dominance of the Muslim population is clearly seen in Figure 1.1, which shows that the percentage of Muslims reaches about 87.1% of the total population or equivalent to 250 million people in the first half of 2025. The data emphasizes the urgency of halal certification as an indicator of trust in various product categories, including beauty .

Normatively, the basis for the consumption of halal products for Muslims is explained in the Qur'an Surah Al-Baqarah verse 168 which commands humans to consume halal and good products (halalan tayyiban).   Allah said:

يَٰٓأَيُّهَا النَّاسُ كُلُوا مِمَّا فِى الْأَرْضِ حَلَٰلًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَٰتِ الشَّيْطَٰنِ إِنَّهُ لَكُمْ عَدُوٌّ مُّبِينٌ

Meaning: O humans, eat some of the (food) on earth that is lawful and good, and do not follow the steps of Satan. Indeed, he is a real enemy to you.

This verse emphasizes that halal does not only apply to food and drinks, but also to other products used by the body, including cosmetics. Thus, the halal aspect is an important basis for Muslim consumers in assessing trust in a brand.

The beauty industry in Indonesia is also experiencing rapid growth, especially in the skincare category. For many people, especially Generation Z and Millennials, skincare is no longer just an additional need, but part of self-care and lifestyle identity. This development is strengthened by social media, especially TikTok, which has become an effective promotional space through reviews, influencer recommendations, and various creative content that easily goes viral  . One of the local brands that has successfully taken advantage of this phenomenon is Somethinc, with a very high level of popularity and sales in marketplaces including TikTok Shop, not only nationally but also in the city of Bengkulu  . Even so, the high popularity of Somethinc still leaves the question: do consumers like this

product because of its halal label, price, or because it goes viral on social media? And do these three things really affect consumer confidence?

A number of previous studies have shown mixed results. Vika Annisa Qurrata and colleagues stated that halal labels can increase consumer trust and loyalty, but the study has not touched on how digital virality reinforces that influence . The findings of Yunus Handoko, and Ike Kusdyah Rachmawati suggest that appropriate price perceptions can build consumer confidence and encourage purchases, but the study has not focused on consumer behavior on TikTok . Meanwhile, Deny Ardiansyah revealed that viral marketing can influence interest in buying skincare on TikTok, but the study has not made halal labels and prices as factors that shape consumer trust .

From these studies, it is clear that there is still a research gap. There has been no study that simultaneously examines the influence of halal labels and prices on consumer trust by placing product virality as an intermediary, especially in local skincare products sold through TikTok Shop. In fact, in the context of digital marketing, virality can strengthen the effect of halal labels and prices because information, positive reviews, and recommendations quickly spread and affect consumer perception.

This research comes with offering novelty. The research model used combines halal labels and price as independent variables, product virality as a mediating variable, and consumer confidence as dependent variables. This research also focuses on the formation of consumer trust, not just purchase decisions, because trust is the basis for the formation of long-term loyalty. In addition, the choice of TikTok Shop as a research context is an added value because this platform is still relatively new to be studied compared to marketplaces such as Shopee and Tokopedia.

Based on this, the purpose of this study is to analyze the influence of halal labels and prices on consumer trust, and see if the virality of the product can strengthen the relationship between the two in Somethinc Official Skincare consumers at the TikTok Shop in Bengkulu City.

## 2. METHOD

### Research Model Development

This study developed a conceptual model to analyze the influence of halal labels and prices on consumer confidence, with product virality as a mediating variable, in Somethinc Official Skincare consumers at TikTok Shop Bengkulu City. This model is built on the study of marketing theory, consumer behavior, and empirical findings from previous research.

### Halal Labels and Consumer Trust

Halal labels are information on packaging that guarantees the halalness of products in accordance with Islamic law and serves as a signal of trust for Muslim consumers. The existence of halal labels reflects the responsibility of producers for religious aspects and product safety, so that it can increase consumer confidence. A number of studies show that halal labels, including in digital form, have a positive effect on brand image and consumer trust. H1: Halal labels affect consumer confidence.

