

BPOM Certification as a Quality Signal: Its Impact on Amifa Skinglow Local Skincare Products

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ABSTRACT

Indonesia's local skincare industry is growing rapidly through digital platforms, yet consumers still face information asymmetry regarding product safety and quality. This study examines the effects of BPOM Certification, Brand Awareness, Perceived Quality, Promotion, and Customer Trust on Purchase Intention toward the local skincare brand Amifa Skinglow. Using an explanatory quantitative design, data from 153 respondents were analyzed via PLS-SEM with SmartPLS 4. Results show an R-Square of 0.770, with all variables positively influencing Purchase Intention. Customer Trust emerged as the strongest predictor ($\beta = 0.571$), followed by Brand Awareness ($\beta = 0.264$), highlighting trust and brand reputation as key drivers over formal certification.

INTRODUCTION

The global beauty industry is experiencing significant growth, driven by increasing public awareness of skin care and lifestyle changes that are more health and appearance oriented (Shim et al., 2024). Skincare products are defined as preparations applied to the external parts of the human body for the purpose of cleansing, perfuming, changing the appearance, or protecting certain areas in good condition (Ferreira et al., 2022). Globally, the cosmetics industry is projected to continue growing at a fast rate, with Indonesia projected to grow at a compound annual growth rate (CAGR) of 7.5% from 2021 to 2027, making it the fastest growing market in Asia and one of the top global markets (Cavalcanti et al., 2026). This growth is reinforced by changes in society's way of life, the increasing use of social media, and the influence of content creators who are shaping new beauty trends among consumer icons (Hassan et al., 2021).

At the national level, Indonesia's local skin care industry is showing rapid development, especially in the micro, small, and medium business segments (MSMEs) which dominate the market (Musnaini et al., 2022). Digital platforms such as Shopee, Tokopedia, and TikTok Shop have become major distribution platforms because they offer ease of access, product variety, and dynamic price competition (Rachman et al., 2024). In a

marketplace environment, consumers cannot inspect products directly, so purchasing decisions rely heavily on information available online, including product illegality, customer reviews, and brand attributes (Sung et al., 2023). This creates information asymmetry between manufacturers and consumers, which in turn increases the role of quality information in shaping consumer trust (Sharma & Klein, 2025). In this context, certification from the Food and Drug Supervisory Agency (BPOM) has a strategic role that goes beyond its mere regulatory function. Based on the TPB theory, BPOM certification can be seen as a quality message sent by manufacturers to consumers to reduce information asymmetry (Kashuri & Yanuar, 2025). When consumers believe that a product has met the safety, quality, and utility standards set by the government, this positive perception strengthens the brand image, encouraging competitive differentiation. Recent data shows that cosmetic regulatory violations, including products without distribution permits, remain a serious problem in the Indonesian market, further emphasizing the importance of BPOM certification as a credible guarantor of quality (Kashuri & Yanuar, 2025).

Amifa Skinglow is a local Indonesian skincare brand that has received BPOM certification and halal certification, making it a relevant research object in this study. As a local brand operating in an increasingly competitive market, Amifa Skinglow faces challenges in building brand awareness, creating positive perceived quality in the minds of consumers, and implementing effective promotional strategies and encouraging purchase intention (Jurnal et al., 2024). BPOM certification makes Amifa Skinglow a true representation of the local skincare brand which strives to meet the standards of safety, quality and halalness which are the main considerations of Indonesian consumers.

Based on the above phenomenon, this research aims to analyze the influence of BPOM certification as a quality signal on consumer purchase intentions for local Amifa Skinglow Skincare products, by considering variables that play an important role in the consumer decision-making process, namely: brand awareness, BPOM certification, perceived quality, promotion, Customer Trust, and Purchase Intention which are based on management theory. It is hoped that this study can provide theoretical and practical contributions to the development of Indonesia's local skincare industry.

RESEARCH METHOD

This research uses an quantitative approach with a type of causal research or explanatory research (Sugiyono, 2020). The quantitative approach was chosen because this research aims to measure, test, and explain the causal relationships between variables empirically through testing hypotheses that are structured and can be generalized (Berlianti et al., 2024).

The causality design was chosen because this research does not only aim to describe the phenomenon, but rather explicitly tests the influence of the independent variables (BPOM Certification, Brand Awareness, Halal Certification, Perceived Quality, and Promotion) on the dependent variables (Purchase Intention), (Customer Trust) (Arlan &

Hayadi, 2025). This iDesign is in line with the theoretical framework used, namely iSignaling iTheory, iBrand iEquity iTheory, and iTheory iof iPlanned iBehavior i(Al-Adwan et al., 2022).

