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The Influence of Halal Label and Brand Image on the Purchase Decision of Wardah Cosmetics with Religiosity as a Moderating Variable

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Abstract

The purpose of this study was to analyze the effect of the halal label and brand image on the decision to purchase Wardah cosmetics with religiosity as the variable that moderates the relationship. The analysis used is the Smart PLS application program version 3.0. This research was conducted in Yogyakarta. This research is a causality study with independent variables which include Halal Label and Brand Image and the dependent variable includes purchasing decisions. The population used is all consumers who have used or are currently using Wardah cosmetic products in the city of Yogyakarta. The sampling technique used nonprobability sampling, namely purposive sampling. The number of samples used was 250 respondents and analyzed using the SEM approach. The results of the data analysis show that the halal label has a positive and significant effect on purchasing decisions. Brand image has a positive and significant effect on purchasing decisions. Religiosity has a positive and significant effect on purchasing decisions. Religiosity influences brand image on purchasing decisions positively and significantly.

Key words: Halal Label, Brand Image, Religiosity, Purchase Decision.

INTRODUCTION

Currently, the cosmetics industry is experiencing rapid growth and has become a primary need for women of all ages. Fierce competition exists in this industry due to the emergence of various beauty trends. Data from BPOM in 2019 shows an increase in cosmetic products in Indonesia, reflecting a rise in demand. The growth of this industry is driving innovation and effective marketing strategies, including the use of halal labels and a strong brand image.

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Indonesia, with a population of approximately 250 million people, is a promising market for cosmetics companies. Well-known brands such as Wardah Cosmetics, Sariayu Martha Tilaar, Pixy, Pond's, and Garnier compete in the market with nearly equivalent products. Most manufacturers primarily target women as their main consumers, but products for men are also on the rise (Ministry of Industry of the Republic of Indonesia, 2013) .

Cosmetics today serve not only for aesthetics but also for skin care. The safety of cosmetics is crucial because they interact with the skin. Halal products are increasingly sought after by people who are concerned about adhering to Islamic principles.

Cosmetics are divided into makeup (cosmetic riasan) and skin care (perawatan kulit) categories. Some important factors in ensuring the safety of cosmetics include the intended use, high-quality raw materials, safe colorants and fragrances, hygienic processing, pH balance, clinical testing, and secure packaging.

As a Muslim country with more than 200 million people, it can be said that Indonesia has great potential for halal-labeled products. For Indonesian consumers, the majority of whom are Muslim, the halal status of products is a matter of utmost sensitivity. This is closely tied to their spiritual lives, as they believe that consuming non-halal products can have adverse consequences, not only for their current lives but also for the future

The halal label provides important information about the product's halal status, Mahwiyah (2010) found that labeling has a significant impact of 54.7%, indicating that the halal label influences the purchasing decisions of Muslim women when it comes to Wardah cosmetic products, while brand image creates consumer loyalty. Purchase decisions are influenced by both the halal label and brand image, especially among Muslim consumers who are sensitive to the halal status of products.

This research uses religiosity, Fakhruddin dan Iva (2014) bahwa komitmen religiusitas berpengaruh secara positif dan signifikan terhadap niat pembelian merk produk Islami as a moderating variable to further understand the impact of the halal label and brand image on the purchase decisions of Wardah cosmetic products. Wardah is a local Indonesian cosmetic brand that has received halal certification from LPPOM MUI, making it one of the pioneers of halal brands in the cosmetics industry in Indonesia.

LITERATURE ANALYSIS AND METHODOLOGY

Purchase Decision

In the process of purchase decisions, customers tend to seek information about the goods or services they desire. The purchase decision is the final stage where consumers actually buy the product. Kotler dan Keller (2016:194) sajd It is part of consumer behavior that encompasses how individuals, groups, and organizations choose,

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purchase, and utilize goods, services, ideas, or experiences to fulfill their needs and desires. Each consumer has different habits when it comes to making purchases.

According to Wirakanda and Pardosi (2020), purchase decisions have five dimensions measured on an ordinal scale. These dimensions include the emergence of the need for products or services, information search related to products, evaluation of alternatives, product purchase decisions, and post-purchase feelings. The purchase decision process involves these steps before consumers ultimately decide whether to buy a product or service.