### Prices and Consumer Confidence

Price is an indicator of the value and quality of products perceived by consumers. A price that is reasonable and in accordance with the benefits of the product can increase trust, while a price that is too high or too low has the potential to lower the perception of quality. Thus, a positive price perception plays an important role in shaping consumer confidence. H2: Prices affect consumer confidence.

## Product Virality and Consumer Trust

Product virality on social media occurs when product information spreads quickly and widely through digital interaction. Viral phenomena on TikTok create social influences that can shape perceptions and increase consumer trust. Previous research has shown that viral marketing has a significant effect on trust and purchase decisions. H3: Product virality affects consumer confidence.

## Halal Labels and Product Virality

Halal labels can strengthen the positive image of the product and increase the appeal of content on social media. Clear and credible halal information has the potential to encourage consumer engagement and accelerate the dissemination of viral product information. H4: Halal labels affect the virality of the product.

## Price and Product Virality

Competitive prices and in accordance with product quality are often a topic of conversation on social media. Good price perception drives positive reviews and digital word of mouth, thereby increasing the virality of the product. H5: Price affects the virality of the product.

## The Role of Product Virality Mediation

Halal labels and prices not only have a direct effect on consumer trust, but are also strengthened through product virality on social media. Virality serves as a mediation mechanism that expands the reach of information and strengthens product reliability signals. H6: Halal labels affect consumer trust through product virality.
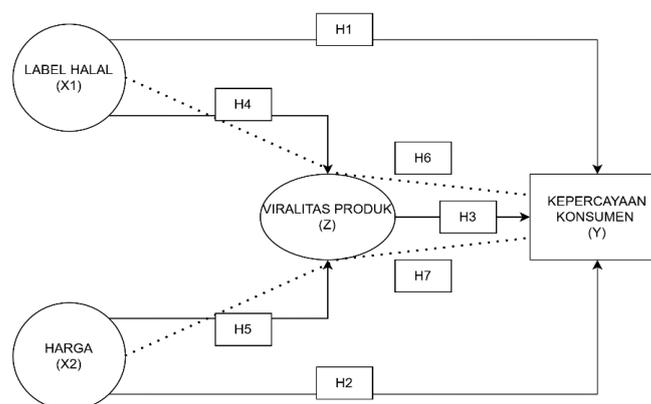


H7: Price affects consumer confidence through product virality.

**Figure 2.1. Frame of Mind**

Table 1. Variable Operationalization

| Variables/ Concepts | Indicator | Scale |
|---|---|---|
| The Halal Label (LH) is a mark given by an authorized institution, such as the Institute for the Assessment of Food, Drugs and Cosmetics of the Indonesian Ulema Council, to guarantee that the product has undergone halal testing in accordance with Islamic law. | 1. Image<br>2. Writing<br>3. Combination of images and writing<br>4. Sticking to the packaging | 1-5 |
| Price (H) can be defined as the amount of money paid for services or value that consumers exchange to benefit from owning or using goods or services. | 1. Price affordability<br>2. Price Fit With Capability<br>3. Price Conformity with Product Quality<br>4. Price Compatibility with Benefits | 1-5 |
| Product Virality (VP) A product or service that is quickly becoming popular among the public, especially through user interaction and various media channels. | 1. Product Knowledge<br>2. Product Description<br>3. Talking about the product<br>4. Influencer Support<br>5. Trend Compatibility | 1-5 |
| Consumer Trust (KK) Consumer trust is the consumer's belief that a particular individual has integrity, trustworthiness, and that a trusted person will fulfill all obligations in conducting transactions as expected. | 1. Reliability<br>2. Honesty<br>3. Concern<br>4. Credibility | 1-5 |

Source: Theory summary, 2025

## Data Collection

This study uses primary data and secondary data. Primary data was obtained through the distribution of a Likert scale questionnaire (1-5) to Somethinc Official Skincare consumers in Bengkulu City who had made purchases through TikTok Shop in the July-December 2025 period. The study population includes all TikTok users in Bengkulu City who meet these criteria.

