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Digital Endorsement Effectiveness, Marketing Capability, and Product Quality as Drivers of Sustainable Skincare Glad 2 Glow Performance

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ABSTRACT

The swift expansion of the skincare sector in the digital age has heightened competitiveness and prompted businesses to implement digital tactics to enhance organizational effectiveness. This study aims to examine the effects of endorser credibility, digital marketing, and digital capability affect organizational performance and how that affects product quality in the Glad 2 Glow skincare sector. This study used a quantitative methodology with an informative concept. Purposive sampling and online surveys were used to gather data from 300 respondents who were familiar with skincare products and digital marketing activities. The acquired data were reviewed using appropriate statistical techniques to evaluate the connections among the variables. The findings indicate that Endorser Credibility has a significant positive effect on Organizational Performance ($\beta = 0.441$; $p < 0.001$). Digital Marketing ($\beta = 0.420$; $p < 0.001$) and Digital Capability ($\beta = 0.434$; $p < 0.001$) also positively influence Organizational Performance. Furthermore, Organizational Performance significantly affects Product Quality ($\beta = 0.791$; $p < 0.001$). The findings suggest that strengthening digital marketing, utilizing endorsers, and enhancing digital capability can improve organizational performance. In the context of Islamic economics, these strategies should also be implemented by emphasizing ethical digital marketing, transparency, honesty (*sidq*), trustworthiness (*amanah*), and support for halal skincare products to create sustainable business performance that aligns with Sharia principles.

1. Introduction

In recent years, the skincare business has experienced significant evolution due to fast-paced innovations in technology and the growing effect of online tools on consumer behaviour (Kotler & Keller, 2021). The worldwide market for beauty and personal care products is estimated to be worth $617 billion in 2023, and is predicted to grow at a composite annual growth rate of 9 percent by way of 2024. Skincare is among the fastest-growing sectors in the world. That trend is predicted

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to continue, with the international beauty market projected to expand to an estimated $677 billion by 2026, led by e-commerce development and increasing use of digital consumer interaction tactics.

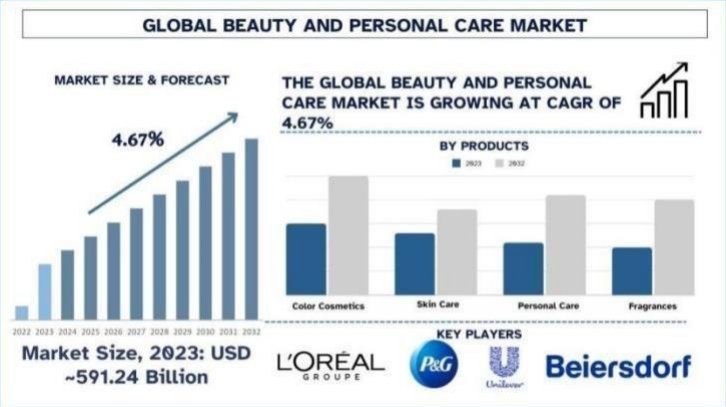


Figure 1. Beauty and Personal Care Market Size & Forecast

Especially among younger generations, the expanding number of smartphones, social media applications, and digital commerce platforms has drastically changed consumer behaviour. These individuals actively seek skincare information through online communities, TikTok, Instagram, and YouTube before making purchasing decisions (Chaffey & Ellis-Chadwick, 2022). This transformation has motivated skincare companies to implement more innovative and technology based marketing strategies in order to enhance organisational performance and competitiveness (Haris, 2023).

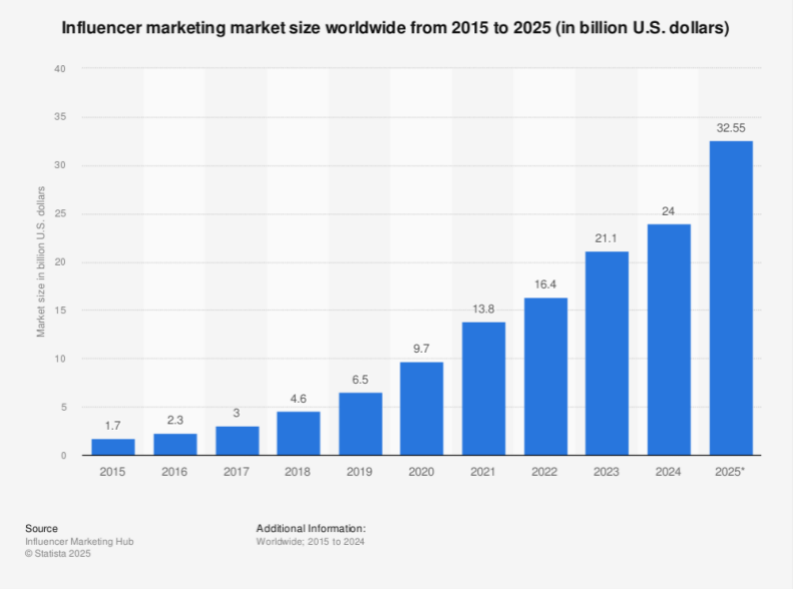


Figure 2. Influencer marketing market size worldwide from 2015 to 2025

Along with the rapid growth of the skincare industry, the halal cosmetics sector has also experienced significant expansion, particularly in countries with large Muslim populations. Muslim consumers increasingly consider halal certification, ethical business practices, and product

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transparency when purchasing skincare products (Widyanto & Sitohang, 2022). Within the perspective of Islamic economics, business performance is expected to achieve not only profitability but also compliance with Sharia principles, including honesty (*sidq*), trust worthiness (*amanah*), fairness (*'adl*), and consumer protection. Therefore, digital marketing and influencer endorsement should be implemented in a manner that supports ethical communication and promotes halal products responsibly.