The survey approach is used as a data collection strategy, where an structured questionnaire instrument is distributed to respondents who are consumers or potential consumers of local skincare products, Amifa, Skinglow, digital marketplace (Monica et al., 2023).

Samples and Techniques Sample Collection

In this research, the sample determination technique was carried out using the iGPower software with a multiple regression analysis approach because the research tested the influence of several independent variables on one independent variable, namely purchase intention. iThe calculation is carried out using i(alpha) significance level of i0.05, i(power) test strength level of i0.8 and ieffect size value of i0.2 which is included in the medium i(medium ieffect size) category. Based on the results of calculations using iGPower, we obtained a minimum number of 153 samples that must be used so that the research can optimally detect the influence of the variables.

The use of iGPower in this research is considered irrelevant because it is able to provide a statistical basis that is stronger than the subjective determination of samples. In addition, this method is also often used in research using SEM or PLS-SEM analysis because it considers the relationships between variables in the research model. Thus, the number of respondents used is expected to represent the population and produce valid and reliable research findings.

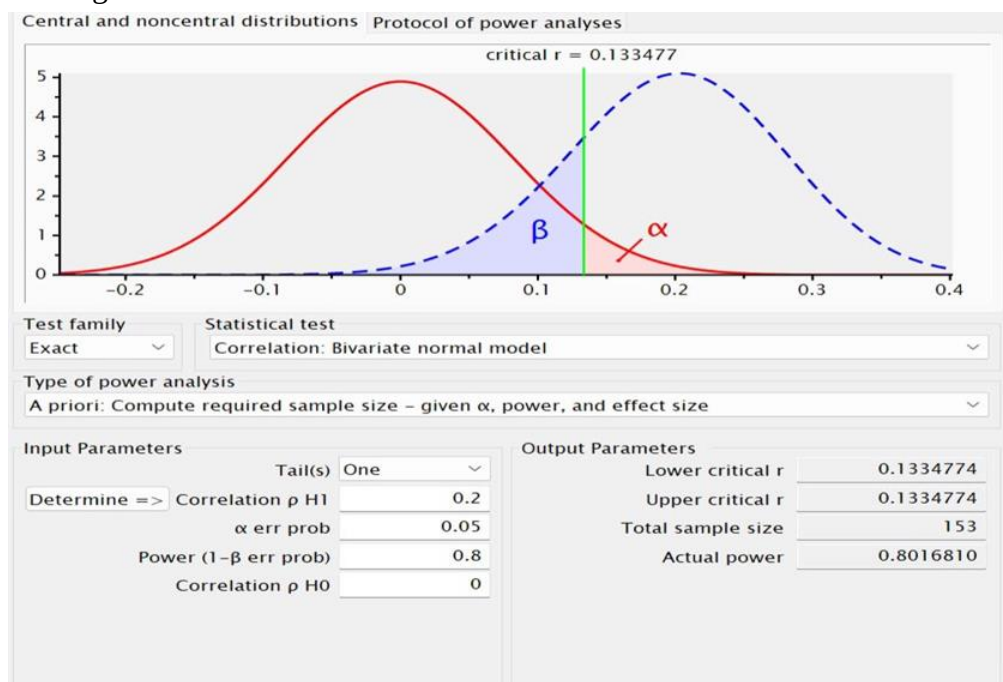


Figure 1. GPower Results

Data Collection Techniques

Data collection in this research was carried out through a survey using a structured questionnaire which was distributed online via Google iForm. The questionnaire was sent to respondents who met the purposive sampling criteria via various digital platforms, including social media and user community forums in Indonesia. This method was chosen because of its efficiency in reaching a widely spread population and in accordance with the characteristics of active consumers in the digital marketplace.

Research Instruments

The research instrument used is a questionnaire with a Likert scale of 5 points, in which respondents are asked to express their level of agreement with each statement submitted. iThe measurement scale used is as follows:

Table 1. Likert Measurement Scale

Score	Information
5	Strongly (SS)
4	Agree (S)
3	Neutral/Doubtful (CS)
2	Disagree (TS)
1	Strongly Disagree Agree (STS)

The questionnaire consists of two main parts. iThe first section contains information about the respondent's identity (name, gender, age, income, education). The second part contains statements to measure the six research variables, with a total of 30 statement items.

Validity Test

The validity test is carried out to measure the extent to which the research instrument is able to measure what it is supposed to measure (Gede Subhaktiyasa, 2024). iIn this research, the validity test was carried out using two approaches, namely:

Content Validity (Content Validity): This is done by asking for an assessment from an expert in the field of marketing and consumer behavior to assess the suitability of each item of the statement with the construct being measured.

