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The influence of halal label, price, and brand image on cosmetic product purchase decisions among female students at FEBI UIN KHAS Jember

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ABSTRACT

Introduction
Humans have two primary needs: basic and secondary needs. Women in particular have distinct needs related to their appearance. Cosmetics serve not only to beautify but also to care for the body from head to toe. Many women incorporate cosmetics into their daily routines and use them from morning to night.

Objectives
The objective of this study is to determine the influence of halal label, price, and brand image on purchasing decisions for cosmetics among female students at UIN KHAS Jember.

Method
This quantitative research employed multiple linear regression analysis. The sample size was determined using Slovin's formula and data were collected through questionnaires distributed to a selected sample of students. The study analyzed the validity, reliability, and classical assumption tests (normality, heteroskedasticity, and multicollinearity) and used multiple linear regression to assess the impact of the independent variables (halal label, price, and brand image) on the dependent variable (purchase decision).

Results
The findings reveal that halal label and brand image positively influence the purchasing decisions of cosmetic products. These results indicate that students at UIN KHAS Jember consider halal label, price, and brand image as determinants when making cosmetic purchase decisions.

ABSTRACT

Implication
This study highlights the importance of halal labeling in reducing consumer doubts about product halal status, particularly for Muslim consumers who use cosmetics daily. The positive impact of brand image suggests that students are influenced by the reputation and perceived quality of cosmetic brands. These findings also suggest that competitive pricing strategies can significantly affect purchase decisions.

Originality/Novelty
This study provides insights into the factors influencing cosmetic purchase decisions among Muslim students, emphasizing the role of halal certification. This study contributes to the understanding of consumer behavior in the context of halal products, which is critical for marketers targeting Muslim consumers.

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INTRODUCTION

Providing a halal label to a product will reduce consumers' doubts about the halalness of the product they buy. Consumers must be more selective regarding the halalness of a product, especially female consumers who consume cosmetics every day, to increase their self-confidence in their appearance. This is because cosmetic products that are declared halal tend to be safer and avoid dangerous substances (Aufi & Aji, 2021; Nurkhasani & Nugraha, 2023). Indonesia ranks second in the global consumption of halal cosmetics after India (Pahlevi, 2022). This indicates a large market opportunity for the Indonesian halal cosmetics industry.

The development of cosmetics has spread to all urban areas, including the Jember Regency (Jannah, 2023; Wijaya et al., 2023). The use of cosmetics in Jember continues to increase annually, as shown by the increase in the Jember people's purchasing power index from 62.42% to 66.24% in 2022 (Afifah et al., 2022). However, this development also causes many cosmetic products to fail to meet sales requirements. Based on the findings of the Food and Drug Monitoring Agency (*Badan Pengawas Obat dan Makanan* abbreviated Badan POM in Bahasa Indonesia), there were around 154 items with 1,162 packages that were unfit for sale or dangerous, including products that had expired, were illegal, and contained dangerous substances (Ijal, 2022).

Students at the Faculty of Islamic Economics and Business, UIN KHAS Jember, who are predominantly Muslim, can act as representatives of Islamic groups when choosing the products they consume. With an academic background and good analytical skills, they can filter the products they use based on the information they receive. However, when choosing cosmetic products, some female students do not fully pay attention to the importance of halal label.

This study aimed to analyze the influence of halal label, price, and brand image on cosmetic product purchase decisions among female students at FEBI UIN KHAS Jember. This study is expected to elaborate on the purchase decisions of female students regarding cosmetic products from an Islamic economic perspective. This study also contributes to the literature on halal cosmetics purchasing behavior (Aliza & Akbar, 2024; Nugroho et al., 2021; Yati et al., 2024). Furthermore, it can extend the understanding of female students' purchasing behavior for halal cosmetics for further analysis in the cosmetics industry.

LITERATURE REVIEW

Halal Label

Halal labeling includes a label designed to protect consumers through accurate information regarding the quantity, quality, and content of a product (Maison et al., 2018; Rizkitysha & Hananto, 2022). The purpose of labeling is to prevent fraud and help consumers maximize their product choices for their benefits or welfare (Zulham, 2016). If consumers know the identity of a product, it is likely that they will choose the product they like. In this context, providing information is an effort to improve welfare and increase consumer freedom in exercising voting rights. Labeling helps consumers know the nature and content of the product, thereby enabling them to choose between competing products (Isabel Sonntag et al., 2023). This information is what consumers require for halal products. With symmetric information, consumers can determine their choice in consuming halal products because symmetric information is welfare for consumers, which creates market justice for consumers.