The sampling technique uses Probability Sampling with the Proportionate Stratified Random Sampling method, considering that the population is spread across nine sub-districts. The number of samples was determined using the Slovin formula with an error rate of 10%, so that 100 respondents were obtained which were distributed proportionally based on BPS data from Bengkulu City.

Secondary data is obtained from scientific journals, reference books, previous research reports, and official data from the Central Statistics Agency (BPS), which is used to strengthen the theoretical and analytical foundations.

## Data Analysis Methods

Data analysis was carried out using the Structural Equation Modeling Partial Least Squares (SEM-PLS) approach with the help of SmartPLS software version 4. This method was chosen because it does not require the normality of data and is able to test direct and indirect relationships in the research model.

Model evaluation is carried out through two stages, namely the measurement model (outer model) and the structural model (inner model). The evaluation of the outer model includes the outer loading (>0.70), Cronbach's Alpha (>0.70), and Composite Reliability (>0.70) tests to ensure the validity and reliability of the construct .

The internal model evaluation was carried out through path coefficient analysis, R-square value ($R^2 > 0.20$), and significance testing using bootstrapping technique with a p-value value < 0.05. Mediation analysis was used to assess the role of product virality in mediating the influence of halal labels and prices on consumer confidence.

## 3. RESULT AND DISCUSSION

### Respondents

This study involved customers who bought Somethinc Skincare from a store on TikTok. This was done using a questionnaire disseminated on Google.form, in which one hundred respondents answered questions related to this research method. The results show that women buy more Somethinc skincare products than men. The people who fill out the questionnaire the most are those between the ages of 17 and 25, and the people who fill out the most in the Selubar sub-district consisting of 23 people.

### Table 2. Respondent Data

| Variable | Quantity | Presses |
|---|---|---|
| *Gender* | | |
| - Women | 97 | 98,0% |
| - Male | 3 | 3,0% |
| *Age* | | |
| - 17-25 years old | 98 | 98,0% |
| - 26-35 years old | 2 | 2,0% |
| *Districts* | | |
| - Wide | 23 | 23,0% |
| - Malay Village | 12 | 12,0% |

| | | |
|---|---|---|
| - Gading Cempaka | 10 | 10,0% |
| | 13 | 13.0% |
| - The Great Queen | 5 | 5,0% |
| - Queen of Samban | 10 | 10,0% |
| - Singaran Pati | | |
| - São Paulo | 6 | 6,0% |
| - Shaved River | 7 | 7,0% |
| - Bangkahulu Estuary | | |
| | 14 | 14,0% |

Source: Data from processed questionnaires, 2025

Table 2 shows the number of respondents who are familiar with Somethinc skincare products. The total sample size was 100 people, and the majority of female respondents were between the ages of 17 and 25.

## Analysis

The results of the outer tests used for validity and reliability testing are presented in table 3.

### Table 3. Outer Model

| Variables/Indicators | *Outer Loading* | Crombah Alpha | Composite Reliability | Conclusion |
|---|---|---|---|---|
| Halal Label (LH) | | 0,953 | 0,953 | Reliable |
| - Image | 0,926 | | | Valid |
| - Writing | 0,952 | | | Valid |
| - Combination of images and writing | 0,930 | | | Valid |
| - Sticking to the packaging | 0,935 | | | Valid |
| Price (H) | | 0,938 | 0,940 | Reliable |
| - Price affordability | 0,904 | | | Valid |
| - Price Fit With Capability | 0,925 | | | Valid |
| - Price Conformity with Product Quality | 0,926 | | | Valid |
| - Price Compatibility With | 0,915 | | | Valid |
| Product Virality (VP) | | 0,946 | 0,948 | Reliable |
| - Product Knowledge | 0,865 | | | Valid |
| - Product Description | 0,927 | | | Valid |
| - Talking about the product | | | | |
| - Influencer Support | | | | |

| | | | | |
|---|---|---|---|---|
| - Trend Compatibility | 0,913 | | | Valid |
| | 0,920 | | | Valid |
| | 0,907 | | | Valid |
| Consumer Trust (KK) | | 0,951 | 0,952 | Reliable |
| - Reliability | 0,905 | | | Valid |
| - Honesty | 0,941 | | | Valid |
| - Concern | 0,949 | | | Valid |
| - Credibility | 0,943 | | | Valid |