The utilization of influencer marketing and digital endorsement by celebrities, beauty creators, and social media influencers who possess substantial consumer credibility is currently one of the most prominent strategies in the skincare industry (Dwivedi et al., 2021). Influencer marketing has emerged as a significant global industry, with a market value of approximately USD 21.1 billion in 2024 and expected growth to USD 24 billion in 2025. The data also indicates that approximately 67% of brands increased their influencer marketing budgets considering the fact that every dollar spent on this strategy generates approximately USD 5.78 in return. In the beauty and skincare sector, influencer engagement displayed a significant increase in 2024. Specifically, skincare content experienced a 44% increase in engagement and a 49% increase in video views across social media platforms. These data suggest that consumers are placing a greater emphasis on the trustworthiness of skincare products that are promoted by influencers who are regarded as reliable, experienced, and attractive (Shimp & Andrews, Craig, 2025).

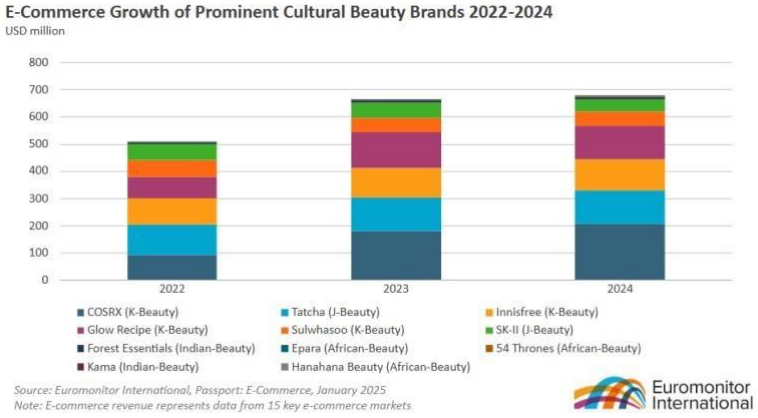


Figure 3. E- Commerce Growth of Prominent Cultural Beauty Brands 2022 - 2024

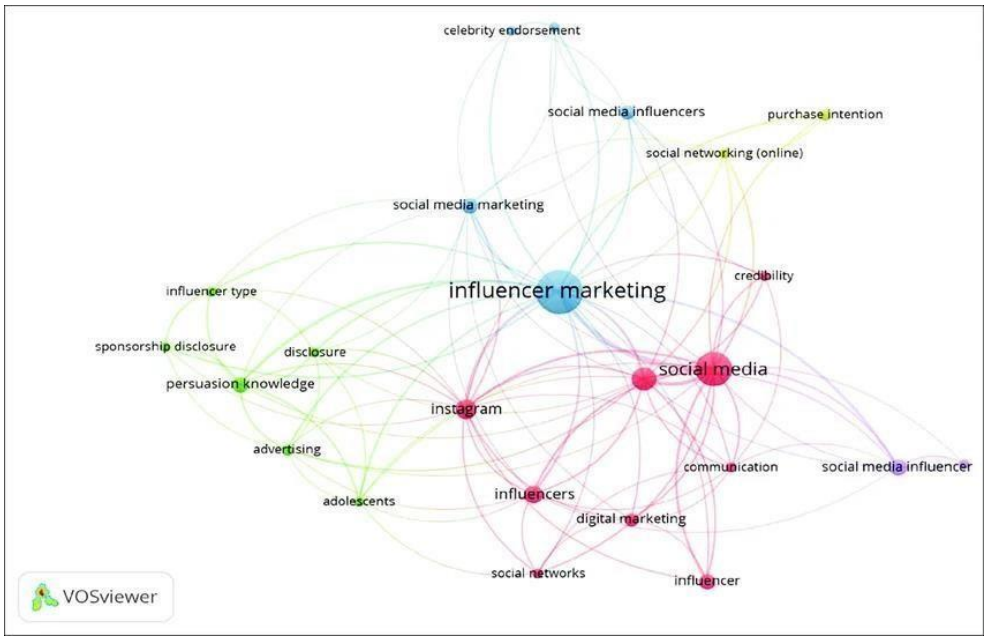
In addition to utilizing influencer endorsement, digital marketing is crucial in strengthening organization-wide performance in the skincare industry (Kayumovich, 2020). Social commerce has revolutionized the way consumers discover and purchase skincare products through integrated digital platforms. Euromonitor International estimates that approximately 22% of overall sales in the beauty product category globally in 2024 were influenced by social media commerce, while 3% of total ecommerce transactions were conducted directly through social media applications such as TikTok Shop and Instagram Shop. TikTok has become one of the most influential platforms in shaping skincare buying habits through short-form videos, livestreaming, and product review content (Rajagukguk et al., 2024). Furthermore, the efficacy of digital campaigns in the

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skincare market was exemplified by the 68% increase in beauty-content video views on Instagram in 2024 compared to previous years.

Another critical factor that influences organisational performance is product quality, as hygiene products are directly linked to physical appearance, safety, and health (Naini et al., 2022). Before making a purchase of skincare products, consumers are becoming more specific about the quality of the packaging, the effectiveness of the product, the safety of the ingredients, and the dermatological factors (Tjiptono & Diana, 2022). Studies further indicate that the United States experienced a rise of over 15% in sales of skincare products in 2024, mostly driven by consumer preference for high-quality and minimalist skincare products. Companies that always maintain the quality of their products can promote customer happiness, loyalty, and positive word of mouth communication which will eventually lead to the rise of organisational performance (Kotler & Keller, 2021).



VOSviewer network visualization The network visualization done using the VOS viewer displays the co-occurrence relationship of the topics studied on influencer marketing. From the graph, it is clear that the most significant topic is "Influencer Marketing" meaning that this is the central theme connecting different topic clusters found within the literature. It is highly significant since it is the largest among all other nodes, showing its freuency in the literature. There are several identifiable clusters. The red cluster mainly focuses on “social media”, “digital marketing”, “influencers” and “communication”. This implies that social media platforms are important channels for influencer marketing operations. This cluster shows a high level of linkage, suggesting that social media functions as a core infrastructure in influencer marketing.

