



Are Purchase Decisions Influenced by Halal Labeling and Brand Awareness? Evidence from Wardah Cosmetics

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ABSTRAK

Bagi sebagian besar wanita, salah satu kebutuhan dasar mereka adalah kosmetik. Wardah adalah salah satu merek kosmetik halal yang tersedia di Indonesia. Tujuan dari penelitian ini adalah untuk menentukan apakah pengenalan merek dan label halal mempengaruhi keputusan pembelian produk Wardah baik secara parsial maupun simultan. Peneliti menggunakan metode penelitian kuantitatif dengan desain penelitian deskriptif dan SPSS 25 untuk membahas isu ini. Keputusan pembelian (Y) merupakan variabel dependen dalam studi ini, sedangkan kesadaran merek (X2) dan pelabelan halal (X1) adalah variabel independen. Pelanggan yang memiliki opsi untuk membeli produk Wardah merupakan demografis yang diteliti. Menggunakan rumus Pao Purba, 100 sumber digunakan untuk menghitung ukuran sampel dalam penelitian ini, menghasilkan sampel sebanyak 100 responden. Peserta akan memberikan respons menggunakan skala Likert lima poin yang berkisar dari sangat tidak setuju, tidak setuju, netral, setuju, hingga sangat setuju, yang digunakan dalam studi ini. Selanjutnya, uji validitas dan reliabilitas akan dilakukan untuk menilai kecocokan instrumen. Uji multikolinearitas, heteroskedastisitas, dan normalitas digunakan dalam pengujian asumsi klasik. Uji T, uji F, dan R-square digunakan dalam pengujian hipotesis. Temuan penelitian menunjukkan bahwa kesadaran merek dan sertifikasi halal, baik secara parsial maupun simultan, mempengaruhi keputusan pembelian konsumen terhadap produk Wardah.

ABSTRACT

For most women, one of their most fundamental needs is cosmetics. Wardah is one of the halal cosmetic brands available in Indonesia. The aim of this research is to determine whether brand recognition and the halal label influence the purchasing decisions of Wardah products partially and simultaneously. Researchers utilize quantitative research with a descriptive research design and SPSS 25 to address this issue. Purchase decision (Y) is the dependent variable in this study, while brand awareness (X2) and halal labeling (X1) are independent variables. Customers who have the option to purchase Wardah products constitute the demographic under study. Following the Pao Purba formula, 100 sources are utilized to calculate the sample size for this research, resulting in a sample of 100 respondents. Participants will provide responses on a five-point Likert scale ranging from strongly disagree, disagree, neutral, agree, to strongly agree, used in this study. Subsequently, validity and reliability tests will be employed to assess the instrument's suitability. Tests for multicollinearity, heteroskedasticity, and normality are used in testing classical assumptions. T-tests, F-tests, and R-square are used in hypothesis testing. The research findings indicate that brand awareness and halal certification, both partially and simultaneously, influence consumers' purchasing decisions of Wardah products.

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1. INTRODUCTION

The demand for halal certification on every cosmetic brand is increasing due to the rapid growth of products in the market. This trend also affects Muslim consumers who choose halal products in adherence to religious guidelines that require consumable components to comply with Islamic Sharia. According to reference [1], the population of Sumenep Regency is estimated to be 587,620 females and 1,133,366 Muslims in 2021. Therefore, the demand for halal-labeled cosmetics is expected to rise in accordance with this data.