Price

Price is the amount of money (possibly plus several items) needed to obtain a combination of a product and accompanying services (Laksana, 2018). Price can also be defined as the amount of money offered or the amount of sacrifice required by consumers to obtain a product they want from the producer or buyer. Price is important because it is a benchmark for consumers to buy products and determines how much profit the company will gain (Suharno & Sutarso, 2010).

Brand Image

A brand is a name, term, sign, symbol, design, or a combination of all of these with the aim of identifying a product or service. Companies create manufacturer service marks on their products and services to differentiate them from their competitors. A brand is a promise made by a manufacturer to provide consumers with a set of features, benefits, and services (Kotler et al., 2021).

Purchasing Decision

Purchasing decisions are part of consumer behavior by studying how individuals, groups, and organizations select, purchase, and use services, ideas, or experiences to satisfy consumer needs and desires (Handoko, 2008). Purchasing decisions are consumer decisions influenced by financial economics, technology, culture, products,

prices, locations, promotions, physical evidence, people, and processes. Thus, it forms an attitude within the consumer to process all information and draw conclusions in the form of responses that arise regarding the products to buy (Alma, 2018).

Hypotheses

This study purposes some hypotheses as explained in following passages. The relationship between halal labels and consumer purchasing decisions was previously discussed by Nurdin & Setiani (2021). The results show that the halal label has a significant influence on purchasing decisions for cosmetic products. The proposed hypothesis is as follows:

H1: The Halal label has a significant influence on product purchasing decision

The relationship between price and consumer purchasing decisions was previously studied by Riyono & Budiraharja (2016). The results of this research show that price has a significant influence on purchasing decisions for Aqua products. This shows that a company's selling price determination influences consumers' decisions to purchase Aqua products. The proposed hypothesis is as follows:

H2: Price has a significant influence on product purchasing decision

The relationship between brand image and purchasing decisions has been studied by Wulandari & Iskandar (2018). The results show that brand image has a partially significant effect on purchasing decisions for cosmetic products. This shows that the brand image of cosmetic products influences consumers' purchasing decisions. The proposed hypothesis is as follows:

H3: Brand image has a significant influence on purchasing decision

Based on the above hypotheses, the research framework for this study is shown in Figure 1.

Figure 1

Research Framework
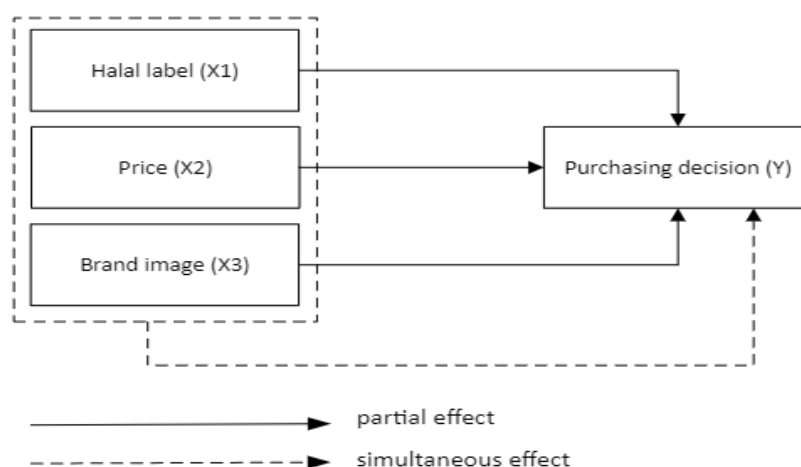
Source: Primary data.

METHOD

This study uses quantitative research methods that use data in the form of numbers and measurement techniques using statistical methods (Sugiyono, 2018). The population in this study was FEBI UIN Khas students, totalling 1955 people with a class size of 2019 to 2023. Sample size was determined using the Slovin formula (Berger & Zhang, 2005; Susanti et al., 2019). The sample in this study comprised 100 FEBI UIN Khas Jember students using the purposive random sampling method.