The green cluster consists of words such as “advertising,” “disclosure,” “persuasion knowledge,” and “sponsorship disclosure.” It indicates a research area in e thics, transparency, and knowledge of consumers about sponsored messages by influencers. This reflects increasing

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academic interest in perceptions and regulatory mechanisms related to sponsored content. The yellow cluster consists of "purchase intention" and "social networking (online)," suggesting that consumer behavioral outcomes are a popular research area. However, the purple and blue links to "credibility," "social media influences," and "celebrity endorsement" imply that credibility is an important factor in marke ting.

This indicates that H1 is supported, demonstrating that Endorser Credibility has a significant impact on Organizational Performance (0.000 < 0.05). The estimated value of 0.441 shows that credible endorsers positively impact organizational results in the Glad 2 Glow skincare industry. Consumers are inclined to trust skincare products when they are endorsed by endorsers who are perceived as handsome, competent, and trustworthy. This is in line with the argument of Sokolova & Kefi (2020) and Shimp & Andrews, Craig (2025) that credible endorsers can improve the brand image, enhance customer trust, and facilitate purchase decisions. Endorsement activities through influencers and beauty artists play a significant role in enhancing market exposure and customer trust in skincare goods in the skincare business. From an Islamic business perspective, endorser credibility should also reflect the principles of *amanah* (trustworthiness) and *sidq* (truthfulness), ensuring that promotional messages accurately represent product characteristics and do not mislead consumers. This ethical approach strengthens consumer trust while supporting sustainable business practices (Bukhari & Naeemi, 2025).

Accordingly, H2 is supported, confirming that digital marketing has a statistically significant impact on organizational success (p = 0.000 < 0.05). The estimated value is 0.420, which indicates that digital marketing activity has a positive impact on firm performance. This discovery is consistent with the increased usage of online community platforms such as TikTok, Instagram, and e-commerce applications that have revolutionized consumer buying behavior in the skincare business. Digital marketing approaches allow companies to increase their market scope, establish better customer connections, and improve the effectiveness of their communications to their target audience. As described by Chaffey & Ellis-Chadwick (2022) online promotion helps increase brand awareness and the competitiveness of organizations through integrated online communication tactics. "Companies that actively use digital campaigns and social commerce can improve their operational and financial performance. Ethical digital marketing is also consistent with Islamic economic principles that encourage transparency, fairness, and responsible communication (Darmawati et al., 2023). Marketing activities that provide truthful information regarding product quality and halal compliance can strengthen consumer confidence and long-term organizational performance.

Since the third hypothesis (H3) is accurate, it can be determined that the digital capacity has a vital influence on said company's performance. The results demonstrate statistical significance, as the p-value is 0.000, which is less than the substantive thre shold of 0.05. The estimate of 0.434 shows that a high level of digital capability will bring better results for business organization performance. Digital capability represents the ability of the corporation to adopt and use technology and respond to changes in the market. This result supports the theory of dynamic capacity by Walter (2021). It is evident that organizations possessing adaptive capabilities are more

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sensitive to environmental changes and market competition (PURWANTO et al., 2021). Skin care organizations become more competitive and effective owing to the use of digital technology and online customer engagement strategies.

H4 is supported, indicating that Organizational Performance has a strong effect on Product Quality (0.000 < 0.05). The estimate value of 0.791 reveals the strongest correlation compared to all the variables in this analysis. The findings reveal that better-performing organizations are more likely to produce higher-quality products in terms of efficacy, safety, reliability, and packaging quality. Good organizational performance allows organizations to manage their resources effectively, boost their innovation process, and maintain product consistency. The current findings support previous studies by Naini et al. (2022) and Tjiptono & Diana (2022), which found that organizational effectiveness is highly important for sustaining customer satisfaction and product quality. In the skincare market, consumers are particularly sensitive to product quality because skincare goods are tied to health and physical beauty. Organizations with excellent performance are better equipped to meet customer expectations and build long-term client loyalty. Product quality is closely associated with the Islamic principle of protecting consumers through the provision of products that are safe (*tayyib*), beneficial, and halal. Maintaining these standards contributes not only to customer satisfaction but also to sustainable organizational performance (Isa et al., 2023).

H5 is supported, indicating that Endorser Credibility has a significant positive effect on Product Quality (p = 0.000 < 0.05). The estimated value of 0.387 indicates that higher perceived credibility of endorsers is associated with stronger perceptions of product quality. In the halal skincare industry, credible endorsers can strengthen consumers' confidence in the quality, safety, effectiveness, and reliability of promoted products. When endorsers are perceived as trustworthy, knowledgeable, attractive, and reliable, consumers may have greater confidence in the product information communicated through digital endorsement. From an Islamic perspective, this relationship is also relevant to the principles of amanah and sidq, as credible endorsers are expected to communicate product characteristics truthfully and responsibly. Therefore, credible and Shariah-compliant endorsement can contribute to stronger consumer perceptions of product quality in the halal skincare market.

H6 is supported, confirming that Digital Capability has a significant positive effect on Product Quality (p = 0.000 < 0.05). The estimated value of 0.403 indicates that organizations with stronger digital capabilities tend to achieve better product quality. Digital capability enables organizations to utilize digital technologies, data, and digital platforms to monitor consumer preferences, improve product development, support quality control, and respond more effectively to changes in the market. In the halal skincare industry, digital capability can also support organizations in communicating product information, maintaining transparency, and responding to consumer expectations concerning product safety and halal characteristics. Therefore, stronger digital capability can contribute not only to organizational effectiveness but also to the development and maintenance of higher product quality.