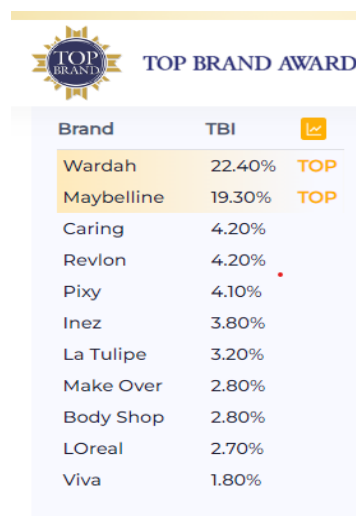


Figure 1. Top Brand Index

According to [2], Wardah occupies the top position in the image above as the most popular cosmetic brand in Indonesia because it adheres to the concept of Halal Green Beauty, based on five principles: halal, natural, alcohol-free, local & global expert, and cruelty-free. The halal status of a product is indicated by its halal label. Business operators holding a halal certificate are required to affix the halal label to their products using the national label form [3]. According to [4], it has been proven that the halal label, ingredient safety, price, and promotion of Sariayu cosmetics have a positive and significant effect on the purchasing decisions of students at the Faculty of Economics and Business, Islamic University of Malang, class of 2015-2018. This means that if a Sariayu product has a halal label, consumer purchasing decisions will also increase.

The good electability of a brand is the result of consumer brand awareness. When a product is easily remembered and recognized by consumers, it is said to have high brand

awareness [5]. The variables of brand awareness and brand image also have an influence on the purchasing decisions of Scarlett Whitening skincare products in Bandung City as indicated by [6].

Making wise purchasing decisions is crucial for the long-term sustainability of a company. Consumers make purchasing decisions based on their actions or behaviors when they need to buy a product [7]. [8] states that among students in Malang City, brand image, brand awareness, and viral marketing have a significant positive effect on the purchasing decisions of Somethinc skincare products. Based on an initial survey, the first thing consumers know about Wardah products is that they have a halal label. They also want to buy the product because they have used it and made repeat purchases; additionally, it has been established that the brand is safe and halal; they have seen many advertisements for the brand on television and social media; and lastly, Wardah products are registered with BPOM. The products are affordable, lightweight, comfortable to use, and suitable for various skin conditions. However, the survey shows that when consumers have brand awareness, they only remember seeing the brand's color, tagline, or logo.

There are many variations of Wardah skincare, cosmetics, hair care, and body care brands. Among the many different and unique cosmetic products offered by Wardah are lip beauty products, such as lip cream and lipstick. Additionally, Wardah also offers more cosmetic products including cushions, powders, foundations, and more to meet the needs of its customers. In addition, Wardah's website features such as beauty match, skin lab, and shade match are very helpful in assisting customers in choosing items that match their skin tone and color by using the website's camera to provide recommendations. To reach a wider market and make it easier for customers to obtain Wardah products, Wardah uses various social media and marketplaces including Instagram, Twitter, Facebook, YouTube, TikTok Shop, Shopee, Lazada, Tokopedia, Sociolla, Guardian, Bilibli.com, and so on. With these features, purchasing decisions can be made more quickly, and customers can provide reviews regarding the advantages of Wardah products.

This background information forms the basis of the research objective, which is to understand how Muslim women in Sumenep Regency are influenced to buy Wardah products due to the halal label and brand awareness.

2. METHODS

This research employs quantitative methods such as validity and reliability assessment, classical assumption tests including multicollinearity, heteroscedasticity, and normality tests, as well as hypothesis testing using T-tests, F-tests, and coefficient of determination. The study population consists of Muslim female consumers in Sumenep Regency. Probability sampling techniques are used for sample selection in this research. To exclude non-Muslim women from the research sample, the study sample is selected based on considerations of Muslim women in Sumenep Regency aged between 14 and 50 years, who are capable of making purchases and are aware of the halal label on Wardah products. The Pao Purba formula is utilized in this research to estimate the sample size, aiming to achieve a total of 100 respondents.

3. RESEARCH RESULTS AND DISCUSSION

3.1 Researchresult

3.1.1 Validity Test and Reliability Test

Further validity testing is conducted to evaluate the degree of validity or the ability of questionnaire items based on measurement findings.