Source: Processing Results, 2025

Table 3 shows that all indicators on each variable are valid with an outer loading > 0.7. In addition, each variable can also be trusted because it has met the cut off (Cronbach alpha). Halal label 0.953, price 0.938, product virality 0.946, and consumer confidence 0.951 are all higher than 0.7, while composite reliability Halal label 0.953, price 0.940, product virality 0.948, and consumer confidence 0.952 are higher than 0.8.

Table 4. Model Testing Index

| Endogenous Variable | Cut of Value | Results Analysis | Model evaluation |
|---|---|---|---|
| R2 | | | |
| - Product Virality (VP) | ≥ 0,20 | 0,840 | Fit |
| - Consumer Trust (KK) | ≥ 0,20 | 0,805 | Fit |

Source: Primary Data processed, 2025

Since the endogenous variables Product Virality and Consumer Trust have R-squared values of 0.840 and 0.805, respectively, the model is already acceptable.
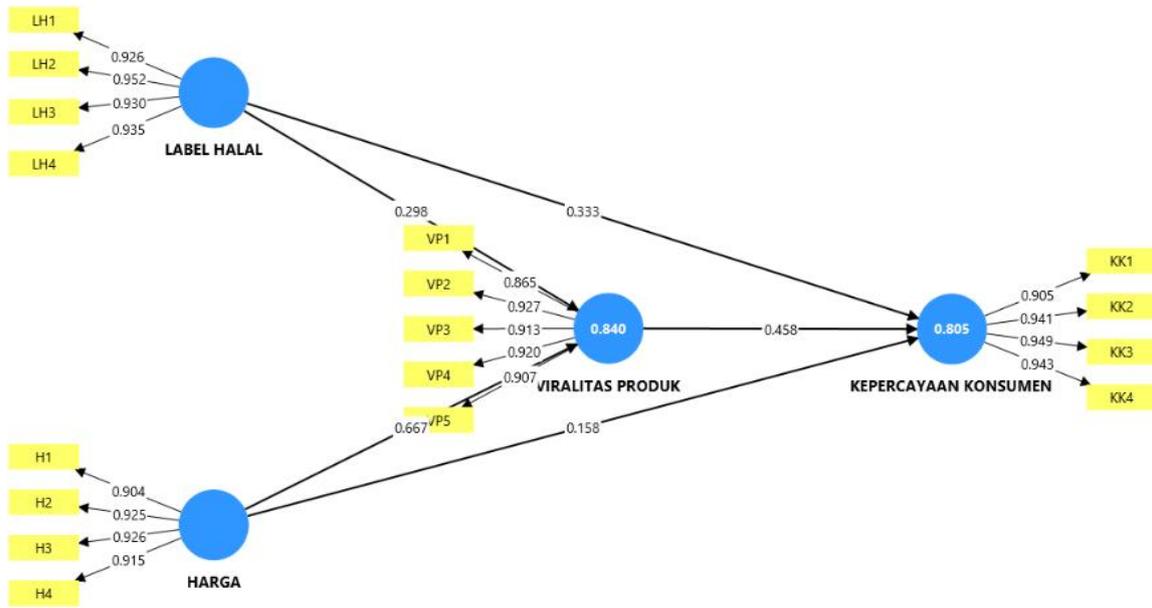
*Source: Research data processed, 2025*



Figure 3.1. Analysis Results

Figure 3.1 shows the contribution of each indicator to form its variables, as well as the estimates from indicator to variable and the relationship between variables. The main indicators are LH1 for Halal Labels, H1 for Price, VP 1 for Product Virality, and KK1 for Consumer Trust.