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Further, goodness-of-fit analysis shows that the proposed SEM model satisfies all the necessary statistical requirements. The RMSM value was 0.040, which is less than the threshold of 0.05. The TLI, CFI, and IFI values were above 0.90. Also, the RMSEA score of 0.045 was found to be an adequate model fit. The results show that the study model is appropriate for describing the relationship between Endorser Credibility, Digital Marketing, Digital Capability, Organizational Performance, and Product Quality in the Glad 2 Glow skincare sector.

2. Literature Review

The halal skincare industry has grown alongside the expansion of digital technology and increasing consumer engagement with social media. The development of digital platforms has changed how consumers search for information about skincare products, evaluate product claims, and make purchasing decisions. In the halal skincare market, these changes are particularly important because consumers may consider not only product effectiveness and quality but also halal status, ingredient transparency, product safety, and ethical business practices. Organizational performance is an important measurement that reflects a company's ability to achieve business objectives effectively and efficiently through sales growth, customer satisfaction, profitability, and operational effectiveness (Kotler & Armstrong, 2020). In the halal skincare industry, organizational performance is therefore influenced not only by conventional business and marketing factors but also by consumer trust, product quality, digital marketing effectiveness, and the organization's ability to maintain halal and ethical standards (Hair et al., 2021).

Endorser Credibility has been extensively examined in digital skincare marketing because of its influence on consumers' perceptions of promotional messages (Dwivedi et al., 2021). Endorser credibility refers to the extent to which an endorser is perceived as trustworthy, knowledgeable, attractive, and reliable when delivering promotional information (Ivaney et al., 2022). These characteristics influence consumers' perceptions of the value and credibility of an endorsement (Sokolova & Kefi, 2020). In the halal skincare market, these characteristics become particularly relevant because consumers may rely on endorsers to obtain information regarding product benefits, ingredients, safety, usage, and halal characteristics before making purchasing decisions. An endorser who is perceived as credible can increase consumer confidence in the promoted halal skincare product and contribute to positive brand perceptions and organizational performance (Lee et al., 2022) .

In the context of the halal skincare industry, Endorser Credibility should not be considered solely from a conventional marketing perspective but should also be understood through Islamic business and communication ethics. A Shariah-compliant influencer is expected not only to possess relevant expertise and be perceived as trustworthy, but also to communicate information about halal skincare products honestly, responsibly, and transparently. This ethical dimension is closely related to the Islamic principle of amanah, which emphasizes trustworthiness, responsibility, and the proper fulfillment of a trust. In digital endorsement, amanah requires endorsers to present product characteristics, benefits, ingredients, safety information, and halal status accurately and to avoid misleading, deceptive, or exaggerated claims. Therefore, Endorser Credibility in halal skincare promotion involves not only the ability to persuade consumers but also

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the responsibility to maintain consumer trust through ethical and accountable communication (Bukhari & Naeemi, 2025).

Furthermore, the principles of sidq and qaulan sadidan provide an Islamic communication foundation for truthful and responsible digital endorsement in the halal skincare market. Sidq emphasizes truthfulness and honesty, requiring endorsers to communicate information based on accurate product characteristics and claims. Meanwhile, qaulan sadidan emphasizes communication that is truthful, appropriate, and responsible. In halal skincare promotion, these principles require endorsers to communicate information concerning product benefits, ingredients, safety, and halal status accurately and without creating misleading impressions. Promotional claims that exaggerate product benefits, conceal relevant product information, or inaccurately represent the halal characteristics of a product are inconsistent with Shariah-compliant communication. Thus, a Shariah-compliant influencer should demonstrate credibility not only through expertise, trustworthiness, attractiveness, and reliability, but also through truthful and responsible communication.

Based on this perspective, Endorser Credibility in the halal skincare industry can be understood as a conventional credibility construct that is contextualized by Islamic ethical principles. Trustworthiness, expertise, attractiveness, and reliability remain the core dimensions of Endorser Credibility, while amanah, sidq, and qaulan sadidan provide the Shariah-based ethical foundation for interpreting how these dimensions should be demonstrated in halal skincare endorsement. These Islamic principles are not treated as separate constructs in the research model. Instead, they explain the ethical context within which endorser credibility is expected to operate in the halal skincare market. Consequently, a credible endorser is not merely an individual who possesses persuasive and professional characteristics, but also an individual who fulfills the trust placed by consumers, communicates truthful information, and avoids deceptive or misleading promotional practices.

Digital Marketing is another important factor influencing organizational performance in the halal skincare industry (Kayumovich, 2020). Digital marketing encompasses promotional activities conducted through websites, internet advertising, social media, and e-commerce platforms (Chaffey & Ellis-Chadwick, 2022). In the halal skincare market, digital marketing provides organizations with opportunities to communicate product information directly to consumers through social media content, online advertising, e-commerce platforms, and digital engagement activities. These strategies can increase brand awareness, consumer engagement, market reach, and competitiveness (Ryan, 2021; Kotler & Keller, 2021).

However, digital marketing in the halal skincare industry also requires responsible communication because consumers may use digital platforms to evaluate the halal status, ingredients, safety, and benefits of skincare products. Therefore, effective digital marketing should not only emphasize promotional effectiveness but also provide accurate, transparent, and responsible information regarding halal skincare products. Marketing communication that conceals important product information or creates misleading impressions may reduce consumer trust and conflict with Islamic business ethics. Accordingly, digital marketing practices in the halal skincare

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industry should support both organizational performance and responsible communication with consumers.

Product Quality is another important factor associated with organizational performance in the halal skincare industry (Naini et al., 2022). Product quality refers to a product's ability to meet consumer expectations regarding safety, effectiveness, ingredients, and packaging quality (Tjiptono & Diana, 2022). High-quality skincare products can increase customer satisfaction and loyalty and subsequently contribute to organizational success (Zeithaml et al., 2023). In the halal skincare market, however, product quality has a broader meaning because consumers may require assurance that skincare products are not only effective and safe but also consistent with halal requirements.

