



Factors Influencing Customers' Purchase Decision Making On Halal Cosmetic Product

Ovalia^{1*}, Puspita Febrianti²,

^{1,2}, Faculty of Economics and Business, Perbanas Institute Jakarta, Indonesia
Corresponding Author Email: ^{1*} ovalia@perbanas.id

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ABSTRACT

Purpose – This study aims to investigate factors which influence customers' purchasing decisions on halal cosmetic product, called Wardah. **Methodology/approach** – Quantitative Approach is adopted in this study. A survey was conducted with 100 respondents to grasp the respondents' perceptions and attitude on factors that influence them to make purchase decision on halal cosmetic product (Wardah). Purposive sampling technique is employed to determine the sample of respondents. For data analysis, we conducted multiple linear regression, with SPSS. **Findings** – As a result, this study indicates that factors influencing the customers' purchasing decision making on halal cosmetic (Wardah) are the variables of product quality, price and brand image. Those variables have positive and significant influence to the customers' purchasing decision. **Novelty/value** – this study reveals motivating factors on customers purchasing decision making on halal cosmetics in Indonesia.

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INTRODUCTION

The market for halal cosmetics has grown to be lucrative (Suryani, 2022). Indonesia is on the second ranked among the top five Muslim consumer cosmetic markets, according to the 2022 State of Global Islamic Economy Report (DinarStandard, 2022), confirming the market potential for cosmetic producers and promising commercial opportunities in Indonesia. Additionally, since the majority of Indonesians are Muslims, halal items are a requirement that cannot be separated from day-to-day living in Indonesia. The holy Quran's surah Al-Baqarah contains the following verse, which states that Muslims must consume halal and tayyib products: 168. The idea of halal has expanded beyond food to a number of other product categories, including cosmetics (Ngh et al., 2019). Wardah Cosmetics has owned halal certification since 1999. It was obtained from the Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI). Wardah cosmetics become the pioneer of halal cosmetics in Indonesia. Having halal certification brings some benefits to Wardah cosmetics, including increasing customer confidence in the product, ensuring the customers feel secured because halal-certified goods are ensured to be safe and halal. Therefore, it might drive the customers to shift from non-halal to halal products (Wisudanto *et al.*, 2023).

Besides having halal certification, Wardah cosmetics has adopted some marketing strategy to attract its customers, such as conducting advertisements in various media, ranging from Television, Billboards, Radio, social media such as Instagram and Youtube. The popularity of Wardah cosmetic products among consumers can be seen from the total sales in the 3 (three) largest E-Commerce in Indonesia in 2020. The following is the sales data of cosmetic products from the 3 largest E-Commerce in Indonesia in 2020:

Table 1. Total sales of 3 (three) E-Commerce in Indonesia in 2020

Brand	Shopee (pcs)	Tokopedia (pcs)	Bukalapak (pcs)	Total Sales (Pcs)
Wardah	6.000.000	614.000	83.000	7.370.000
Nature Republic	5.300.000	470.000	36.00	5.800.000
Innisfree	3.500.000	160.000	4.000	3.600.000
Emina	3.200.000	79.000	4.000	3.270.000
Purbasari	1.900.000	201.000	15.000	2.100.000
Viva	1.500.000	154.000	11.000	1.650.000
Laneige	1.400.000	156.000	10.000	1.550.000
Trulum	64.000	1.400.000	4.000	1.460.000
Garnier	1.200.000	50.000	15.000	1.200.000
Make Over	965.000	90.000	7.000	1.060.000

Source: www.digimind.id (2020).

Based on Table 1 above, it is shown that the cosmetic industry is potential to grow in Indonesia. From the 3 largest E-Commerce in Indonesia, namely Shopee, Tokopedia and Bukalapak, it is stated that Wardah's cosmetic products have the highest total sales, namely 6,000,000 pcs at Shopee, 614,000 pcs at Tokopedia and 83,000 pcs at Bukalapak, so that the total sales of Wardah products in three E-Commerce in 2020 are 7,370,000 pcs. As for other products, namely Nature Republic, Innisfree, Emina, Purbasari, Viva, Laneige, Trulum, Garnier, and Make Over, total sales in three E-Commerce are much lower than the total sales of Wardah. This phenomenon grasps our attention to investigate motivating factors that influence customers' purchasing decision making on this halal cosmetics, Wardah. We would like to highlight the factors of quality product, price and brand image.