Item	R _{hitung}	R _{tabel}	Sig.	Ket.
Variabel Label Halal (X1)				
X1.1	0,809	0,165	0,000	Valid
X1.2	0,765	0,165	0,000	Valid
X1.3	0,809	0,165	0,000	Valid
X1.4	0,832	0,165	0,000	Valid
X1.5	0,773	0,165	0,000	Valid
Variabel Brand Awareness (X2)				
X2.1	0,764	0,165	0,000	Valid
X2.2	0,770	0,165	0,000	Valid
X2.3	0,661	0,165	0,000	Valid
X2.4	0,741	0,165	0,000	Valid
X2.5	0,313	0,165	0,002	Valid
X2.6	0,441	0,165	0,000	Valid
X2.7	0,305	0,165	0,002	Valid
X2.8	0,661	0,165	0,000	Valid
Variabel Keputusan Pembelian (Y)				
Y1	0,893	0,165	0,000	Valid
Y2	0,874	0,165	0,000	Valid
Y3	0,784	0,165	0,000	Valid
Y4	0,856	0,165	0,000	Valid
Y5	0,788	0,165	0,000	Valid

Figure 2. Validity Test Results

Variabel	Cronbach Alpha	Keterangan
Label Halal (X1)	0,856	Reliabel
Brand Awareness (X2)	0,701	Reliabel
Keputusan Pembelian (Y)	0,874	Reliabel

Figure 3. Reliability Test Results

Figure 2 illustrates this. If the Sig value is less than 0.05 or the calculated R value is greater than the table R value, it can be concluded that the validity test for each variable is valid. It can be concluded that the questionnaire used to test the halal label variable, brand awareness

variable, and purchasing decision variable is considered reliable if the Cronbach's alpha values for these three variables in Figure 3 are greater than 0.6.

3.1.2 Classic assumption test

3.1.2.1 Normality test

Normality test is claimed to determine whether data is distributed regularly or not. With residual data from regression analysis, the Kolmogorov-Smirnov test method is used for testing. Data is considered normally distributed if the p-value is greater than the significance level (α) of 5%, and vice versa.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.06849488
Most Extreme Differences	Absolute	.087
	Positive	.070
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.060 ^c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Figure 4. Normality Test Results

Figure 4 shows that the normality test result has a p-value of 0.6, which is greater than 0.05. Therefore, the residuals satisfy the assumption of normal distribution.

3.1.2.2 Multicollinearity Test

This test can be used to demonstrate the correlation between independent variables. Essentially, if the tolerance value is less than 0.10 and the VIF (Variance Inflation Factor) value is greater than 10, signs of multicollinearity will be evident, and vice versa.

Variabel	Collinearity Statistics	
	Tolerance	VIF
Label Halal (X1)	0,882	1,134
Brand Awareness (X2)	0,882	1,134

Figure 5. Multicollinearity Test Results

Based on Figure 5, all independent variables have tolerance values greater than 0.10 and VIF (Variance Inflation Factor) values less than 10. This indicates that there are no signs of multicollinearity in this case.

3.1.2.3 Heteroscedasticity Test

To determine whether there is variation in residual variance across studies, heteroskedasticity tests are very helpful. This research uses scatterplot tests for heteroskedasticity.

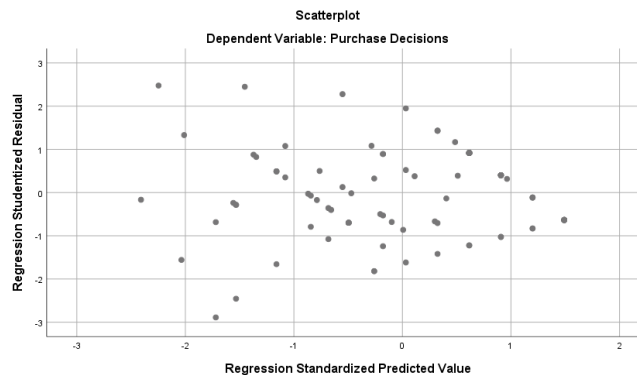


Figure 6. Heteroscedasticity Test Results

As depicted in the scatterplot graph in Figure 6, the data in this study does not exhibit heteroskedasticity. This is because the points are randomly scattered from bottom to top.