Therefore, halal skincare product quality involves the assurance that the product's ingredients, production processes, safety characteristics, and product claims are consistent with applicable halal requirements. Product quality that is supported by reliable halal assurance can strengthen consumer confidence and contribute to positive perceptions of the brand. Maintaining product quality and halal integrity is consequently important for consumer satisfaction, trust, and sustainable organizational performance in the halal skincare industry. From the perspective of Islamic economics, business activities in the halal skincare industry should create beneficial outcomes (maslahah) while avoiding practices that may cause harm or deception, including gharar and tadlis (Naely & Misidawati, 2026). These principles are particularly relevant to halal skincare because consumers depend on accurate information regarding product ingredients, safety, effectiveness, halal status, and promotional claims when making purchasing decisions. Marketing and endorsement communication should therefore be transparent, truthful, responsible, and consistent with Shariah principles.

Within this framework, Endorser Credibility has a direct connection with the Islamic principles of amanah, sidq, and qaulan sadidan. Amanah establishes the responsibility of endorsers to protect the trust placed in them by consumers; sidq requires them to communicate truthful information; and qaulan sadidan provides a foundation for communicating information appropriately, accurately, and responsibly. These principles are particularly important in halal skincare endorsement because consumers may rely on influencers when evaluating product claims and halal characteristics before purchasing skincare products. Therefore, a Shariah-compliant influencer should promote halal and beneficial skincare products while avoiding false, exaggerated, deceptive, or misleading claims.

Overall, the integration of Islamic ethical principles into Endorser Credibility demonstrates that credibility in the halal skincare industry encompasses both conventional persuasive attributes and ethical responsibility. Trustworthiness, expertise, attractiveness, and reliability explain the conventional credibility of an endorser, while amanah, sidq, and qaulan sadidan provide the Shariah-based ethical context within which these characteristics should be demonstrated. Similarly, digital marketing and product quality in the halal skincare industry should be implemented with consideration for transparency, consumer protection, halal assurance, and responsible business conduct. Consequently, the effectiveness of digital endorsement and marketing strategies should

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not be separated from the ethical and Shariah requirements of the halal skincare market, as these elements can strengthen consumer trust and contribute to sustainable organizational performance.

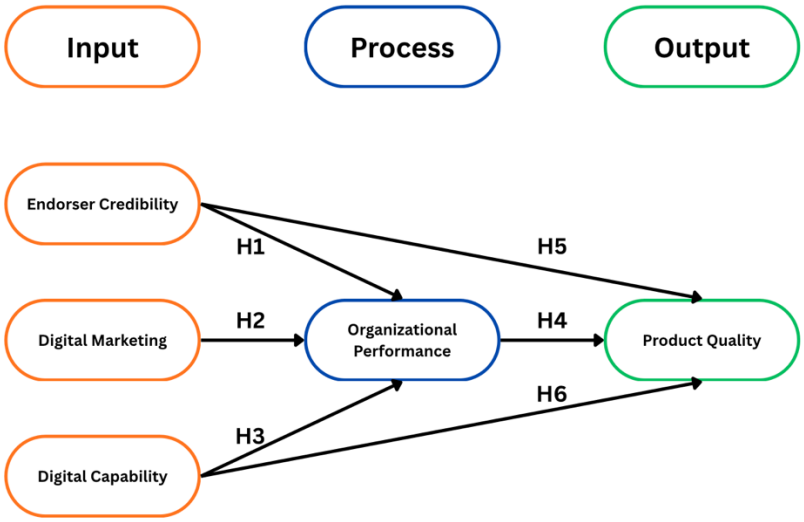


Figure 4. Logic Map

Based on the literature above, the following hypotheses are established:

H1: Endorser Credibility has a positive influence on Organizational Performance.

H2: Digital Marketing has a positive influence on Organizational Performance.

H3: Digital Capability has a positive influence on Organizational Performance.

H4: Organizational Performance has a positive influence on Product Quality.

H5: Endorser Credibility has a positive influence on Product Quality.

H6: Digital Capability has a positive influence on Product Quality.

However, although previous studies have investigated digital marketing, influencer endorsement, digital capability, and product quality in relation to consumer behavior and organizational performance, these variables have often been examined separately. Limited attention has been given to an integrated framework that examines their relationships within the halal skincare industry. The Glad 2 Glow skincare industry has received limited academic attention despite its reliance on digital marketing, influencer endorsement, and rapidly changing consumer preferences. Previous studies have predominantly focused on consumer-related outcomes, such as purchase intention, while relatively limited attention has been given to organizational performance and its relationship with Endorser Credibility, Digital Marketing, and Digital Capability in the halal skincare context. Therefore, this study addresses this gap by developing an integrated model that examines the relationships among Endorser Credibility, Digital Marketing, Digital Capability,

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Organizational Performance, and Product Quality in the Glad 2 Glow halal skincare industry. The model also contextualizes Endorser Credibility through the Islamic principles of amanah, sidq, and qaulan sadidan, there by providing a Shariah-based ethical perspective on digital endorsement without introducing separate Shariah constructs into the research model.

3. Methodology

The topic of this study led to the development of a conceptual model to analyze the causal relationships between Endorser Credibility, Digital Marketing, Digital Capability, Organizational Performance, and Product Quality in the Glad 2 Glow skincare industry. The study employed a quantitative approach with an explanatory and causal-associative research design. This approach was used to examine the causal relationships among the research variables based on established the oretical and empirical findings (Hair et al., 2021). The research focused on consumers in the skincare sector, particularly those familiar with digital platforms used for skincare marketing, promotion, and purchasing activities.

The population of this study consisted of individuals who were familiar with skincare products and skincare endorsement activities on digital platforms, including Instagram, TikTok, and e-commerce applications. The sampling technique employed was purposive sampling. Respondents were selected based on specific criteria, namely individuals who had purchased or were familiar with skincare products through digital platforms and individuals who were familiar with skincare endorsement content and digital skincare marketing activities. Based on Hair et al. (2021), a minimum sample size of approximately 150–200 respondents is considered adequate for obtaining stable and reliable estimates in SEM analysis. Accordingly, this study targeted a minimum of 200 valid respondents.