Construct Validity (Construct Validity): iTested through iconfirmatory ifactor ianalysis approach in iSmartPLS i4 iby evaluating iouter iloading values, iAverage iVariance iExtracted i(AVE), and idiscriminant ivalidity. An indicator is declared valid if it has an outer loading value of ≥ 0.70 and an AVE value of ≥ 0.50 (Mohd Dzin & Lay, 2021).

Table 2. Evaluation Criteria for the Measurement Model (Outer Model)

No.	Parameter	Value	Information
1	Outer Loading	≥ 0.70	Valid if ≥ 0.70 ; loading 0.40–0.69 considered
2	AVE (Average Variance Extracted)	≥ 0.50	Validity convergent is fulfilled
3	Cronbach's	≥ 0.70	Reliability internal consistency
4	Composite Reliability (CR)	≥ 0.70	The reliability construct is fulfilled
5	HTML Ratio	< 0.8	The validity the discriminant is fulfilled
6	Fornell-Larcker Criterion	$\sqrt{\text{AVE}} > \text{Correlation}$	Root AVE > correlation with other construct

Reliability Test

Reliability testing is used to measure the consistency of a measurement instrument in producing the same data when used repeatedly under the same conditions (Janna & Herianto, 2021). In this study, reliability was tested using two criteria:

1. Cronbach's Alpha: A Cronbach's Alpha value ≥ 0.70 indicates acceptable reliability.
2. Composite Reliability (CR): A Composite Reliability value ≥ 0.70 indicates that the construct has good internal consistency.

Validity and Reliability Testing with SmartPLS 4

This study used iSmartPLS 4 as the primary software to evaluate the measurement model (outer model) and the structural model (inner model) using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The evaluation of the measurement model in PLS-SEM includes testing convergent validity, discriminant validity, and construct reliability.

RESULTS AND DISCUSSION

The characteristics of research respondents are shown in Table 1. Based on age, the majority of respondents in the 18-25 year age range is 46%, followed by the 26-35 year age group at 32%, and those aged 36-45 years at 22%. In terms of educational level, the majority of respondents were upper secondary school graduates (52%), followed by undergraduate graduates (38%), and postgraduate graduates (10%). Meanwhile, based on employment or source of income, respondents with student status dominated the research sample at 41%, followed by employees at 36% and entrepreneurs at 23%. The total number of respondents in this research was 153 people. These findings show that the majority of respondents are of productive age group with a relatively good level of education, so they have adequate knowledge and experience in evaluating and using skin care products. This condition reflects the increasing awareness of society, especially the younger generation, regarding the importance of self-care and the selection of safe and high-quality products.

Table 3. Respondent Characteristics (n = 153)

Characteristics	Category	Percentage
Age	18–25 old	46%
	26–35 old	32%
	36–45 old	22%
Education	High School/Vocational School	52%
	Degree (S1)	38%
	Postgraduate (S2/S3)	10%
Occupation/Source Income	Student	41%
	Employee	36%
	Businessman	23%

Based on the characteristics of the respondents, the majority of respondents are in the age group of 18–25 years, have a high school education level, and are students. This shows that the research sample is dominated by the younger generation who are at a productive age and have a fairly good level of understanding of product information. The dominance of this group indicates that respondents have a high interest in skin care products and tend to be active in seeking information before making a purchase. Therefore, the characteristics of the respondents in this study are considered irrelevant and unable to provide a representative picture of consumer behavior in evaluating and making purchasing decisions for skincare products.