Halal Label

The halal label is a written symbol or proof that guarantees that a product is halal and complies with Shariah regulations. The halal certificate is provided by the Food, Drugs, and Cosmetics Assessment Institute of the Indonesian Council of Ulama (LPPOM MUI) and indicates that the product has passed halal testing. Products with halal certification bear the halal logo on their packaging (Fataron & Rohmah, 2019).

In the Indonesian context, every product directly related to humans is considered to be halal, including cosmetics. The decision of the Minister of Religious Affairs (KEPMENAG) of the Republic of Indonesia No. 518 of 2001 states cosmetics must be halal because they relate to the aspect of halal in Islam. Some common ingredients used in cosmetics, such as collagen, glycerin, and keratin, must also meet halal requirements.

Indicators of the halal label in line with the concept mentioned above include the halal symbol on product packaging, information about halal testing by the MUI institution, registration numbers for the halal status of products, and information about the ingredients used in the products. The halal label is of great importance to consumers who are sensitive to the halal status of the products they purchase.

Brand Image

According Kotler dan Keller (2008:346)Brand image is the perception and beliefs of consumers reflected in the associations formed in their memory. Brand image creates a tendency among consumers towards a particular brand and can influence purchase decisions. Factors influencing brand image include product quality, trust, benefits, service, and price. Brand image can be measured through three categories: brand association benefits, brand association strength, and brand association uniqueness. Branding is how consumers understand, remember, and trust a brand based on their experiences with the product or service, and this can influence consumer decisions and even others in choosing products with a particular brand.

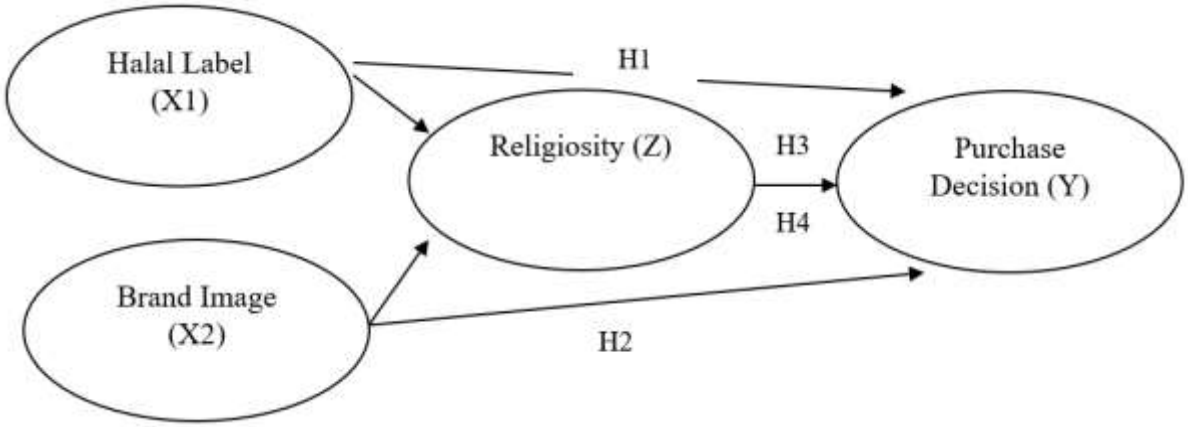
Religiosity

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Religiosity is a fundamental aspect of human history, and it has been explored through various concepts. Glock dan Stark said Religiosity can be defined as an individual's commitment to religious beliefs and practices. It encompasses dimensions such as belief, rituals, experiences, knowledge, and consequences of religious actions. Belief involves accepting dogmatic elements of one's faith, like the belief in God and the afterlife. Rituals are the religious practices individuals follow, like prayer, fasting, and charity. Experiences relate to spiritual encounters and feelings, while knowledge pertains to understanding religious teachings. Consequences are about applying religious principles to social life, such as helping others. Thouless (Fitriani, 2016) said Religiosity is influenced by factors like education, social pressures, personal experiences, needs (love, self-esteem, coping with death), and intellectual reasoning. Ultimately, religiosity creates a deep connection between individuals and their faith, guiding their thoughts, emotions, and actions to follow religious teachings.