Data were collected using a cross-sectional survey conducted at a single point in time. An online questionnaire was distributed through Google Forms and social media platforms to reach respondents who met the predetermined criteria. A standardized questionnaire was used to minimize researcher interference during the data collection process and to allow respondents to provide their assessments independently. The questionnaire was designed to measure re spondents' perceptions of Endorser Credibility, Digital Marketing, Digital Capability, Product Quality, and Organizational Pe rformance in the skincare industry.

The research instrument employed a five-point Like art scale ranging from 1 = strongly disagree to 5 = strongly agree. The measurement items for each variable were adapted and modified from previous studies to fit the context of the Glad 2 Glow skincare industry. Endorser Credibility was operationalized through the dimensions of trustworthiness, expertise, attractiveness, and reliability. In the context of halal skincare , these dimensions we reconceptually contextualized within the ethical frame work of a Shariah-compliant influencer. In particular, trustworthine ss and reliability are closely related to the Islamic principle of amanah, which emphasizes trustworthiness, responsibility, and the proper fulfillment of a responsibility entrusted to an individual. The communication dimension of endorser credibility is further contextualized

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through the principles of sidq and qaulan sadidan. Sidq emphasizes truthfulness and honesty, while qaulan sadidan emphasizes truthful, appropriate , and responsible communication. Accordingly, within the halal skincare context, a credible endorser is understood not only as an endorser who is perceived to be trustworthy, knowledgeable , attractive , and reliable , but also as one who communicates product information truthfully, responsibly, and without misleading or exaggerated claims.Digital Marketing was measured through social media marke ting, online adve rtising, content marketing, and consumer engagement. Product Quality was measure d through product efficacy, product safety, packaging quality, and product reliability. Digital Capability was measured based on the organization's ability to adopt digital technologies, utilize digital platforms, and respond effectively to changes in the digital business environment. Organizational Performance was measured through sales growth, customer satisfaction, market competitiveness, and operational efficiency.

In accordance with the Islamic conte xt of the study, the principle s of amanah, sidq, and qaulan sadidan provide the Shariah-base d e thical and the ore tical foundation for inte rpre ting Endorser Credibility in halal skincare promotion. The se principles are not treated as separate constructs or additional variable s in the SEM model; rather, they contextualize how the trustworthiness, reliability, and communication dime nsions of E ndorser Cre dibility should be unde rstood within Shariah-compliant digital e ndorse me nt. This conte xtualization is particularly relevant because consumers may rely on e ndorse rs' information re garding product be ne fits, ingredients, safety, and halal characteristics. Therefore , the operationalization maintains Endorser Credibility as a single research variable while integrating Shariah principle s into its conceptual and contextual interpretation.

4. Results And Discussion

The research used an approach referred to as Structural Equation Modelling (SEM), where by the researcher intended to investigate the relationship between Endorser Credibility, Digital Marketing, Digital Capability, Organizational Performance and Product Quality in the Glad 2 Glow market for skincare products. SEM modelling was carried out, where by aspects such as loading factor, reliability and goodness of fit were evaluated, among other statistical tests. The results from the test indicated that the proposed SEM model had all the required statistical requirements. This model was adequate in explaining the relationship between the variables under consideration in the study. Gender composition of the respondents is given below to provide the gender composition of the sample used in this study. Gender composition is critical, since consumer behavior on skincare products is genderbased.

Table 1. Composition of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	10	3.33

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Fe male	290	96.67
Total	300	100

The The findings suggest that most of the respondents are female who constitute 96.67% of the entire sample while male respondents constitute only 3.33%. This suggests that the consumption of skincare and the engageme nt in digital endorsing activities are mostly controlled by the female consumers. The composition matches the reality of the skincare industry where the main target market is women and they are more engage d on beauty-related digital material. The age range of the re spondents is utilised to find out the dominating age group involved in this inve stigation. Age is a major determinant of digital literacy, social media use and response to online marketing efforts.

Table 2. Age Group Composition of Respondents

Age Group	Fre que ncy	Pe rce ntage (%)
Unde r 18 ye ars old	55	18.33
18–25 ye ars old	125	41.67
26–35 ye ars old	74	24.67
36–45 ye ars old	38	12.67
Ove r 45 ye ars old	8	2.67
Total	300	100

The results suggest that the highest percentage of responders falls between the 18-25 year range , continued by the 26-35 year range . This suggests that the sample is made up of youthful and industrious individuals with high digital activity. These age groups are regarded very relevant in this study as they are more exposed to influencer marketing, social media advertising and digital skincare promotions. The domicile distribution reflects the ge ographical background of the respondents. This information is critical to understand the urban concentration of the sample and its relevance to exposure to digital marke ting.

Table 3. Domicile of Respondents

Domicile	**Fre que ncy**	**Pe rce ntage (%)**
Jakarta	125	41.67
Tange rang	122	40.67
Bandung	12	4.00
Bogor	26	8.67
Surabaya	15	5.00
Total	300	100

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From the statistics provide d, it can be note d that most of the re sponde nts come from Jakarta and Tangerang. What this me ans is that most of the re sponde nts in the sample are coming from citie s where there is e xte nsive access to te chnology and internet marketing ope rations. The distribution of the level of e ducation is inte nde d to show the educational background of the respondents and the effect this has on how the y vie w digital marke ting and its effectiveness.