Previous research on the influence of product quality, price and brand image to customers' purchasing decisions on cosmetic product has also been conducted by Anggraeni & Bintarti, 2019 which suggests that product quality does not have a significant effect on Emina's cosmetic product purchase decisions, but brand image and price have a significant effect on Wardah's cosmetic product purchase decisions. While brand image has a significant effect on purchasing decisions. Price also has a significant influence on purchasing decisions because the indicators of price, such as affordability, price suitability, price competitiveness, price suitability with benefits have been very well applied by Emina. In addition, research (Pratiwi & Ridwan, 2020) suggests that price does not significantly influence purchasing decisions on Sariayu cosmetic products in Bogor. Meanwhile, product quality and brand image have a positive and significant influence on purchasing decisions on Sariayu cosmetic products in Bogor. For brand image indicators are friendly, modern, popular and useful show that brand image has a significant influence on the purchase decision of Sariayu cosmetic products in Bogor. Based on the explanations above, we conclude that previous research did not investigate the halal cosmetics while this research focuses on halal cosmetic product. This shows the research gap that we could fill in. Therefore, the objective of this study is to investigate factors that influence customers' purchase decision making on halal cosmetic products, Wardah. We assume that product quality, price, and brand image influence the customers' decision making. Below is the research model, that we propose.

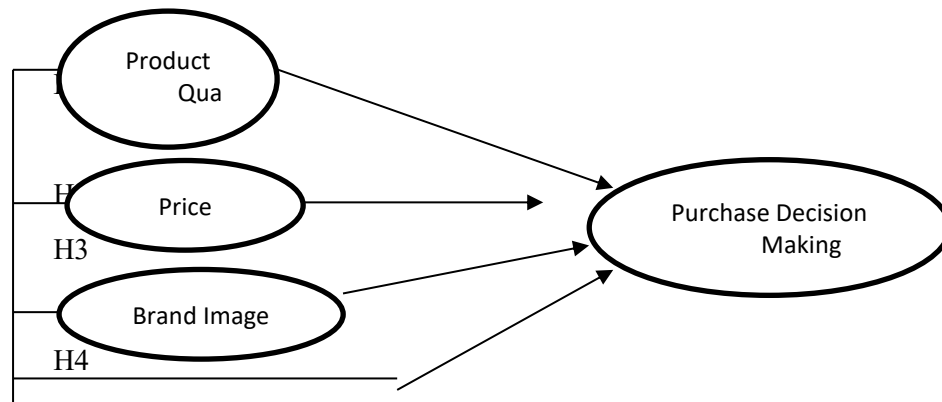


Figure 1. Research Model
Source: Authors

Additionally, the outline of this paper includes the review of literature and hypothesis development, followed with method and finding. The conclusion and limitation of the study will conclude this paper.

LITERATURE REVIEW AND HYPTOTHESIS DEVELOPMENT

Halal Cosmetic Products

According to Handriana et al. (2020); Mohd Suki and Abang Salleh (2018); images of halal products or customer perceptions of halal products are used to compel consumers to purchase such goods. Consumer views include both the quality and safety of the products as well as the image and impression of halal cosmetics. Cosmetics that have received a halal certification should show their halal marks on the product packaging (Ministry of National Development Planning, 2019). Previous research has revealed that the halal image is essential in increasing consumption (Muflih and Juliana, 2021). The halal brand image was also found in research by Handriana et al. (2020) on halal cosmetics. That study argued that the halal image has a positive relationship with purchase decisions on halal products, whether it has a direct or indirect relationship.