Picture 1. Framework Of Thoughts

Methodology

A sample is a subset of a population consisting of several members of the population, and this subset is taken because in many cases, it is not possible to study the entire population, so a representation of the population is needed (Paramita et al., 2021, p. 60). According to Hardani et al. (2020), a sample is a portion of the population determined using sampling techniques, where the sampling in this research uses non-probability sampling. The formula's results indicate that the minimum sample size to be used is 180 female respondents who have used Wardah products for at least 1 month and are domiciled in the city of Yogyakarta.

The researcher prepared a series of questions to distribute an online questionnaire based on needs, using a Likert scale. According to Sekaran & Bougie (2016, p. 215), the Likert scale is designed to measure the strength of subjects' agreement or

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disagreement with statements on a five-point scale. The Likert scale is generally treated as an interval scale. This research used a Likert scale with a score range of 1 to 5, starting with the highest score of 5, which is "Strongly Agree," and ending with the lowest score of 1, which is "Strongly Disagree," and then processed using the SPSS tool.

RESEARCH AND RESULTS

Descriptive Analysis

Table 1. Results of Respondents' Evaluation of the Halal Label Variable

Variable Items	Average	Category
There is a halal logo on Wardah products.	4.520	Very High
I can find information on the packaging of Wardah products that proves they are halal.	4.472	Very High
There is a halal registration number on Wardah product packaging.	4.452	Very High
I can check the ingredients of Wardah products, and there are no forbidden (haram) ingredients.	4.500	Very High
Average	**4.486**	**Very High**

Source: Data Processed 2023

Based on the analysis of respondent evaluations in the table, it can be seen that the average rating given by respondents for the halal label is 4.486, which falls into the category of very high. It can be concluded that each indicator can effectively explain the halal label variable because every indicator and the overall average are in the very high category.

Table 2. Results of the Analysis of Respondent Assessments on the Brand Image Variable

Variable Items	Average	Category
According to me, Wardah is a well-known halal cosmetic brand among the general public.	4.444	Very High
According to me, the Wardah brand enhances its positive image, making consumers trust Wardah products.	4.512	Very High
According to me, Wardah products have their own distinctive characteristics compared to competitors.	4.448	Very High
Average	**4.468**	**Very High**

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Source: Data Processed 2023

Based on the analysis of respondent assessments in the table, it is shown that the average assessment of respondents towards the brand image is 4.468, which falls into the category of very high. It can be concluded that each indicator can effectively explain the brand image variable because every indicator and the overall average are in the very high category.

Table 3. Results of Analysis of Respondents' Assessments on the Purchase Decision Variable

Variable Items	Average	Category
I need halal cosmetics, which can be fulfilled by Wardah products.	4.444	Very High
I search for information about Wardah products.	4.448	Very High
I evaluate alternatives before deciding to purchase Wardah products.	4.408	Very High
I bought Wardah cosmetics because they meet my needs.	4.452	Very High
I feel satisfied after purchasing Wardah products.	4.464	Very High
Average	**4.443**	**Very High**

Source: Data Processed 2023

Based on the analysis of respondent assessments in the table, it shows that the average assessment of respondents regarding purchase decisions is 4.443, which falls into the very high category. It can be concluded that each indicator can explain the purchase decision variable well because each indicator and the overall average are in the very high category.

Table 4. Results of the Analysis of Respondents' Assessments on the Religiosity Variable

Variable Items	Average	Category
I choose to use Wardah products because they are guaranteed halal, as I adhere to religious rules.	4.496	Very High
I choose to use Wardah products to avoid any doubts about their halal status.	4.448	Very High
I choose to use Wardah products because they already have a halal logo and registration number.	4.408	Very High

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I choose to use Wardah products because their ingredients have been proven to be halal.	4.524	Very High
Average	**4.469**	**Very High**

Source: Data Processed 2023

Based on the analysis of respondent assessments in the table, it shows that the average assessment of respondents towards religiosity is 4.443, which falls into the very high category. It can be concluded that each indicator can explain the religiosity variable well because each indicator and the overall average are in the very high category.