3.1.3 Regression Analysis Test

3.1.3.1 Ftest

The F-test is used to determine how much each independent variable together influences the dependent variable, which is the purchasing decision.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	607.346	2	303.673	151.802	.000 ^b
	Residual	194.044	97	2.000		
	Total	801.390	99			

a. Dependent Variable: Purchase Decisions
 b. Predictors: (Constant), Brand Awareness, Halal Label

Figure 7. F Test Results

The findings in Figure 7 indicate that the p-value is 0.000, which is less than 0.05. This indicates that the independent variables in the model have an impact on the purchasing decision, whether examined separately or together, or at least one independent variable significantly influences the dependent variable. The result shows that the probability value of the F-test is 0.000, which is less than 0.05. Therefore, the study concludes that the hypothesis is accepted, indicating that brand awareness and halal label both influence consumer purchasing decisions.

3.1.3.2 T test

Partial tests in this study can be used to describe the magnitude of influence or importance of independent variables such as halal label and brand awareness in the regression model. The P-value serves as a guide for decision-making based on the findings of the t-test.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	-9.570	2.114		-4.528
	Halal Label	.261	.083	.168	3.157
	Brand Awareness	.723	.048	.798	15.009

a. Dependent Variable: Purchase Decisions

Figure 8. T Test Results

If the brand awareness variable (X2) has a t-value of 15.009, which is greater than the t-table value of 1.97, and the halal label variable (X1) has a t-value of 3.157, which is also greater than the t-table value of 1.97, then the results of the partial regression coefficient test shown in Figure 8 can be observed. Therefore, it can be concluded that the halal label and brand awareness variables have a partial effect on purchasing decisions, with t-value greater than t-table.

3.1.3.3 Coefficient of Determination

The following table explains the extent to which the halal label and brand awareness, which are independent factors in this model, influence the dependent variable (purchasing decision):

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.758	.753	1.414

a. Predictors: (Constant), Brand Awareness, Halal Label

Figure 10. Coefficient of Determination Test Results

With a coefficient of determination of 0.753, the independent variables—halal label and brand awareness—account for 75.3% of the variance in the purchasing decision variable, while additional factors not included in the study contribute the remaining 24.7%.

4.2 Discussion

4.2.1 The Influence of Halal Labels and Brand Awareness on Purchasing Decisions on Wardah Products

The results of the F-test indicate that the purchasing decision of Wardah products is significantly influenced by brand awareness and the Halal label together. This demonstrates

that the combination of these factors significantly affects consumers' decisions to purchase Wardah products.

4.2.2 The Influence of the Halal Label on Purchasing Decisions on Wardah Products

The research findings indicate that consumers' purchasing decisions for Wardah products are positively and significantly influenced by the halal label. This result underscores the importance of the halal label in cosmetic purchasing decisions, suggesting that all cosmetic manufacturers should include comprehensive halal labeling that covers all product details and qualities. These findings align with research [9], which demonstrates that respondents' decisions to purchase cosmetics are influenced by the halal label.

4.2.3 The Influence of Brand Awareness on Purchasing Decisions on Wardah Products

The research findings indicate that purchasing decisions for Wardah products are positively and significantly influenced by brand awareness. This result highlights a strong correlation between increasing brand awareness and enhancing purchasing decisions, suggesting that enhancing brand awareness can be a useful tactic to persuade customers to make purchases. This study is consistent with research [8], which used a case study of students in Malang City to demonstrate how brand awareness affects consumer decisions to purchase Somethinc products.

4. CONCLUSION

The research findings conclude that the regression model overall significantly contributes to explaining the purchasing decision variable for Wardah products. The Halal label and Brand Awareness have a notably large positive impact on purchasing decisions, both individually and collectively, according to the data analysis testing. Deep understanding of the elements influencing purchasing decisions of Muslim women in Sumenep Regency is gained from these results, which can serve as a foundation for future research on more effective marketing techniques

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