

The Influence of Brand Image, Halal Label, and Price on the Purchasing Decision of Wardah Cosmetic Products among Female Students of the Management Study Program, University of North Sumatra

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ABSTRACT

This study aims to analyze the effect of brand image, halal label, and price on purchasing decisions of Wardah cosmetic products among female students of the Management Study Program at the University of North Sumatra. The research uses a quantitative approach. The population consists of 395 female students from the 2022-2024 cohorts, with a sample of 80 respondents selected using the Slovin formula. Data were analyzed using multiple linear regression with SPSS Statistics software. The results show that brand image (X1) has a positive but insignificant effect on purchasing decisions (Y), as indicated by a significance value of $0.238 > 0.05$ and a t-value of $1.190 < 1.991$. The halal label (X2) has a positive and significant effect on purchasing decisions, with a significance value of $0.000 < 0.05$ and a t-value of $5.124 > 1.991$. Price (X3) also has a positive and significant effect on purchasing decisions, shown by a significance value of $0.000 < 0.05$ and a t-value of $3.326 > 1.991$. Furthermore, the F-test result shows a significance value of $0.000 < 0.05$, indicating that brand image, halal label, and price simultaneously have a positive and significant effect on purchasing decisions of Wardah cosmetic products.

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I. INTRODUCTION

Human needs are a state of basic fulfillment that is highly conscious and felt. Needs are a feeling of lack and satisfaction based on certain criteria (Masruroh,



2021). Women, in particular, are a highly potential market segment, with a variety of needs, one of which is the need to look beautiful through the use of cosmetic products. Unbeknownst to them, cosmetics have become an integral part of their daily lives, used from the moment they wake up until they go to sleep.

Seeing the huge potential today, many companies are implementing competitive advantage strategies to deliver innovative cosmetic products to meet consumer needs. However, amid the rampant circulation of counterfeit cosmetics in the market, consumer trust is an important factor that must be considered. Consumers tend to choose products that not only provide maximum satisfaction but also meet the aspects of product safety and halal certification.

Since the majority of Indonesia's population is Muslim, with a Muslim population reaching 86.9% (Bayu, 2022), it is important to pay attention to the halal aspect of products, including cosmetics. Non-halal cosmetics are those that use ingredients that are prohibited by Islamic law in their manufacturing process. In Islam, personal purity is very important when a Muslim performs prayers. The side effects of choosing the wrong cosmetics encourage consumers to be more careful and consider many things before making a purchase decision.

According to Kotler & Amstrong (2014), a purchase decision is a stage in the decision-making process where consumers finally make a purchase. A purchase decision is consumer behavior to buy or not buy a product or service for personal consumption. (Prasasti & Ekawaty, 2022).

According to Sinaga & Hutapea, (2022) brand image is the perception and belief held by consumers, as reflected in the associations that occur in consumers' memories. Through a good brand image, positive feelings will arise when buying or using a particular brand, so that brand image can also influence consumers to make purchasing decisions on a product.

According to Lia et al. (2021), a halal label is a guarantee provided by an authorized institution, such as the Indonesian Ulema Council's Food, Drug, and Cosmetics Assessment Agency Ulama Indonesia (LPPOM-MUI).

According to Kotler and Amstrong (2014), price is the amount that consumers need to provide in order to obtain a product or service, or the amount of value that



customers exchange for the benefits gained from owning or utilizing the product or service.

Halal labeling and price play an important role in shaping brand image and influencing consumer purchasing decisions. Manufacturers in Indonesia are increasingly aware of the urgency of ensuring their products meet halal standards and developing appropriate pricing strategies to increase market competitiveness.

In Indonesia, the halal status of cosmetics is tested by the Indonesian Ulema Council's Food, Drug, and Cosmetics Assessment Agency, known as LPPOM MUI. Cosmetic products that pass the halal test receive an official certificate allowing them to display a halal label on their packaging. Wardah is one of Indonesia's original halal cosmetics and skincare brands, established in 1995 under PT. Paragon Technology and Innovation (PT. PTI). One of the founders of Wardah cosmetics is Mrs. Nurhayati Subakat, who currently serves as commissioner of PT. PTI (wardahbeauty.com).