The primary data source in this research was obtained directly from student respondents at UIN KHAS Jember. Several analytical methods were used in this study. Validity and reliability tests were conducted to determine the validity and reliability of the research instrument. The classic assumption test includes a normality test to determine whether the research data are normally distributed. The deviation test of the classic assumptions of heteroscedasticity and multicollinearity aims to identify problems related to heteroscedasticity and multicollinearity in the regression model. To identify the extent to which the dependent variable is explained by the regression model, the R Square test and multiple linear regression analysis, including partial tests and simultaneous tests, were used to test the influence of the independent variables (halal label, price, and brand image) on the dependent variable (purchasing decision).

RESULTS

Validity and Reliability Test Results

The validity test, performed using SPSS, obtained a significance level of 5% or 0.05. The conclusion that will be obtained is that if the calculated r value > r table, then the research instrument is said to be valid, and if the calculated r value < r table. For this study, the r table was 0.1564, and the validity test results for each item are shown in Table 1. Each item shows an r table > 0.1564; thus, all the questions in the questionnaire were valid.

Table 1

Validity Test Results

Items	*r* table	Decision
X1.1	0.706	Valid
X1.2	0.836	Valid
X1.3	0.825	Valid
X1.4	0.742	Valid
X2.1	0.818	Valid
X2.2	0.827	Valid
X2.3	0.819	Valid
X3.1	0.791	Valid
X3.2	0.742	Valid
X3.3	0.792	Valid

Items	*r* table	Decision
X3.4	0.823	Valid
X3.5	0.802	Valid
X3.6	0.503	Valid

Source: Primary data. Authors' estimation.

The reliability test is a methodology used to assess how consistently a questionnaire is administered over time. Reliability shows that the data are reliable and suitable for use in other research. This research uses the Cronbach's alpha technique; if the instrument in question has an Cronbach's alpha coefficient > 0.6, then it can be said to be reliable. Table 2 summarizes the reliability test results of this study. Cronbach's α for each variable was > 0.6, which means that all variables were reliable.

Table 2

Reliability Test Results

| Variables	Cronbach α	Decision
X1	0.777	Reliable
X2	0.757	Reliable
X3	0.802	Reliable
Y	0.868	Reliable

Source: Primary data. Authors' estimation.

Classical Assumption Test Results

The classical assumption tests in this study consisted of normality, heteroscedasticity, and multicollinearity tests. A normality test was used to determine whether the dependent and independent variables were normally distributed. Figure 2 shows the relationship between the dependent and independent variables. Figure 2 shows that the data are spread around the diagonal line such that the regression model meets the assumption of normality and shows that the data are normally distributed.

Figure 2

Normality Test Result
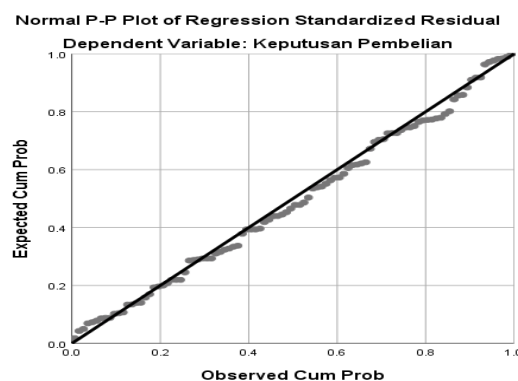
Source: Primary data. Authors' estimation.

The heteroscedasticity test was conducted using a scatterplot. Figure 3 shows the results of the heteroscedasticity test. Heteroscedasticity testing based on Figure 3 shows that the data are spread out, there is no clear pattern, and the points are spread above and below the number 0 on the Y-axis, so there is no heteroscedasticity problem.