Product Quality

Product quality, as defined by Tjiptono (2013) in Afina & Hastuti, (2018), is the attempt to fulfill or exceed customer expectations in terms of products, services, people, processes, and the environment. Quality is a dynamic concept; what is considered high quality today can be viewed as low quality in the future. The corporation should consider the aspects it sells to rivals, one of which is by continuing to raise the caliber of its products, if it wants to keep its market advantage. According to Sitorus et al. (2019), product quality comprises eight dimensions. They are the primary operating characteristic of the primary product purchased is performance; Reliability, which has a lower risk of harm or failure; The degree to which design and operating characteristics adhere to specified criteria is known as conformance to specifications; Durability is a factor in the longevity of a product.; Serviceability includes responsiveness, efficiency, comfort, comfort level, and ease of repair as well as effective complaint handling; Esthetics, specifically the appeal of a product to the five senses; Perceived Quality refers to a product's name, reputation, and the company's obligation to uphold such qualities. This leads to the conclusion that a product's quality refers to its capacity to perform its intended functions, including those related to longevity, dependability, simplicity of use, accuracy, and repair, among other crucial attributes. Additionally, buyers will frequently go for goods with the highest levels of performance, quality, and innovation. Previous research conducted by Hartono & Sulistyowati (2021) shows that product quality has a positive and significant influence on purchasing decisions. Furthermore, another study by Amilia & Asmara (2017) also found that product quality has a positive and significant influence on purchasing decisions. Hence, we propose the first hypothesis is as follows: *H1: Product Quality has a positive influence on customers' purchasing decisions making on halal cosmetics, Wardah.*

Price



Price is the amount of something of worth in general that must be given up in order to obtain a good (Handayani & Daspar, 2015). Consequently, a person's level of happiness with the thing he purchases is reflected in the product's price (Gito, 2014). A person will pay a premium price for a product if it meets his expectations. On the other hand, if a person is not satisfied with a product, he will not be willing to pay a high price for it. In contrast to the past, when buyers and sellers negotiated the price, there was an agreement on a specific price. According to Kotler and Armstrong in (Setiadi, 2020) explained that there are four measures that characterize price, namely affordability, price suitability with product quality, price suitability with benefits, and price in accordance with price ability or competitiveness. The four price measures are affordability price, price conformity with product quality, suitability of price with benefits, and prices according to ability or price competitiveness. Affordability price is where consumers can reach the price set by the company. Products usually have several types in one brand, the price also differs from the cheapest to the most expensive. With the price set, many consumers buy products. While price conformity with product quality.

Price is often used as an indicator of quality for consumers, people often choose a higher price between two goods because they see a difference in quality. If the price is higher, people tend to think that the quality is also better. For suitability of price with benefits is where consumers decide to buy a product if the perceived benefits are higher, or the same as that which has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will assume that the product is expensive and consumers will think twice about making repeat purchases. In addition, prices according to ability or price competitiveness shows that consumers often compare the price of a product with other products. In this case the high cost of a product is highly considered by consumers when going to buy the product. From the explanation above, it can be concluded that the price is a sum of sacrificial money or in other forms used as compensation for the purchase of products or services. Price becomes more important because it will be a benchmark for consumers to buy products. For consumers, it's a cost of something. For sellers, price is revenue and the main source of profit. In addition, Nadiya & Wahyuningsih, (2020) found that price has a positive influence on Purchasing Decisions. Furthermore, Dzulkharnain, (2019) found that price has a positive influence on purchasing decisions. Therefore, the second hypothesis, we propose: *H2: Price has a positive influence on customers' purchasing decisions making on halal cosmetics, Wardah.*

Brand Image

Brand image, according to Kotler and Keller (2017: 388) in (Irfa'i & Setyawati, 2021), is how customers perceive a business or its goods. It refers to what customers believe, understand, and feel about a business or the product the business produces. When there are products with similar brands, the company's brand is typically the one that consumers remember or use when speaking about those things. Furthermore, Firmansyah (2019: 5) stated that "brand image can be defined as a perception that consumers have when recalling a brand of a specific product." While brand image is a description of customer associations and beliefs about a specific brand, according to Tjiptono (2011: 49). Brand image can be referred to as a memory scheme within a brand that incorporates customer interpretations of traits of marketers or the creator of the product or brand, as well as attributes, advantages, purposes, situations, and users. Brand image has several indicators that characterize the brand image. According to Rangkuti (2015) in (Sriwahyuni, 2018) brand image indicators include: first, recognition the level of recognition of a brand by consumers, if a brand is not known then products with the brand must be sold by relying on the cheapest prices such as logo recognition, taglines, product designs and other things as the identity of the brand. Second, reputation is a level of reputation or status that is high enough for a brand because it has a better track record. It will cause attraction for consumers and these consumers will become loyal consumers of the brand. Considering the definitions above, it can be said that brand image is a perception that people have when they think of a certain product's brand. Because it serves to distinguish the company's products from those of competitors by the use of names, words, designs, symbols, and other elements, the brand becomes a crucial component of marketing success.