A pre-survey of 30 female students showed that although 100% of respondents were familiar with Wardah as a halal cosmetics brand, 30% still had doubts about the product's reputation, and only 43.3% said they would repurchase it. A total of 26.7% of respondents felt that the halal label on the packaging was unclear, and 23.3% considered Wardah's prices to be insufficiently competitive compared to other brands. This indicates a discrepancy between the brand image that has been built and consumer perceptions in the field.

Given this phenomenon, this study aims to empirically determine the extent to which brand image, halal labeling, and price influence the decision to purchase Wardah cosmetic products among female students in the Management Study Program at the University of North Sumatra.

II. LITERATURE REVIEW

Purchase Decisions

According to Larika & Ekowati (2020), a purchase decision is an action taken by consumers to buy or not buy a product. This process involves making



decisions that aim to determine the need for goods and services required, as well as identifying, evaluating, and select among brands. In this case, the purchase decision is the stage where consumers have already made a purchase and are considering several options to meet their needs.

Kotler & Armstrong (2014) explain that purchasing decisions are processes undertaken by consumers to determine whether to buy a product or service for personal use. Consumers' choices for obtaining products or services consist of a series of choices, which have a layout, namely choices regarding the type of product, product form, brand, seller, product quantity, time of purchase, and payment method (Prasasti & Ekawaty, 2022).

Brand Image

According to Lariko & Ekowati (2020), brand image is defined as the image of a brand that can be observed through its reputation, level, or high status of a product brand. Brand image can influence consumer behavior in purchasing a product. Brand image is very important for every product to be marketed, because it becomes a distinctive feature that differentiates one product from another.

According to Rahardjo & Yulianto (2022), brand image plays a very important role in brand image development related to reputation and trust. Brand image is the overall perception of a brand formed from information and knowledge about it. Perceptions of a brand are related to attitudes that indicate belief in that brand.

Halal Label

According to Zulham (2018), halal labeling is a permit to put the word "HALAL" on a company's product packaging issued by the Indonesian Food and Drug Administration (BPOM). Permission to put a halal label on cosmetic product packaging is given by BPOM based on a recommendation from the Indonesian Ulema Council (MUI) in the form of an MUI Halal certificate. The halal label is an official guarantee issued by an authorized institution, such as the Indonesian Ulema Council's Food, Drug, and Cosmetics Assessment Agency (LPPOM MUI), to ensure that a product has undergone a verification process and is declared to be in accordance with Islamic law. The main purpose of halal labeling is to provide



consumers with a sense of security and protection regarding the halal status and comfort of using the product (Aeni & Lestari, 2021).

Price

According to Krisdayanto (2018), price refers to the amount of money spent on services, or the value given by consumers in exchange for the benefits of owning or using goods and services. Price is also a factor that greatly influences purchasing decisions. Customers usually compare prices before buying a product.

According to Fathurrahman & Anggesti (2021), price is the amount of money charged for a product or service in exchange for the value received by customers when they obtain benefits from owning or using the product or service. In addition, price is also the most flexible element of the marketing mix.

III. METHODS

This study uses a quantitative approach with an associative research type. The research location was at the Management Study Program, University of North Sumatra, Jl. Dr. T. Mansur No. 9, Padang Bulan, Medan Baru District, Medan City, North Sumatra. The research population consisted of 395 female students enrolled in the Management Study Program at the University of North Sumatra from 2022 to 2024. The sample was determined using the Slovin formula with a 10% error rate, resulting in 80 respondents.

The data used was primary data collected through a questionnaire with a Likert scale. The research variables consisted of brand image, halal label, and price as independent variables and purchase decision as the dependent variable. Data analysis was performed using multiple linear regression with the help of SPSS software, preceded by validity testing, reliability testing, and classical assumption testing. Hypothesis testing was performed using t-tests, F-tests, and the coefficient of determination (R^2).