Figure 3

Heteroscedasticity Test Result
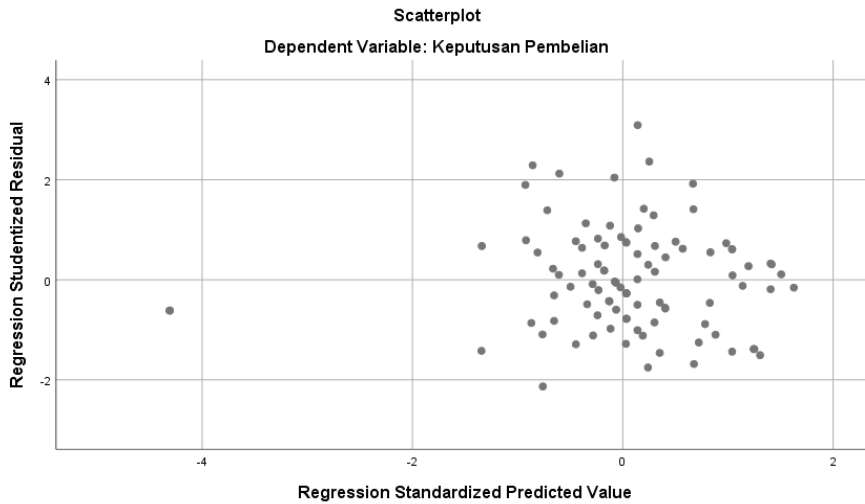
Source: Primary data. Authors' estimation.

The multicollinearity test in this study refers to the results of the Variance Inflation Factor (VIF) and Tolerance values based on the SPSS output. Table 3 presents the results of the multicollinearity test. As suggested in the table, all variables have VIF less than 10 and Tolerance value larger than 0.10. Thus, it can be concluded that each independent variable has no multicollinearity problems.

Table 2

Reliability Test Results

Variables	Tolerance	VIF
X1	0.610	1.641
X2	0.814	1.228
X3	0.518	1.929

Source: Primary data. Authors' estimation.

Hypotheses Test Results

This test aims to test whether the independent variables, namely, the halal label and brand image, partially influence cosmetic purchasing decisions. The t-table value in this study was 1.1661. This value was obtained from df=n-2=100-5=95, with a significance of 0.05. Table 3 presents the results of the regression tests.

Table 3

Regression Test Results

Variable	Coefficient	Std. Error	*t*–Statistic	Prob.
C	−2.118	1.560	−1.357	.178
X1	.234	.097	2.424	.017
X2	.450	.100	4.485	0.000
X3	.896	.074	12.148	0.000

Source: Primary data. Authors' estimation.

The test results can be explained as follows. The *t-test* on the Halal Label (X1) shows that the significance value of t is smaller than 0.017<0.05; thus, it can be seen that Ha is accepted and the halal label variable X1 has a significant influence on purchasing decisions. The *t-test* on the Price variable (X2) shows that the significance value of t is less than 0.000 < 0.05, so it can be seen that Ha is accepted and the price variable has a significant influence on purchasing decisions. The *t-test* on the Brand Image variable (X3) shows that the significance value of t is smaller than 0.000 < 0.05, so it can be seen that Ha is accepted and the Brand Image variable has a significant influence on purchasing decisions.

The F-test analysis in this study was used to show whether the independent variable simultaneously influenced the dependent variable. The F-table value in this study was 2.70, obtained from df=nk=100-5=95. The k value represents the number of independent and dependent variables. H6 in this study states that there is a significant influence of halal label, price, and brand image on purchasing decisions. The F test produced a calculated F value of 151.772 and a significance value of 0.000. Thus, H6 is accepted because the calculated F value is 151.772 > F (Table 2.70), and the significance value is 0.000 < 0.05. Thus, it can be concluded that the halal label, price, and brand image variables simultaneously influence purchasing decisions.

DISCUSSION

Influence of the Halal Label on Purchasing Decision

As for the results of the analysis, there was a significant positive influence of the halal label variable on female students' purchasing decisions. It has been realized that the halal label is one of the elements that must be considered when making a decision to purchase a product. The halal label is also a form of a producer's responsibility towards Muslim consumers, and this is part of the life principles of every Muslim. Thus, whether a halal label is present influences each consumer's purchasing decision. The results of the multiple linear regression analysis show that the coefficient value obtained is positive, which proves the positive influence of the halal label variable on consumer purchasing decisions. This shows that the halal label on cosmetic products influences the purchasing decisions of UIN KHAS Jember students. Halal labels can be seen in illustrations, writing, a combination of illustrations and writing, and affixed to the packaging. This statement is in accordance with Raziqi (2022), who found that the halal label has a significant influence on making purchasing decisions for each

product among Muslim consumers. This statement was also reinforced by Fathurrahman & Anggesti (2021) who stated that lifestyle variables, halal labels, and price had a positive and significant influence on students' purchasing decisions for Safi cosmetics in Muhammadiyah University of Yogyakarta.