Table 5. Estimation

| Plot | Type | Std. Estimates | P-Value | Conclusion |
| --- | --- | --- | --- | --- |
| Halal Label (X1) → Consumer Trust (Y) | Live | 0,333 | 0,011 | H1 Accepted |
| Price (X2) → Consumer Confidence (Y) | Live | 0,158 | 0,128 | H2 Rejected |
| Product Virality (Z) → Consumer Trust (Y) | Live | 0,458 | 0,003 | H3 Accepted |
| Halal Label (X1) → Product Virality (Z) | Live | 0,298 | 0,001 | H4 Accepted |
| Price (X2) → Product Virality (Z) | Live | 0,667 | 0,000 | H5 Accepted |
| Halal Label (X1) →Product Virality (Z) →Consumer Trust (Y) | Indirect | 0,137 | 0,073 | H6 Rejected |
| Price (X2) → Product Virality (Z) →Consumer Confidence (Y) | Indirect | 0,306 | 0,001 | H7 Accepted |

*Source: Processed research data, 2025*

Table 5 shows the study has seven research hypotheses. There were five accepted hypotheses (p-value less than 0.05) and two rejected hypotheses (p-value > 0.05). The two hypotheses that were rejected were Price to Consumer Trust and Halal Label to Consumer

Trust mediated by Product Virality. The five hypotheses accepted were Halal Labels on Consumer Trust; Product Virality to Consumer Trust; Halal Label on Product Virality; Price to Product Virality; Price to Consumer Trust mediated by Product Virality.

## The Influence of Halal Labels on Consumer Trust

The results of the study showed that the Halal Label had a significant effect on Consumer Trust with a t-statistical value of 2.551 > 1.96 and a p-value of 0.011 < 0.05. This means that the clearer and more convincing the halal label on Somethinc products, the higher the level of consumer trust, especially Muslim consumers who are sensitive to halal aspects.

These findings are in line with research by Qurrata, Dwiastika, and Puteri which states that halal labels have an important role in increasing consumer trust, especially in the food and direct consumption products business. Although the objects are different (food and skincare), the mechanism remains the same: the halal label provides a sense of security, clarity of the production process, and a guarantee of conformity with the consumer's religious values .

This research also supports the research results of Hamilat Tusyadiah and Indra who found that halal labels have a positive effect on Wardah consumer trust . Likewise, in Mohammad Rafazthody's research, digital halal labels are proven to form trust and loyalty of Generation Z . In other words, halal labels for beauty products are a symbolic factor that strengthens the perception of product quality and integrity.

In the context of Somethinc, these results show that consumer trust is not only built on the quality of skincare, but also on the brand's compliance with halal standards. This trust is increasingly important because consumers are now more selective and tend to look for products that are not only safe but also in accordance with sharia principles.

## The Effect of Price on Consumer Confidence

Research The results of the study show that Price has no significant effect on Consumer Confidence with t-statistics of 1.522 < 1.96 and p-value of 0.128 > 0.05. This finding is quite interesting because in general prices are often considered to have an effect on consumer perception.

When compared to previous research, these findings are not in line with the results of Hermawanto, Handoko, and Rachmawati's research which states that price perception has a positive effect on consumer confidence and purchasing decisions (Mixue case).   This difference can occur because the characteristics of skincare products are different from fast food; In skincare products, consumers prioritize safety, quality of ingredients, and halal labels over price.

Abdul Mufid Rabbani's research  also shows that price has a significant effect on purchasing decisions. However, the context of the respondents is IAIN Kendari lecturers who have different consumption patterns compared to TikTok Shop users who are mostly young.

In this study, Somethinc consumers may already know that Somethinc has a relatively consistent price standard and is considered commensurate with its quality, so price is no longer the main determinant of the formation of trust.

## The Influence of Product Virality on Consumer Trust

The results showed that Product Virality had a significant effect on Consumer Trust with a t-statistical value of 2.993 > 1.96 and a p-value of 0.003 < 0.05. This means that the more viral Somethinc products are on TikTok, the more consumer trust increases.

These findings are in line with the research of Zulfa Fauziyah and Dhany Isnaeni Darmawan who found that viral marketing on Emina products increases trust and purchasing decisions . Likewise, Ardiansyah's research proves that viral marketing strengthens the relationship between content marketing and the buying interest of skincare consumers of Skintific .