Validity Test

Table 5. Loading Factor

Halal Label (X1)	Brand Image (X2)	Religiosity (Z)	Purchase Decision (Y)
LH1 0,793	**CM1** 0,787	**RLG1** 0,814	**KP1** 0,818
LH2 0,805	**CM2** 0,811	**RLG2** 0,816	**KP2** 0,753
LH3 0,806	**CM3** 0,802	**RLG3** 0,751	**KP3** 0,734
LH4 0,804	**CM4** 0,787	**RLG4** 0,831	**KP4** 0,744

Source: Data Processed 2023

The table shows the values of each loading factor for statement indicators, all of which have loading factors exceeding the minimum value of >0.50. According to Ghozali (2021), loading factors are considered acceptable with a requirement of loading factor values > 0.70. However, in development research, loading factor values of 0.50 - 0.60 can still be tolerated.

Table 6. Cross Loading

Indicator	Halal Label (X1)	Brand Image (X2)	Religiosity (Z)	Purchase Decision (Y)
LH1	**0,793**	0,591	0,611	0,661
LH2	**0,805**	0,663	0,644	0,732
LH3	**0,806**	0,614	0,654	0,695
LH4	**0,804**	0,629	0,688	0,706
CM1	0,609	**0,787**	0,561	0,616
CM2	0,648	**0,811**	0,602	0,643

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CM3	0,613	**0,802**	0,572	0,604
RLG1	0,692	0,585	**0,814**	0,648
RLG2	0,713	0,657	**0,816**	0,675
RLG3	0,574	0,482	**0,751**	0,582
RLG4	0,614	0,588	**0,831**	0,630
KP1	0,732	0,625	0,592	**0,818**
KP2	0,665	0,611	0,626	**0,753**
KP3	0,612	0,552	0,564	**0,734**
KP4	0,673	0,592	0,658	**0,744**
KP5	0,590	0,541	0,533	**0,714**

Source: Data Processed 2023

The results of cross-loadings in the table indicate that the values for each item indicator of the variable are higher than those of other variables. Variables consisting of halal label, brand image, religiosity, and purchase decision can be considered valid based on the cross-loading values in the discriminant validity test. According to Setiaman (2020).

Table 7. Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
Halal Label (X1)	0,643
Brand Image (X2)	0,640
Religiosity (Z)	0,646
Purchase Decision (Y)	0,568

Source: Data Processed 2023

Based on the results of the discriminant validity test through AVE, it is known that the AVE values for all variables studied are above 0.50, which is in line with what Ghozali (2021) stated. This proves that in this research, each variable meets the requirements for discriminant validity.

Reliability Test

Table 8. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha
Halal Label (X1)	0,878	0,815
Brand Image (X2)	0,842	0,719

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Religiosity (Z)	0,879	0,817
Purchase Decision (Y)	0,868	0,809

Source: Data Processed 2023

From the table above, it can be proven that the composite reliability and Cronbach's alpha values for each variable exceed 0.70, which means they meet the criteria as reliable or dependable instruments. Overall, the Composite Reliability and Cronbach's Alpha values for all variables have reached > 0.70, indicating that all statement items in the estimated indicators have high consistency and can be considered reliable (Hamid & Anwar, 2019).

Inner Model

Table 9. R-Square

	R Square	**R Square Adjusted**
Purchase Decision (Y)	0,796	0,793
Religiosity (Z)	0,679	0,676

Source: Data Processed 2023

It is concluded that the variables of halal label and brand image influence purchase decisions by 79.3%, while the remaining 20.7% is influenced by other variables outside this study. In addition, the halal label and brand image have an influence on religiosity by 67.6%, while the remaining 32.4% is influenced by other variables outside this study. Therefore, according to (Ghozali, 2021) this model can be considered strong.

Table 10. Q-Square

	SSO	**SSE**	**Q^2 (=1-SSE/SSO)**
Halal Label (X1)	1000,000	1000,000	
Brand Image (X2)	750,000	750,000	
Religiosity (Z)	1000,000	568,726	0,431
Purchase Decision (Y)	1250,000	697,233	0,442

Source: Data Processed 2023

The test results above indicate a Q-Square value of 0.442 for Purchase Decision and 0.431 for Religiosity. The Q-Square values are > 0 and greater than 0.35. This indicates that the model has predictive relevance, and the validity of the predictive relevance fit model is strong (Setiaman, 2020).