IV. RESULTS

Classical Assumptions

1. Normality Test

a. Histogram Approach

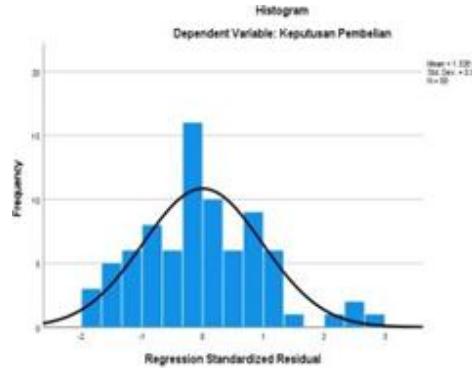


Figure 1

Based on Figure 1, it can be seen that the variables have a normal data distribution. This is indicated by the bell-shaped data pattern that does not skew to the left or right.

b. Normal Graphical Approach P-P Plot

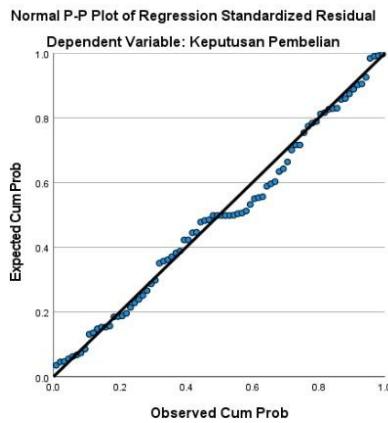


Figure 2

Figure 2 shows that there are points that follow the data along the diagonal line. This indicates that the residuals obtained by the researcher are normal. However, to further confirm that the distribution along the diagonal line is truly normal.

c. Kolmogorov-Smirnov Approach

Table 1
Kolmogorov-Smirnov Test
One-Sample Kolmogorov-Smirnov Test

N	80
Normal Parameters ^a	
Mean ^b	.000000
Std. Deviation	1.49135405
Most	Absolute
Extreme	Positive
Differences	Negative
Test Statistic	.080
Asymp. Sig. (2-tailed) ^c	.200 ^d

In Table 1, it can be seen that the Asymp. Sig. (2-tailed) value reaches 0.200, which is higher than the significance level of 0.05 ($0.200 > 0.05$). This indicates that the normality assumption has been met. Therefore, based on the testing criteria, it can be concluded that the data has a normal distribution.

2. Heteroscedasticity Test

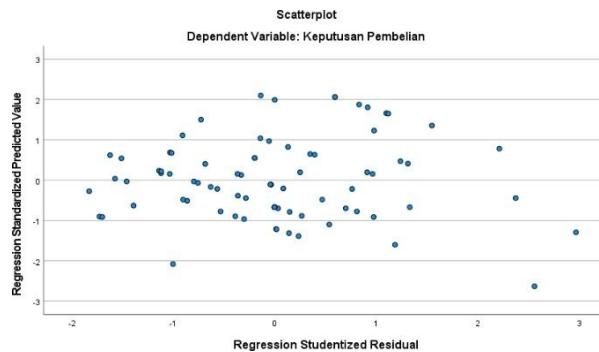


Figure 3

Based on Figure 3, it can be seen that there is no clear pattern and the points are scattered both above and below the number 0 on the Y-axis. Therefore, according to the graphical method, this regression model does not experience heteroscedasticity and is considered suitable for use.

3. Multicollinearity Test

Table 2
Tolerance and VIF Value Test

Coefficients^a

Model	Unstandardized		Standardized		Collinearity Statistics			
	B	Std. Error	Coefficients	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.214	2.148		1,496	.139		
	Brand Image	.074	.062	.106	1,190	.238	.638	1,568
	Halal Label	.424	.083	.509	5,124	.000	.517	1,933
	Price	.202	.061	.291	3,326	.001	.668	1,497

a. Dependent Variable: Purchase Decision

Table 2 shows that the tolerance values for all independent variables are higher than the specified limit of 0.1. The VIF values for all independent variables are below the specified limit of 10. Thus, the data in this study does not have multicollinearity problems.