Table 4. Distribution of Respondents Education Level

Education Background	**Freque ncy**	**Percentage (%)**
High School	98	32.67
Diploma	12	4.00
Bache lor's De gre e	168	56.00
Maste r's De gre e	20	6.67
Doctoral De gre e	2	0.67
Total	300	100

As indicated by the data, respondents are pre dominantly Bachelor's Degree holders, continued by those who have attained a high school qualification. This demonstrates that the sample is comprised of individuals with a high level of education, and that the re sponde nts we reable to competently evaluate digital marke ting strategies, the legitimacy of influencers, and the quality of ite ms in the skincare business. For the purpose of determining the respondents' professional backgrounds, which can have an impact on the ir purchasing behavior and their exposure to digital marke ting activitie s, the occupational composition is utilized.

Table 5. Occupational Characte ristics of Re sponde nts

Occupation	**Fre que ncy**	**Pe rce ntage (%)**
Stude nt	123	41.00
Private Employee	144	48.00
Gove rnme nt E mploye e	9	3.00
E ntre pre ne ur	17	5.67
Othe rs	7	2.33
Total	300	100

According to the statistics, the bulk of the respondents are students and employees of private enterprises. Thus, we may conclude that the sample mostly consists of people active ly engaged in academic and professional activities, and those who often connect with internet platforms. This relevance makes them a good subject for research on the influence of digital marketing, credibility of endorsements and quality of products in the cosmetics business.

Table 6. Loading Factor Results

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Indire ctors of E C				
E C 1	**E C 2**	**E C 3**		
0,797	0.694	0,786		
Indire ctors of DM				
DM 1	**DM 2**	**DM 3**	**DM 4**	**DM 5**
0,731	0,743	0,774	0,767	0,761
Indire ctors of DC				
DC 1	**DC 2**	**DC 3**	**DC 4**	
0,762	0,747	0,795	0,779	
Indire ctors of OP				
OP 1	**OP 2**	**OP 3**	**OP 4**	**OP 5**
0,854	0,806	0,841	0,807	0,769
Indire ctors of PQ				
PQ 1	**PQ 2**	**PQ 3**		
0,675	0,825	0,806		

The loading factor analysis revealed that all indicators had values bigger than the cut-off value of 0.50, which implies that all variables we re legitimate in reflecting the irrespective latent variables. The variable of Endorser Credibility consists of three indicators with loadings ranging between 0.694 and 0.797. The loading value of 0.797 showed that the indicator EC1 had the strongest contribution in me asuring Endorser Credibility. This finding suggests that trustworthine ss and be auty as cre dibility features were viewed by respondents as crucial elements determining the success of digital recommendation in the beauty industry. Digital Marketing exhibits factor loading between 0.731 to 0.774. The DM3 indicator has the highest loading factor value; the refore , this indicator contributes significantly to the me asure ment of the digital marke ting activity. It is found that digital marke ting activities, including online campaigns, social media promotion, and digital engagement efforts, are very essential in influencing organizational and consume r inte raction in the skin care industry.

The validity of the digital capability indicator is also good, with loading factor value s of 0.747 to 0.795. Indicator DC3 shows the strongest loading, with a value of 0.795, indicating that the capability of an organization to adopt to the digital revolution and effectively use the te chnology has been a major determinant of organizational success. Regarding the Organizational Performance variable , the other constructs have the highest loading factor values of 0.769 to 0.854. This indicate s that the me asure me nt indicators in this research represent the operational performance of organizations well.

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Furthermore , the criteria for the validity of the Product Quality variable were satisfied as all of the indicators were above the threshold value of 0.50. Indicator PQ2 had the highest value of factor loading at 0.825, which me ans that the respondents rated efficacy and quality consistency as the dominant criteria for evaluating skincare products. Thus, it is confirmed that all of this parame te rs applied on the analysist mode l is true and appropriate for statistical studies.

Table 7. Reliability Testing Results

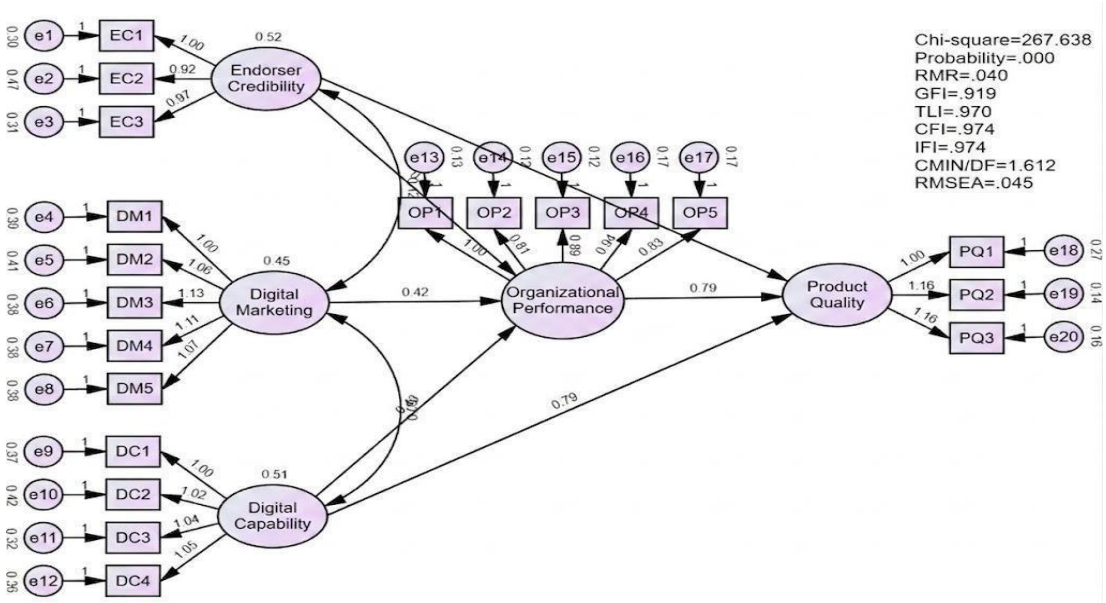
Variable	Total Loading E ror	AVE	c.r	Result
E C	2,889	0,72	0,88	Valid & Re liable
DM	5,368	0,75	0,94	Valid & Re liable
DC	4,110	0,74	0,92	Valid & Re liable
OP	4,474	0,85	0,96	Valid & Re liable
PQ	3,313	0,87	0,95	Valid & Re liable

Te st outcomes on reliability show that the variables meet the minimum reliability criteria. All the AVE scores of e ach construct are greater than 0.50, showing that more than 50% of the variance of e ach construct is associate d with the construct itse lf. Similarly, the construct re liability (CR) value s are gre ate r than 0.70, indicating consiste ncy among the indicators within e ach construct.