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Hypothesis Test

The t-test determines which variables influence and to what extent they influence the dependent variable. This study resulted in a t-table value for a total of 250 respondents. The study has a t-table value of 1.651, obtained using the formula df = n - k or df = 250 - 4 = 246, with a confidence level of 95% and a standard error of 5% or 0.05.

Table 11. T-Statistics

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Halal Label (X1)-> Purchase Decision (Y)	0,559	0,563	0,061	9,097	0,000
Brand Image (X2) -> Purchase Decision (Y)	0,203	0,200	0,057	3,570	0,000
Halal Label (X1) -> Religiosity (Z) -> Purchase Decision (Y)	0,120	0,117	0,035	3,437	0,001
Brand Image (X2) -> Religiosity (Z) -> Purchase Decision (Y)	0,045	0,047	0,020	2,202	0,028

Source: Data Processed 2023

Based on Table 11, in hypothesis testing, it can be considered significant if the T-Statistics value is greater than 1.651, whereas if the T-Statistics value is < 1,651, it is considered not significant (Ghozali, 2021). The original sample is useful for determining whether the variables used have a positive or negative influence. A variable is considered significant if it has P-Values less than 0.05; if it exceeds this threshold, the variable is considered not significant. P-Values are also defined as the probability of making a Type I error, rejecting the null hypothesis when it is true (Hair et al., 2017).

The first hypothesis posed is whether the halal label influences purchasing decisions. This hypothesis is tested by examining the T-statistic value, original sample, and P-Value. The calculated T-statistic value is 9.097. This value indicates that the calculated t-value of 9.097 > the critical t-table value of 1.651. Additionally, the obtained p-value is 0.000, which is smaller than the critical threshold of 0.05. The Original Sample in the test result is +0.559, which can be interpreted as having a positive effect. Therefore,

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it can be concluded that the first hypothesis is accepted. This means that the halal label has a positive and significant impact on purchasing decisions.

The second hypothesis proposed is whether brand image affects purchasing decisions. This hypothesis is tested by examining the T-statistic value, original sample, and P-Value. The calculated T-statistic value is 3.570. This value indicates that the calculated t-value of 3.570 > the critical t-table value of 1.651. Additionally, the obtained p-value is 0.000, which is smaller than the critical threshold of 0.05. The Original Sample in the test result is +0.203, which can be interpreted as having a positive effect. Therefore, it can be concluded that the second hypothesis is accepted. This means that the brand image has a positive and significant impact on purchasing decisions.

Table 12. Sobel Test

Variable	Coefficient and See		Coefficient and See		Sobel Test Results (< 0,05 impact/ significance)
	Coefficient	See	Coefficient	See	
Halal Label (Independent)	0.798	0.056			
Brand Image (Independent)	0.388	0.074			
Religiosity (Mediating)			0.255	0.065	

Source: Data Processed 2023

1. Sobel Test Phase 1
   Sobel Test Phase 1 aims to prove the third hypothesis, which is the influence of the halal label on purchasing decisions with religiosity as a mediating variable. This Sobel test is conducted using the Sobel Test Calculator.
   Based on the results of the Sobel test in Table 21, it is known that the Sobel test statistic value is 3.782. This indicates that the t-statistic value of 3.782 > the critical t-table value of 1.651. Furthermore, it can also be seen that the two-tailed probability or P-value is 0.000, which is < 0.05. This suggests that the variable religiosity positively and significantly influences the halal label on purchasing decisions. Therefore, it means that the third hypothesis can be accepted.
2. Sobel Test Phase 2

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Sobel Test Phase 2 aims to prove the fourth hypothesis, which is the influence of brand image on purchasing decisions with religiosity as a mediating variable. This Sobel test is conducted using the Sobel Test Calculator.

Based on the results of the Sobel test in Table 21, it is known that the Sobel test statistic value is 3.141. This indicates that the t-statistic value of 3.141 > the critical t-table value of 1.651. Furthermore, it can also be seen that the two-tailed probability or P-value is 0.000, which is < 0.05. This suggests that the variable religiosity positively and significantly influences brand image on purchasing decisions. Therefore, it means that the fourth hypothesis can be accepted.