The brand should be developed by the business to leave a favorable impression on customers. Customers that have a positive experience will gradually become devoted and ready to repurchase the product in the future. Moreover, Ngaisah & Hanafi, (2019) found that brand image has a significant influence on purchasing decisions. Furthermore, previous research conducted by Hendro & Hidayat, (2018) showed that brand image has a positive and significant influence on purchasing decisions. Therefore, the third hypothesis is formulated as follows: *H₃: Brand Image has a positive influence on customers' purchasing decisions making on halal cosmetics, Wardah.*

Additionally, Hendro & Hidayat (2018) found that product quality, price and brand image simultaneously positively influence purchasing decisions. Furthermore, a research conducted by Dzulkharnain (2019) revealed price perception, brand image and product quality have a positive and significant influence on purchase decisions. Therefore, we formulate the fourth hypothesis, as follow: *H₄: Product Quality, Price and Brand Image positively influence on customers' purchasing decisions on halal cosmetics, Wardah, simultaneously.*

METHOD

This study adopts quantitative approach with associative method. Associative method according to Sugiyono (2018: 63) is: a research question that asks the relationship between two or more variables. There are three independent variables and one dependent variable in this study. Those three variables are Product Quality (X1), Price (X2) and Brand Image (X3), while the dependent variable is Purchase Decision (Y). For the population, we took the customers of halal cosmetic products, Wardah, in Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek). For the sampling, we adopted purposive sampling technique and employed 100 customers of Wardah Cosmetic products in Jabodetabek. As stated by (Sugiyono, 2016:86) that "The feasible size of the sample in the research ranged from 30 to 500". In order to grasp the respondents' perceptions and attitude towards halal cosmetic products, Wardah, a survey was conducted. Likert scale, from 1 to 5, was adopted in the questionnaire to measure the respondents' attitude and perceptions towards their purchase decision making on halal cosmetics product, Wardah.

RESULT AND DISCUSSION

This section will be discussing the descriptive analysis, followed with the results of data analysis and concluded with discussion.

Descriptive Analysis

Based on data obtained from 100 respondents who are living in and outside Jabodetabek, we found the characteristics of respondents in this study. It covers the gender, age, domicile, educational background, occupation, income, and their frequency of buying Wardah cosmetics. This demographic items are illustrated in the following table (please see in table 2 below):

Table 2. Demographic Characteristics of Sample (n=100) in percentage

Characteristics		Frequency	Valid Percent	Cumulative Percent
Sex	Female	95	95.0	95.0
	Male	5	5.0	100.0
	Total	100	100.0	
Age	<17 tahun	0	0.0	0.0
	18-22 tahun	14	14.0	14.0
	23-27 tahun	67	67.0	71.0
	>27 tahun	19	19.0	100.0
	Total	100	100.0	
Domicile	Jakarta	49	49.0	49.0
	Bogor	14	14.0	63.0



	Depok	24	24.0	87.0
	Tangerang	3	3.0	90.0
	Bekasi	7	7.0	97.0
	Luar Jabodetabek	3	3.0	100.0
	Total	100	100.0	
Education	S2	2	2.0	2.0
	S1	41	41.0	43.0
	D4	1	1.0	44.0
	D3	39	39.0	83.0
	SMA/SMK/MA	17	17.0	100.0
	Total	100	100.0	
Occupation	Students	9	9.0	9.0
	Entrepreneurs	10	10.0	19.0
	Employee	58	58.0	77.0
	Gov employees	10	10.0	87.0
	House Wives	11	11.0	98.0
	Dentist	1	1.0	99.0
	Freelance	1	1.0	100.0
	Total	100	100.0	
Income	< Rp 2.000.000	6	6.0	6.0
	Rp 2.100.000 – Rp 4.000.000	24	24.0	30.0
	Rp 4.100.000 – Rp 8.000.000	56	56.0	86.0
	>Rp 8.000.000	14	14.0	100.0
	Total	100	100.0	
Using Wardah Cosmetics?	Yes	99	99.0	99.0
	No	1	1.0	100.0
	Total	100	100.0	
Frequency of buying Wardah	Never	1	1.0	1.0
	1-5 times	49	49.0	50.0
	6-10 times	26	26.0	76.0
	>10 times	24	24.0	100.0
	Total	100	100.0	