The value of AVE for Endorser Credibility is 0.72 and CR is 0.88. This means that the indicators have re liable me asure me nts for the same construct. Similarly, the value s of AVE and CR for Digital Marke ting are 0.75 and 0.94, re spe ctive ly. Digital Capability has AVE value of 0.74 and CR of 0.92, showing re liability. Among the constructs, Organizational Pe rformance has the highe st value of CR at 0.96. This shows the consiste ncy among the indicators of this construct. Product Quality construct has AVE value of 0.87 and CR of 0.95. The re fore , it can be se e n that the me asure me nt tool of the curre nt study is re liable and appropriate for SE M analysis.

Figure 1. Goodne ss of Fit Mode l

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A goodness-of-fittest was established in order to assess the extent to which the hypothesized structure matches the observed data. It turns out that the model shows a great match with respect to the observed data based on the fit indices standards (Purwanto e t al., 2021). First of all, the root mean square standardize d residual (RMSM) equals to 0.040, which is less than the maximum acceptable value of 0.05, meaning that there is a good residual fit. Concerning the incre me ntal fit, all the indice s are statistically significant and show good results; the Tucke r-Le wis Inde x (TLI) = 0.919, the Comparative Fit Inde x (CFI) = 0.970, also this Incre mental Fit Inde x (IFI) = 0.974. All these indices exceed 0.90, meaning excelle nt mode l-data fit.

Parsimonious Fit Indexes' outcomes were also satisfactory. The DF value of 1.612 was less than the maximal allowable value of 2.00, sugge sting that there was an appropriate structure mode l. Furthe rmore , the value of RMSE A is 0.045, which is smaller than 0.08. It implies that the structural model applied in this research is statistically justified and suitable for hypotheses testing.

Table 8. Goodne ss of Fit Re sults

Fit Measure	**Results**	**Re marks**
• RMSM	• 0,040 □ 0,05	
Incre me ntal Fit Me asure	**Result**	
• TLI • CFI • IFI	• 0,919 □ 0,90 • 0,970 □ 0,90 • 0,974 □ 0,90	• Accepted
Parsimonious Fit Me asure	**Result**	
• DF • RMSE A	• 1,612 □ 2,00 • 0,045 □ 0,08	

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Table 9. Hypothesis Testing Results

H	Path	E stimate	S.E	c.r	P	Re marks
H1	Var E C → Var OP	0,441	0,034	13,080	0,000	Acce pte d
H2	Var DM → Var OP	0,420	0,038	11,080	0,000	Acce pte d
H3	Var DC → Var OP	0,434	0,035	12,540	0,000	Acce pte d
H4	Var OP → Var PQ	0,791	0,059	13,462	0,000	Acce pte d
H5	Var E C → Var PQ	0,387	0,042	9,214	0,000	Acce pte d
H6	Var DC → Var PQ	0,403	0,039	10,333	0,000	Acce pte d

Hypothe sis test result indicated that all hypotheses submitted have been accepted since all probabilities were below 0.05. Endorser Credibility has a positive effect on Organizational Performance with the estimation value of 0.441. This means that an endorser who is credible and attractive will definitely improve the performance of organizations in the skincare industry. Digital Marke ting has positively affected Organizational Performance with the estimation value of 0.420. This implement a digital promotions had a positive influe nce on organizational performance . Digital The impact of Digital Capability on Organizational Pe rformance was found to be positive and statistically significant with an e stimate d value of 0.434. From this study, it is clear that organizations having digital capability we re better equipped in te rms of achie ving ope rational performance and compe titive ne ss. The most significant link between variables was that of Organizational Performance and Product Quality with an estimate d value of 0.791. The resultshow that organizational performance has helped a great deal in maintaining product quality.

5. Conclusion

The findings of this study highlight the contribution of Endorser Credibility, Digital Marketing, and Digital Capability to Organizational Performance in the GLAD 2 GLOW halal skincare market. The resultde monstrate that Endorser Credibility, Digital Marketing, and Digital Capability have positive and significant effects on Organizational Performance, indicating that credible endorsement, effective digital marke ting, and strong digital capabilities are important factors in supporting organizational performance . In addition, Organizational Performance was found to have a strong positive effect on Product Quality, indicating that organizations with better performance are better able to maintain product efficacy, safety, reliability, and packaging quality. Endorser Credibility and Digital Capability also have positive effects on Product Quality, demonstrating that credible digital endorsement and effective utilization of digital technologies can contribute to stronger perceptions and maintenance of product quality. From the perspective of Islamic economics, the findings imply that digital marketing and endorsement strategies should be integrated with Shariah-based business values, including honesty, transparency, trustworthiness, and commitment to halal product quality. In particular, the principles of amanah, sidq, and qaulan sadidan provide an ethical foundation for ensuring that endorsers communicate product

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information truthfully, responsibly, and without misleading consumers. These values are particularly relevant in the halal skincare industry, where consumers may rely on digital information regarding product benefits, ingredients, safety, and halal characte ristics. Consequently, this study extends the literature by demonstrating that Endorser Credibility, Digital Marketing, and Digital Capability can contribute to Organizational Performance, while Organizational Performance , Endorser Credibility, and Digital Capability are also associated with Product Quality in the halal skincare industry. The findings suggest that digital business practices should be implemented together with responsible communication, consumer protection, and commitment to halal product quality to support sustainable and ethical organizational development.

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