In the context of TikTok Shop, virality not only creates "crowds" but also builds social proof, such as consumer reviews, skincare tutorials, and before-afters that are considered more honest than regular ads. Viral content creates the perception that the product is trusted because it is widely used and recommended by the user community.

## The Effect of Halal Labels on Product Virality

Research shows that Halal Labels have a significant effect on Product Virality with a t-statistics value of 3.261 > 1.96. These findings indicate that halal labels not only build a sense of security, but also become an attraction that makes content about Somethinc easier to go viral.

These findings are relevant to Razakthody's research which confirms that digital halal labels have a strong appeal among Gen Z . Halal labels create positive narratives that TikTok content creators can easily pick up, such as "halal skincare that is safe to use" reviews or "Somethinc is halal-certified".

Modern consumers love informative and educational content, so the clarity of halal labels is a trigger for discussions that encourage virality.

## The Influence of Price on Product Virality

The results of the study showed that Price had a significant effect on Product Virality with a t-statistics value of 7.983. This means that competitive prices or certain promos trigger viral content and are widely discussed on TikTok Shop.

This finding is in line with Ardiansyah's research which found that digital marketing strategies involving promo and discount content have a positive effect on viral marketing . This is natural because the TikTok Shop platform is known for its "promo"-based content, "cheap product haul", and "honest reviews at affordable prices".

Attractive prices encourage users to create content that compares prices, create reviews, and share savings shopping tips. This is what makes price a trigger for virality, even though it does not have a direct effect on trust.

## The Effect of Halal Labels on Consumer Trust Through Product Virality

The results of the study showed that Halal Labels did not have a significant effect on Consumer Trust through Product Virality (t-statistics 1.792 < 1.96). This means that although halal labels can increase virality, they are not strong enough to indirectly foster trust.

These findings differ from Resi Marlena's research which states that halal labels and product virality both significantly improve purchasing decisions . This difference occurs because the bound variable in Resi's research is the purchase decision, not trust.

In Somethinc's study, virality is more triggered by promo content or beauty trends, so even though halal labels play a role, the indirect effects remain weak. Consumers build trust in halal labels directly, not through virality

## The Influence of Price on Consumer Confidence Through Product Virality

The results of the study show that Price has a significant effect on Consumer Confidence through Product Virality (t-statistics 3,226 > 1.96). This means that price does not build trust directly, but becomes a powerful factor when appearing in viral content.

These findings support the research of Hermawanto, Handoko, and Rachmawati who stated that price perception can increase trust when it is associated with the perception of quality and consumer experience . In the context of TikTok, virality is a bridge that makes consumers feel more confident because they see many other people who review products at prices that are considered worth it.

These findings are also consistent with Ardiansyah's research which confirms that viral content can function as a medium that strengthens price perceptions and decisions . Consumers are more confident when prices are widely discussed on social media, especially through real reviews.

## 4. KESIMPULAN

The results of the study show that halal labels, prices, and product virality each have a positive and significant effect on consumer trust, so that the clearer the halal label, the more reasonable and in accordance with the quality of the price, and the higher the product virality on TikTok Shop will further increase consumer confidence in making purchases. Meanwhile, halal labels have been proven to have no significant effect on product virality, while prices have been proven to have a significant effect on product virality so that competitive prices encourage the dissemination of product information organically through TikTok Shop user interaction. In addition, the mediation effect showed that product virality was able to mediate the relationship between price and consumer confidence, but was unable to mediate the influence of halal labels on consumer confidence. These findings imply the need for skincare industry players to ensure the inclusion of official halal labels, maintain price transparency, and optimize viral marketing strategies so that consumer trust continues to increase. This study still has limitations in the scope of locations that only focus on the city of Bengkulu and the use of probability sampling techniques that cause the generalization of findings to not fully represent all TikTok consumers in Indonesia, so future research is suggested to expand the observation area, use the probability sampling method, or add other variables such as product quality, brand image, or user reviews to provide understanding which is more comprehensive about the determinants of consumer trust in shopping for skincare products online.

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