4. Multiple Linear Regression Analysis

Table 3
Multiple Linear Regression Results

Coefficients^a

Model	Unstandardized		Standardized		Collinearity Statistics			
	B	Std. Error	Coefficients	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3,214	2,148		1,496	.139		
	Brand Image	.074	.062	.106	1,190	.238	.638	1,568
	Halal Label	.424	.083	.509	5,124	.000	.517	1,933
	Price	.202	.061	.291	3,326	.001	.668	1,497

a. Dependent Variable: Purchase Decision

$$(Y) = 3.214 + (0.074)X1 + (0.424)X2 + (0.202)X3$$

From the regression formula mentioned, it can be interpreted that the constant value is 3.214 shows that without the impact of Brand Image, Halal Label, and Price, the Purchase Decision will remain at 3. 214. Meanwhile, the regression



coefficient that describes the effect of Brand Image (X1) on the purchase decision is 0.074. This means that for every 1-unit increase in brand image, the purchase decision will increase by 0.074. Furthermore, the regression coefficient that shows the effect of Halal Label (X2) on Purchase Decision has a value of 0.424. This indicates that for every 1-unit increase in Halal Label, the Purchase Decision will increase by 0.424. The regression coefficient reflecting the effect of Price (X3) on Purchase Decision is 0.202, which indicates that every 1-unit increase in Price will affect Purchase Decision by 0.202.

The regression equation above shows that the variables Brand Image (X1), Halal Label (X2), and Price (X3) have a positive effect on Purchase Decision (Y). This means that if Wardah cosmetic products improve their Brand Image, Halal Label, and Price, it will have an impact on increasing Purchase Decision.

Hypothesis Test Results

Test t (Partial Test)

The t-test was conducted to partially test whether Brand Image, Halal Label, and Price influence Purchase Decisions. In other words, this test aims to determine the extent to which each independent variable separately contributes to explaining the changes that occur in the dependent variable. This hypothesis testing was conducted by comparing the t-count value with the t-table value with the following conditions:

H_0 is accepted if $t_{count} \leq t_{table}$ or $sig\ t \geq \alpha\ (0.05)$

H_1 is accepted if $t_{count} > t_{table}$ or $sig\ t < \alpha\ (0.05)$

To find the t-table, use the following formula:

Probability = 5% or (0.05)

$df = n - k - 1$

$df = 80 - 3 - 1$

$df = 76$

$t\ tabel = probability \times df$

$t\ tabel = 0.05 \times 76$



Therefore, t tabel = 1.991

Table 4
Partial Significance Test (t-test)

Model	Coefficientsa				
	Unstandardized		Standardized	t	Sig.
	Coefficients	Coefficients			
Model	B	Std. Error	Beta		
1 (Constant)	3.214	2.148		1.496	.139
Brand Image	.074	.062	.106	1.190	.238
Halal Label	.424	.083	.509	5.124	.000
Price	.202	.061	.291	3.326	.001

a. Dependent Variable: Purchase Decision

Based on Table 4, the partial test (t-test) is as follows:

1. The Brand Image variable shows a significant value of (0.238) < 0.05 and a t-count value of 1.190 < compared to the t-table of 1.991, so it can be concluded that the Brand Image variable has a positive and insignificant effect on Purchase Decisions.
2. The Halal Label variable shows a significant value of (0.000) < 0.05 and a t-count value of 5.124 > compared to the t-table of 1.991, so it can be concluded that the Halal Label variable has a positive and significant effect on Purchase Decisions.
3. The Price variable shows a significant value of (0.001) < 0.05 and a t-value of 3.326 > compared to the t-table of 1.991, so it can be concluded that the Price variable has a positive and significant effect on Purchase Decision.

F test (simultaneous)

This test was conducted to simultaneously examine the impact of independent variables such as Brand Image, Halal Label, and price on the dependent variable, namely Purchase Decision. To find the F table, the following is known:

Probability = 5% or (0.05)

df 1 = k

df 2 = n-k-1



F table = probability X (df 1) X (df 2)

F table = 0.05 X 3 X 76

Therefore, F table = 3.12

Table 5
Simultaneous Significance Test Results (F Test)

Model	ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	3	92.594	40.050	.000 ^b	
	Residual	76	2.312			
	Total	79				

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Brand Image, Halal Label

Source: data processed by researcher (2025)

Table 5 shows that the calculated F value is 40.050 with a significance level of 0.000. Meanwhile, the table F at a 95% confidence level ($\alpha = 0.05$) is 3.12. Therefore, in both calculations, the calculated F (40.050) > the table F (3.12) and the significance level is (0.000) < (0.05), indicating that the independent variables (Brand Image, Halal Label, and Price) have a positive and significant effect on Purchase Decisions.