Source: Collected and analyzed data by the authors

The table 2 above encapsulates that the characteristics of the samples are those who use halal cosmetics products, Wardah. Most of the respondent are female (95%), and male (5%). For the ages, most of them are 23-27 years old (67%), 18-22 years old (14%), and above 27 years old are only 19%. Most of the respondents are from Jakarta (49%), Bogor (14%), Depok (24%), Tangerang (3%), Bekasi (7%) and out of Jabodetabek (3%). For the educational background of the respondents, mostly they are bachelor degree (41%) diploma (40%), postgraduate (2%), and secondary school are 17%. The occupation of the respondent are employees who work in private and government companies (68%), followed with housewives (11%), students (9%) and the rest are dentist, entrepreneurs, and freelance (12%). The respondents' incomes are mostly above Rp. 4,1 million (56%); above Rp. 2.1-Rp.4 million (24%), less than Rp. 2 Million (6%) and more than Rp. 8 Million (14%). Additionally, the respondents said that they have bought the halal cosmetics products, particularly Wardah, for 1-5 times (49%), while more than 6 to 10 times are 26%, and those who bought the halal cosmetics more than 10 times are 24%.

Based on the demographic data, it can be concluded that the characteristics of most of the customers are that they are women with 23-27 years old with bachelor degree for their education, living in Jabodetabek, working as employee in public and private companies with their income more than Rp. 4.100.000.000.

Classic Assumption Test

Data is analysed using SPSS program Version 28. Before conducting multiple linear regression analysis, we did classic assumption test. Prior to those test we did validity and reliability tests, and the results are as follows:

Validity & Reliability Test

The number of respondents to the validity test in this study was 100 respondents. With $df = (n-2)$, that means $n = 100 - 2 = 98$. So, the value of df is 98 with a significance level of 5%, then we get a table of 0.196. Each question item is said to be valid if the correlational number obtained from the calculation is higher than or equal to r_{table} . Based on the test results, it was found that all statements in each variables were valid, because the correlation coefficient ($r_{calculated}$) $> r_{table}$ (Riyanto & Hatmawan, 2020: 64). In regards to reliability, Riyanto; Hatmawan, (2020: 75), defined that "the reliability of measuring instruments is the accuracy or reliability of the tool in measuring what it measures. That is, whenever the measuring instrument is used, it will give the same measuring results. Alpha value varies from 0 – 1, a question can be categorized as reliable if the alpha value is higher than 0.6". Reliability testing in this study to show the level of reliability of internal consistency The technique used is to measure Cronbach's Alpha coefficient with the help of the SPSS 28 version. Below are the results of reliability test for each variable:

Table 3. Results of Reliability Tests

<i>Variables</i>	<i>Cronbach's Alpha</i>	<i>N of Items</i>
Product Quality (X1)	0.782	9
Price (X2)	0.767	4
Brand Image (X3)	0.786	4
Decision Making (Y)	0.726	5

Source: Data processed with SPSS

Based on the table 3 above, it can be seen that the reliability test result shows that Quality variable of Wardah Cosmetic Products is reliable because it has a Cronbach's Alpha value of $0.782 > 0.6$. For the reliability test of the price variable of Wardah Cosmetic Products is reliable because it has a Cronbach's Alpha value of $0.767 > 0.6$; and the result of the Brand Image variable of Wardah Cosmetic Products is reliable because it has a Cronbach's Alpha value of $0.786 > 0.6$. Additionally, the reliability test of the purchase decision making variable of Wardah Cosmetic Products is reliable because it has a Cronbach's Alpha value of $0.726 > 0.6$.

Normality Test

Normality testing is carried out by analysis of the Normal P-Plot Graph, which is by looking at the spread of data (points) on the diagonal axis of the normal graph. The basis for decision making: a) If the data spreads around a diagonal line and follows the direction of its diagonal line, then the regression model satisfies the normality assumption. b) If the data spreads far from the diagonal line and/or does not follow the direction of the diagonal line, then the regression model does not satisfy the assumption of normality.