Discussion

Testing the Influence of the Halal Label on Purchase Decisions (H1)

Based on the research, the results of hypothesis 1 or H1 show that the halal label (X1) has a positive and significant influence on purchase decisions (Y). This is evident from the results obtained in the original sample, which is 0.059, with a t-statistic test of 9.097 > the critical t-table value of 1.651, and a significance level indicated by P-values of 0.000 < 0.005. The results conclude that the halal label variable has a positive and significant influence on the purchase decision variable, thus accepting hypothesis 1.

Labels are an integral part of a product, providing information about the product or service. The halal label is one of the factors influencing consumers in making purchase decisions, which aligns with the findings of previous research (Wahyurini & Trianasari, 2020). This research explains that the halal label has a positive and significant influence on purchase decisions. The questionnaire results regarding the halal label on Wardah products also impact purchase decisions.

Testing Brand Image on Purchase Decisions (H2)

Based on the research, the results of hypothesis 2 or H2 show that brand image (X2) has a positive and significant influence on purchase decisions (Y). This is evident from the results obtained in the original sample, which is 0.203, with a t-statistic test of 3.570 > the critical t-table value of 1.651, and a significance level indicated by P-values of 0.000 < 0.005. The results conclude that the brand image variable has a positive and significant influence on the purchase decision variable, thus accepting hypothesis 2.

Brand image is one of the variables influencing an individual's purchase decision. This is supported by previous research (Apriani & Bahrun, 2021), which explains that the better the perceived brand image by consumers, the higher their purchase decisions. If consumers perceive a brand image positively, it will lead to trust in the brand, ultimately motivating them to make a purchase.

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Testing the Influence of the Halal Label on Purchase Decisions Mediated by Religiosity (H3)

Based on the research, the results of hypothesis 3 or H3 show that religiosity positively and significantly influences the halal label on purchase decisions. This is evident from the results obtained with a t-statistic test of 3.782 > the critical t-table value of 1.651 and a significance level indicated by 0.000 < 0.005. The results conclude that religiosity influences the halal label on purchase decisions positively and significantly, thus accepting hypothesis 3.

The test results explain that religiosity positively and significantly influences the halal label on purchase decisions. This is also supported by research conducted by Faradhilla (2021), which explains that religiosity, as an intervening variable, can mediate the influence of the halal label on purchase decisions of halal cosmetics in Jakarta. Consumers of halal cosmetics consider the halal label before making purchase decisions. Consumers also prefer products with halal labeling due to religious reasons.

Testing Brand Image on Purchase Decisions Mediated by Religiosity (H4)

Based on the research, the results of hypothesis 4 or H4 show that religiosity positively and significantly influences brand image on purchase decisions. This is evident from the results obtained with a t-statistic test of 3.141 > the critical t-table value of 1.651 and a significance level indicated by 0.000 < 0.005. The results conclude that religiosity influences brand image on purchase decisions positively and significantly, thus accepting hypothesis 4.

Religiosity moderates brand image on purchase decisions positively and significantly. This is supported by research conducted by Faradhilla (2021), which explains that religiosity, as an intervening variable, can mediate the influence of brands on purchase decisions of halal cosmetics in Jakarta. In terms of brand image, consumers of halal cosmetics consider the brand factor in their decision to repurchase or not.

CONCLUSION AND RECOMMENDATIONS

Based on the research findings presented in the previous chapters, several conclusions can be drawn. Firstly, it was observed that the presence of a "Halal Certified" label has a positive and significant impact on the purchasing decisions of Wardah cosmetics. This implies that when consumers see the Halal label, they are more likely to make a purchase. Secondly, the brand image of Wardah plays a crucial role, as it also exerts a positive and significant influence on purchasing decisions. A favorable perception of the brand increases the likelihood of consumers choosing Wardah

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products. Thirdly, the level of religiosity in individuals has a positive and significant effect on their purchasing decisions. The higher an individual's religiosity, the more likely they are to opt for Wardah cosmetics. Additionally, it was found that religiosity positively and significantly affects the brand image. Higher levels of religiosity can enhance the positive perception of Wardah cosmetics as a brand. Lastly, the purchasing decisions for Wardah cosmetics can be effectively predicted using variables such as the Halal label, brand image, and religiosity. Religiosity also plays a moderating role, influencing the relationship between the Halal label and brand image with purchasing decisions. In essence, an individual's level of religiosity can moderate the impact of the Halal label and brand image on their purchasing decisions.

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