Table 4. Results of Convergent Validity and Reliability

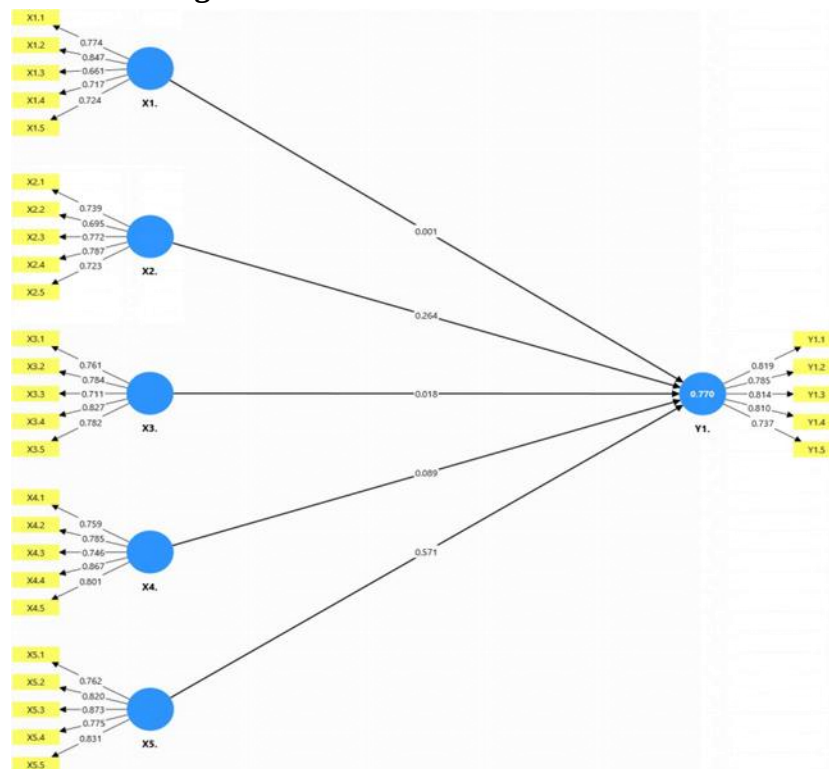
Variables	Range Loading Indicator	Composite Reliability (rho_c)	Information
X1	0.661–0.847	0.863	Valid and reliable
X2	0.695–0.787	0.861	Valid and reliable
X3	0.711–0.827	0.882	Valid and reliable
X4	0.746–0.867	0.895	Valid and reliable
X5	0.762–0.873	0.908	Valid and reliable
Y1	0.737–0.819	0.895	Valid and reliable

Based on the results of the external model testing in Table 2, all indicators have a factor loading value above 0.60, with most indicators even above 0.70, so it can be said to meet the convergent validity signal. The Composite Reliability (rho_c) value of all variables is in the range of 0.861 to 0.908, which is far above the threshold of 0.70, so all constructs in this research model are declared unreliable and consistent in measuring their dependent variables.

Table 5. Structural Model Results (R-Square)

Endogenous Variable	R-Square	Information
Y1	0.770	Strong

The R-Square value of 0.770 indicates that variables X1, X2, X3, X4, and X5 collectively explain 77.0% of variable Y1, while the remaining 23.0% is explained by variables outside the research model. Thus, this research model has strong predictive power.

Figure 2. PLS-SEM Structural Model

Source: Author's data processing using SmartPLS (2024).

The results of the iSmartPLS analysis show that the research model has a fairly strong ability to explain independent variables, which is indicated by the iR-Square value of 0.770. This means that 77.0% of the variation in the Y1 variable can be explained by the variables X1, X2, X3, X4, and X5, while the remaining 23.0% is influenced by other factors outside the research model. In addition, all constructs have met the criteria of convergent validity and irreliability, so the research model is considered suitable for use in testing the relationship between variables. Based on the results of the structural path test, variable X5 has the greatest influence on Y1 with a coefficient value of 0.571, followed by variable X2 with a coefficient value of 0.264. This finding indicates that X5 and X2 are the main factors that influence Y1. Meanwhile, variable X4 has a positive but relatively low influence with a coefficient value of 0.089, while X3 shows a very small positive influence with a coefficient value of 0.018, and X1 shows an influence that is almost zero with a coefficient value of 0.001. These results

indicate that not all variables have the same contribution in explaining changes in Y1. Overall, the results of the study show that the model built is able to explain the phenomenon studied well, with X5 and X2 as the variables that provide the largest contribution to the increase in Y1, while X1, X3, and X4 show a positive influence but with relatively weak strength so that further confirmation is needed through bootstrapping results (t-statistic and p-value) to determine the statistical significance of their influence.

CONCLUSION AND SUGGESTION

This study proves that BPOM Certification, Brand Awareness, Perceived Quality, Promotion, and Customer Trust have a positive effect on Purchase Intention for local skincare products, with an R-Square of 0.770. Customer Trust is the most dominant variable ($\beta = 0.571$), followed by Brand Awareness ($\beta = 0.264$), indicating that trust and brand recognition are the main factors driving purchase intention, while Promotion, Perceived Quality, and BPOM Certification have a smaller effect. These findings reinforce Signaling Theory, which posits that product illegality, brand reputation, and consumer trust increase purchase intention, and confirm that local skincare consumer decisions are more influenced by trust and brand awareness than by technical quality alone. Practically, local skincare entrepreneurs are advised to prioritize strategies to increase Customer Trust through consistent product quality, information transparency, and BPOM certification, as well as strengthening Brand Awareness through continuous promotion on social media and collaboration with influencers. It is recommended that further research add other variables such as price, brand image, e-WOM, or perceived risk, expand the scope of respondents, and conduct bootstrapping tests to confirm the statistical significance of each variable.

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