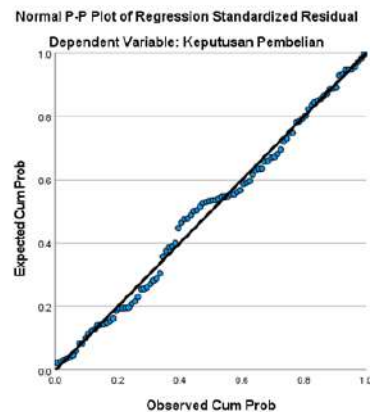


Figure 2 Normality Test Result

Source: Data Processed using SPSS 28

From figure 2 above it can be seen that the points spread around the diagonal line and follow the direction of the diagonal line. So it can be concluded that the data in this study is normally distributed.

Autocorrelation Test

Autocorrelation Test is a statistical analysis conducted to determine whether there is a correlation of variables in the prediction model with time changes. This autocorrelation test uses Durbin Watson test (DW test), here is the output of autocorrelation test:

Table 4. Result of Auto Correlation Test
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.803 ^a	0,645	0,634	1,213	2,106

a. Predictors: (Constant), Brand Image, Price, Product quality

b. Dependent Variabel: Purchase Decision Making

Based on table 4, it is found Durbin Watson (DW) value of 2.106, then compared with Durbin Watson with a significant 0.05 and the number of data (n) = 100 and the number of independent variables (k) = 3, then obtained dL (lower value limit) of 1.6131 and dU (upper value limit) of 1.7364. then it can be concluded that there is no positive or negative autocorrelation because $dL < DW < 4-dU$ ($1.6131 < 2.106 < 2.264$), so the results of the test state that there is no autocorrelation.

Multicollinearity Test

Multicollinearity test is a test used to determine the correlation between independent variables. A good regression model is that there is no correlation between independent variables, and if the test result is that there is a correlation between independent variables, multicollinearity occurs. Below is table 5, which shows multicollinearity test results.

Table 5. Multicollinearity Test Result
Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Quality Product	0,504	1,985
Price	0,672	1,489
Brand Image	0,457	2,187

a. Dependent Variabel: Purchase Decision Making n (Y)

Source: Data Processed using SPSS 28

Based on table 5 above, it is known that the product quality variable has a tolerance value of 0.504 and VIF 1.985, the price variable has a tolerance value of 0.672 and VIF 1.489, and the brand image variable has a tolerance value of 0.457 and VIF 2.187. So it can be concluded that the variables of product quality, price and brand image do not occur multicollinearity because each variable has a VIF value of < 10 with a Tolerance value of > 0.1.

Multiple Regression Test

Multiple linear regression analysis is used to determine whether or not there is an influence of the independent variable (X) on the dependent variable (Y). In performing multiple linear regression analysis calculations, the SPSS program is used as a tool that produces the following output:

Table 6 Results of Regression Test

Model	Coefficients ^a			t	Sig.
	Unstandardized		Standardized		
	Coefficients		Coefficients		
	B	Std.Error	Beta		
1 (Constant)	3,823	1.390		2,750	.007
Product Quality	.176	.036	.417	4,866	.000
Price	.336	.094	.265	3,572	.001
Brand Image	.272	.094	.259	2,880	.005

b. Dependent Variable: Purchase Decision Making

Source: Data Processed using SPSS 28

$$Y = 3,823 + 0,176X_1 + 0,336X_2 + 0,272X_3$$

From the above equation it can be concluded that: the constant of 3.823 is the intersection of the regression line with the Y axis which shows the dependent variable of purchasing decision (Y) without being influenced by the independent variables of product quality (X1), brand image (X2), and price (X3) equal to zero (0) which means that the purchase decision variable (Y) can increase by 3.823 without the product quality variable (X1), brand image (X2), and price (X3). While, The product quality variable (X1) has a positive coefficient. This shows that if the product quality variable (X1) increases by one unit, the purchase decision variable (Y) will also increase by the value of the regression coefficient, which is 0.176 without the price variable (X2) and brand image (X3). For the price variable (X2) has a positive regression coefficient. This shows that if the price variable (X2) increases by one unit, the purchase decision variable (Y) will also increase by the value of the regression coefficient, which is 0.336 without the variables of product quality (X1) and brand image (X3). Last, the brand image variable (X3) has a positive regression coefficient. This shows that if the brand image variable (X3) increases by one unit, the purchase decision variable (Y) will also increase by the regression coefficient value of 0.272 without the product quality (X1) and price (X2) variables.