Influence of Price on the Purchasing Decision

The results of the analysis show that price has a significant influence on purchasing decisions for cosmetic products. The results of the analysis are in accordance with the theory that price can help consumers make purchasing decisions because price has an impact in the form of high benefits in accordance with what is expected, and also provides information about quality. product. In the multiple linear regression analysis, a positive significance value was obtained, indicating that the price variable has a positive relationship with purchasing decisions. It can be concluded that price influences the decision to purchase cosmetic products among UIN KHAS Jember female students. The results of this research are in line with Riyono and Budiraharja's (2016) finding that the price variable has a positive influence and contributes to the purchasing decision-making process. Fathurrahman & Anggesti (2021) also stated that the price variable has a positive influence on the decision to purchase Safi cosmetics. Respondents were of the view that the price of Safi cosmetics provides advantages according to price and quality that are able to compete with other products that have higher prices and quality according to marketed prices. In addition, Nurdin & Setani's (2021) research results showed that the use of halal labels on packaging and prices has a significant positive effect on purchasing decisions.

Influence of Brand Image on Purchasing Decision

Based on the results of the analysis, the brand image variable has a significantly positive influence on purchasing decisions for cosmetic products. This condition is in line with the theory that the image embedded in consumers towards a brand can result in consumers having confidence in the product, thus making them make purchasing decisions. In the results of multiple linear regression analysis, positive significance was obtained which shows that the brand image variable has a positive influence on the decision to purchase cosmetic products among UIN KHAS Jember female students. Based on the results of the analysis, this is in line with previous research stating that the brand image of a product will increase consumers' ability to make purchasing decisions for instant noodles, both in terms of the taste offered and the quality (Arifata & Rahman, 2021; Hernama & Handrijaningsih, 2021; Ismaulina & Maisyarah, 2020; Sitompul et al., 2023). This was also confirmed by Rozjiqin & Ridlwan (2022), who stated that halal labels and brand image had a positive effect on consumer purchasing decisions. These results show that students in the city of Surabaya use aspects of the halal label and brand image as determining factors in consumer purchasing decisions when purchasing and consuming Starbucks products. Other research has also shown that brand image variables have a significant influence on decision-making (Aeni & Lestari, 2021; Uliya et al., 2023; Wulandari & Iskandar, 2018).

Influence of Halal Label, Price, and Brand Image on Purchasing Decision

In accordance with the results of data analysis carried out by researchers, the significance value in the simultaneous test is stated as an independent variable, namely the halal label, price, and brand image, which together influence consumer purchasing decisions. This is based on the theory that halal label, price, and brand image are important factors in making decisions to purchase a product (Aspan et al., 2017; Genoveva & Utami, 2020; Rozjiqin & Ridlwan, 2022; Ula et al., 2023; Wicaksono et al., 2023). This proves that UIN KHAS Jember students agree regarding halal certification or halal cosmetic products so that they can increase consumer confidence in using beauty products at affordable prices and having a good company image in the eyes of the public. Thus, it can be concluded that all independent variables, namely halal label, price, and brand image, influence the decision to purchase cosmetic products among UIN KHAS Jember students.

Limitations of the Study

Although in the study accessories cosmetic products purchased by students at UIN Kiyai Achmad Siddiq Jember indicate several points for valuable information on factors (puchase decision), researchers must consider limitations. First, the quantitative nature of this study speaks to some general trends as a whole and does not get into so much detail that the desire for cheese puffs may underpin even more socioemotional needs. This study did not contain narrative or rich descriptions, which could be brought about by other qualitative approaches, such as in-depth interviews or focus groups, that might bring richer contextual understanding and motivations behind the observed trends.