Determination Coefficient Test Results

The results of the Coefficient of Determination Test (R^2) can be seen as follows:

Table 6
Determination Coefficient Test Results

Model	Model Summary ^b				Std. Error of the Estimate
	R	R Square	Adjusted R Square		
1	.783 ^a	.613	.597		1.52050

a. Predictors: (Constant), Price, Brand Image, Halal Label

b. Dependent Variable: Purchase Decision



Based on Table 6, it can be seen that the Adjusted R square value of 0.597 means that 59.7% of purchasing decisions can be explained by Brand Image, Halal Label, and Price. Meanwhile, the remaining 40.3% is influenced by other variables not examined in this study, such as promotion, product quality, product innovation, and others.

a. The Effect of Brand Image on Purchasing Decisions

This is shown in Table 5 with a significance value of $0.238 > 0.05$ and t-value $1.190 < t\text{-table } 1.991$, so H_0 is accepted and H_1 is rejected. The coefficient value of the Brand Image in the multiple linear regression is 0.074. It can be concluded that Brand Image has a positive and insignificant effect on Purchase Decisions. This means that brand image contributes to increasing purchasing decisions, but its influence is very small and insignificant. Thus, the brand image of Wardah cosmetics has not been proven to increase the purchasing decisions of female students in the Management Study Program at the University of North Sumatra without the support of other factors such as halal certification and price suitability.

b. The Effect of Halal Label on Purchase Decision

This can be seen in Table 5 with a significance value of $0.000 > 0.05$ and tcount $5.124 > t\text{-table } 1.991$, so H_0 is rejected and H_2 is accepted. The coefficient value of the Halal Label variable in multiple linear regression is 0.424. It can be concluded that the Halal Label has a positive and significant effect on purchasing decisions. This means that the presence of a clear and trustworthy halal label can actually encourage customers to choose Wardah cosmetic products, which shows the importance of Halal Certification as one of the main factors influencing purchasing decisions.

c. The Effect of Price on Purchase Decisions

This can be seen in Table 5 with a significance value of $0.001 > 0.05$ and t-value $3.326 > t\text{-table } 1.991$, so H_0 is rejected and H_3 is accepted. The coefficient value of the Price variable in multiple linear regression is 0.202. It can be concluded that Price has a positive and significant effect on Purchase Decision.



Therefore, based on the above information, it can be concluded that the Halal Label variable is the most dominant variable affecting Purchase Decisions, with a coefficient of 0.424, compared to the Brand Image variable with a coefficient of 0.074 and the Price variable with a coefficient of 0.202. Therefore, it can be concluded that the most dominant influence is the Halal Label variable.

d. The Influence of Brand Image, Halal Labeling, and Price on Purchasing Decisions

Based on the F test results, the calculated F value was 40.050 with a significance of $0.000 < 0.05$ and greater than the F table value of 3.12. This indicates that Brand Image, Halal Label, and Price have a positive and significant effect on the Purchase Decision of female students in the Management Study Program at the University of North Sumatra. The results of this study are in line with the research by Lia et al. (2022) and Sinaga & Hutaapea (2022). Based on a questionnaire of 80 respondents, the majority gave positive responses to Wardah cosmetic products. Respondents considered brand image, halal certification, and affordability to be important factors in determining their purchasing decisions, in addition to product quality and benefits.

V. CONCLUSION AND SUGGESTION

1. Brand image has a positive and insignificant effect on the decision to purchase Wardah cosmetic products among female students in the Management Study Program at the University of North Sumatra, therefore H1 is rejected.
2. The Halal label has a positive and significant effect on the decision to purchase Wardah cosmetic products among female students in the Management Study Program at the University of North Sumatra, therefore H2 is accepted.
3. Price has a positive and significant effect on the decision to purchase Wardah cosmetic products among female students in the Management Study Program at the University of North Sumatra, therefore H3 is accepted.



4. Brand Image, halal label, and price have a positive and significant effect on the decision to purchase Wardah cosmetic products among female students in the Management Study Program at the University of North Sumatra, therefore H4 is accepted.

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