Hypothesis Test

The hypothesis test in this study uses the Partial Significance Test (T Test), Simultaneous Significance Test (F Test), and Determination Coefficient Test, which are as follows.

T Test Result

The t test is used to determine whether there is a partial influence between Product Quality (X1), Price (X2) and Brand Image (X3) on Purchasing Decisions (Y). This research was conducted with the following processing results:

Table 7. T-Test Results (Partial test)

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	3,823	1.390		2,750	.007
Product Quality	.176	.036	.417	4,866	.000
Price	.336	.094	.265	3,572	.001
Brand Image	.272	.094	.259	2,880	.005

b. Dependent Variable: Purchase Decision Making

Source: Data Processed using SPSS 28

Based on the results of table 7 shows that the calculation of multiple linear regression analysis obtained the following values: Variable of Product quality has a calculated value of 4.866 while t table is 1.984 which means that t count is higher than t table ($4.866 > 1.984$), with significance of 0.00 or less than the probability value ($0.00 < 0.05$). This shows that H1 is accepted, meaning that there is a positive and significant influence between product quality variables and purchasing decision variables. In addition, the price has a calculated value of 3.572 while the t table is 1.984 which means that the t count is higher than the t table ($3.572 > 1.984$), with a significance of 0.001 or less than the probability value ($0.001 < 0.05$). This shows that H2 is accepted, meaning that there is a positive and significant influence between the price variable and the purchase decision variable. While, Brand Image has a t count value of 2.880 while t table is 1.984 which means that t count is higher than t table ($2.880 > 1.984$), with significance of 0.005 or less than the probability value ($0.005 < 0.05$). This shows that H3 is accepted, meaning that there is a positive and significant influence between brand image variables and purchase decision variables.

F Test

The F test is intended to determine how all the independent variables simultaneously influence the dependent variable. The calculation results of Test F can be seen in the table 12.

Table 8. F Test Result

Model	ANOVA ^a				
	Sum of Squares	df	Mean Square	F	.
Regression	256,726	3	85,575	58,134	<,001 ^b
Residual	141,314	96	1,472		
Total	398,040	99			

a. Dependent Variabel: Purchase decision making

b. Predictors: (Constant), Brand Image, Price, Quality Product

Source: *Output* SPSS

Based on table 8 above, the F calculate value is 58.134 while the F table value is 2.70, with a signification level of 0.001 or less than 0.05, this shows that there is a positive and significant influence between the variables Product Quality (X1), Price (X2), and Brand Image (X3) to the variable Purchase decision making (Y).

Coefficient Determinants Test Result

Table 9. Coefficient Determinants Test Result (R2)

Model Summary ^b				
Model	R	Square	Adjusted R Square	Std. Error of the Estimate
	.803 ^a	.645	.634	1.213

a. Predictors: (Constant), Brand image, price, product quality

b. Dependent Variabel: Purchase decision making

Source: *Output SPSS*

Discussion

This study aims to investigate the factors influence purchase decision making on halal cosmetics products, called Wardah, which cover product quality, price and brand image. The first hypothesis is proposed that product quality influences purchasing decisions. Based on the results of testing the respondents' hypothesis, table 7 shows that Product Quality is stated to have a positive and significant influence on purchasing decisions. This shows that product quality influences product purchasing decisions, influencing purchasing decisions for Wardah cosmetic products. Consumer perception of product quality can lead to purchasing decisions in line with research (Hartono & Sulistyowati, 2021) which suggests that product quality has a significant effect on purchasing decisions, it is proven that the calculation of $t_{\text{product quality variable}} > t_{\text{table}}$ is $2.283 > 1.984$ with a significance level of $0.025 < 0.05$. Previous study conducted by (Amilia & Asmara, 2017) found that quality product significantly influence purchase decision making. It is proven that $t_{\text{calculated}} > t_{\text{table}}$ product quality is $1,836 > 1,661$ with its level of significance $0,019 < 0,05$. The results of this study support previous research conducted by (Hartono & Sulistyowati, 2021) and (Amilia & Asmara, 2017) with the results of this study showing that Product Quality variables have an effect and are significant on Purchasing Decisions.