Second, a sample size of 100 students overall (tailored from the Slovin formula) powers all the findings and may not capture the full diversity and ABCs of the student population. Findings may be affected by sampling biases despite attempts at representativeness, and results should not be overgeneralized; similar studies also need to include all students studying in UIN Kiyai Achmad Siddiq Jember or another institution. To strengthen future studies, larger sample sizes should be studied using stratified sampling.

Third, this study emphasizes only three variables: halal labels, price, and brand image. While these are ladder variables, the likes of product quality, packaging, marketing communications, and peer influence were not accounted for. Such additional factors may significantly influence purchasing decisions and should therefore be considered when researchers conduct future studies on consumer behavior concerning cosmetic products.

Finally, the cross-sectional design of this study does not allow for the observation of changes in consumer behavior over time. Buyer behaviors may be influenced by changing trends, seasonality, and economic conditions, which a one-shot study will miss. To have a more nuanced view of the extent to which these factors contribute - and actually change the perspective over time–as they are very contextual, it would

require larger (potentially longitudinal) studies that watch consumers for longer periods.

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that there is a positive influence between the halal label variable on consumer purchasing decisions. This shows that UIN KHAS Jember students always pay attention to the halalness of the cosmetic products they use, and that the halal label plays an important role in making decisions to purchase these products. Regarding the price variable, the results of the analysis of the price variable show that it has a significant influence on the decision to purchase cosmetic products, UIN KHAS Jember students purchase cosmetic products that are in accordance with the quality obtained, this has an influence on the decision to purchase cosmetic products.

Meanwhile, the results of the analysis of the brand image variable show that there is a significant influence on the decision to purchase cosmetic products because UIN KHAS Jember students have a good assessment of the product. The results of the simultaneous analysis show that all independent variables (halal label, price, and brand image) positively influence the decision to purchase cosmetic products. These results show that cosmetic products have many advantages, such as beauty and health, in terms of halalness, price, and brand image, so that they can make UIN KHAS Jember students confident in making decisions to purchase cosmetic products.

This research makes an important contribution to the development of marketing theory, especially in the context of halal cosmetic products. The findings show that halal label, price, and brand image have a significant influence on purchasing decisions, which enriches the literature on factors influencing Muslim consumer behavior. Theoretically, this study confirms the importance of aspects of religiosity and cultural values in purchasing decisions, which can strengthen marketing models that integrate these variables. This also shows that cosmetics entrepreneurs should seriously consider these factors to increase the competitiveness of their products.

From a social perspective, the results of this study highlight the increasing awareness and demand for halal products among university students, which reflects a broader trend in society towards the consumption of products that comply with religious principles. This can encourage cosmetic manufacturers to pay more attention to the halal aspects of their production and marketing processes. In addition, these results provide valuable information for educational institutions and related authorities to increase education regarding the importance of consuming safe and quality halal products.

This study paves the way for further research to deepen the understanding of the factors that influence purchasing decisions for halal cosmetic products. First, future research could broaden population coverage by involving different consumer segments from different backgrounds and regions to determine whether similar results are found in different contexts. Second, qualitative research can be conducted

to explore consumers' motivations and perceptions of the halal label, price, and brand image, as well as how these factors interact to influence their purchasing decisions.

Future research can also examine the influence of other factors, such as promotions, product innovation, and social media on purchasing decisions for halal cosmetic products. Longitudinal studies can also be conducted to observe changes in consumer behavior over time, especially amid developing trends and changes in regulations regarding halal products. It is hoped that this further research will provide more comprehensive insights and help in formulating more effective marketing strategies for halal cosmetics manufacturers.

Author Contributions

Conceptualization	A.M., A., & S.M.	Resources	A.M., A., & S.M.
Data curation	A.M., A., & S.M.	Software	A.M., A., & S.M.
Formal analysis	A.M., A., & S.M.	Supervision	A.M., A., & S.M.
Funding acquisition	A.M., A., & S.M.	Validation	A.M., A., & S.M.
Investigation	A.M., A., & S.M.	Visualization	A.M., A., & S.M.
Methodology	A.M., A., & S.M.	Writing – original draft	A.M., A., & S.M.
Project administration	A.M., A., & S.M.	Writing – review & editing	A.M., A., & S.M.

All authors have read and agreed to the published version of the manuscript.

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