In addition, the second hypothesis proposes that Price influences Purchasing Decisions. Based on the results of testing the respondents' hypothesis, table 7 shows that the price is stated to have a positive and significant influence on purchasing decisions. This shows that price influences product purchase decisions influencing purchasing decisions of Wardah cosmetic products. Consumer perception of price can lead to purchasing decisions in line with research (Nadiya & Wahyuningsih, 2020) which suggests that price has a significant effect on purchasing decisions, it is proven that the calculation of the product quality variable $>$ table of $2.652 > 1.658$ with a significance level of $0.009 < 0.05$. The results of this study support previous research conducted by Nadiya & Wahyuningsih, (2020) and Dzulkharnain, (2019) with the results of this study showing that price variables have an effect and are significant on Purchasing Decisions.

The third hypothesis proposed that brand image influences purchasing decisions making. Based on the results of testing the respondents' hypothesis, table 7 shows that Brand Image is stated to have a positive and significant influence on purchasing decisions. This shows that Brand Image influences product purchasing decisions. Consumer perception of Brand Image can lead to purchasing decisions in line with research Ngaisah & Hanafi, (2019) which suggests that Brand Image has a significant influence on purchasing decisions, it is proven that the calculation of the product quality variable $>$ is $4,499 > 2,003$ with a significance level of $<0,05$. Previous study conducted by Hendro & Hidayat, (2018) found that brand image significantly influence purchase decision making variable. It is proven that $T_{\text{calculated}} > t_{\text{table}}$ variabel of brand image is $6,380 > 1,985$ with level of significance $0,000 < 0,05$. The results of this study support previous research conducted by Ngaisah & Hanafi, 2019) and (Hendro & Hidayat, 2018) with the results of this study showing that brand image variable influence significantly on Purchasing Decisions. Finally, the fourth hypothesis is proposed that Product Quality, Price and Brand Image



influence the Purchase Decision. Based on the results of testing the respondents' hypothesis shows that all variables: product Quality (X1), Price (X2), and Brand Image (X3) simultaneously and significantly influence the variable of Purchase decision (Y). Thus, product quality, price, and brand image simultaneously have a positive and significant influence on the purchase decision of Wardah cosmetic products, so the fourth hypothesis is accepted. It is also known that the adjusted R² value in this study was 0.634 or 63.4%.

CONCLUSION

Based on the discussion above, it can be concluded that there some factors influencing the customers' purchasing decision making on halal cosmetics, Wardah. They are product quality, price and brand. Those variables significantly influence the customers' purchasing decision making, both partially and simultaneously. Based on the distribution of respondents' responses, the highest average statement in the first place is found in the statement "Wardah products are guaranteed halal" which is in the very good category, and the lowest average is in the statement "Wardah products last longer on the face (do not fade quickly)" which is in the good category. This shows that Wardah's cosmetic products still prioritize halal products and maintain product quality in terms of product resistance on the face so that it does not fade quickly. Regarding to the price, which is based on the distribution of respondents' answers, it revealed that the highest average statement stated, "I feel the price of Wardah's products is able to compete with the prices of other cosmetic products" which is in the very good category, and the lowest average is in the statement "I feel Wardah has the suitability of product prices with the benefits obtained compared to other cosmetic products" which is in the good category. This shows that Wardah's cosmetic products still maintain product prices to match market share and can compete with other cosmetic products and prioritize price compatibility with the benefits obtained when using Wardah cosmetic products. Additionally, we found that brand image is essential in purchase decision making on halal product. Based on the distribution of respondents' responses, the highest average statement is found in the statement "I know that Wardah has obtained halal certification from the Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI)." which is good, and the lowest average is in the statement "I will gather as much information as possible before buying Wardah products", it is in good category. This shows that respondents need a lot of information before buying and knowing types of skin care they need. We realize that there are several limitations in conducting this research, such as the variables we investigated are limited, only three independent variables that influence the Purchase Decision of Wardah Cosmetic Products, while there are still other variables that could influence the purchase decision making. Additionally, the number of respondents are only 100 respondents. It requires a larger sample so that the results of the research could be generalized.

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