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## **The Influence of Halal Label and Product Quality on the Purchasing Decision Process of Wardah Cosmetics by Using Brand Image as an Intervening Variable**

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*Received: 05-02-2023    Reviewed: 10-02-2023    Accepted: 20-02-2023*

### **Abstract**

This research is descriptive and causal. The sampling technique in this study was purposive sampling. The number of samples in this study is as many as 100 people. This study used a questionnaire instrument. This study uses the PATH Statistical Analysis tools. The results showed that the labeling of halal and quality products together (simultaneously) to the brand image has a strong relationship or positive, and partially labeled halal significant effect on brand image. Brand image of the purchase decision process there is a strong relationship. Halal label and product quality together (simultaneously) the purchase decision process also has a strong relationship or positive, and partially significant effect on the quality of the product purchase decision process. Halal label and product quality together (simultaneously) the purchase decision process through brand image also have a strong relationship or positive, and partially significant effect on the quality of the product purchase decision process through brand image.

**Keywords:** Halal Label, Product Quality, Brand Image, Purchase Decision Process

### **Introduction**

Competition between the personal care and cosmetics industry markets is increasingly competitive. This is proven by the many types of cosmetics produced domestically and abroad that circulate in Indonesia. The flood of cosmetic products on the market affects a person's interest in purchases and has an impact on purchasing decisions. (Ferrinadewi, 2005)

Beauty and women are two inseparable things. Being beautiful is the dream of all women in the world and that is the importance of cosmetics for women. Somehow they looked before but almost all women still felt that they were not yet very beautiful women, especially in front of their partners. The purchase of a cosmetic product for women is no longer to fulfill their desires (wants) only, but because cosmetics are a need (needs) at this time. (Aisyah, 2016)

Indonesia as a country whose population is predominantly converted to Islam must pay attention to the food products they will consume, as well as in choosing cosmetic products. Muslim consumers need information that the product is halal for consumption by Islamic shari'a. (Umbarani & Fakhruddin, 2021)

Table 1.1 Data on the Number of Indonesians by Religion

Religion	Sum	Percentage
Islam	182.083.594	87,20%
Protestan	12.964.795	6,21%
Katholik	6.941.884	3,32%
Hindu	4.586.754	2,20%
Budha	2.242.833	1,07%
Total	208.819.860	100,00%

Source: Sumarwan, *Consumer Behavior Theory and Its Application in Marketing* (2011:200)

The concept of halal in the life of Indonesian people has been widely known and applied, especially to Muslims. Halal is intended for everything good and clean that is eaten or consumed by humans according to Islamic shari'a. Opponents of halal are haram which means "not justified or forbidden" according to Islamic shari'a. Cosmetics are also among those that are considered about whether or not the raw materials for making them are halal. Cosmetics contain a long list of chemicals. Most of them are synthetic and petroleum-based which can trigger health problems such as skin irritation to the most severe such as cancer. Female consumers must be more careful in choosing cosmetics in addition to health reasons, the reason for piety is also a necessity for Islamic female consumers.(Afif & Aswati, 2022)

Halal information on products in Indonesia is in the form of a halal label certified by the Food, Medicine and Cosmetics Assessment Institute of the Indonesian Ulema Council (LP POM MUI) in collaboration with the Ministry of Health (Depkes) and the Ministry of Religion (Depag).(Herlambang et al., 2019)

To meet their needs, a person will choose a product that can provide the highest satisfaction. In particular, the factors that create the highest satisfaction for each person will be different, but in general factors such as the quality of the product itself, the price of the product, and the way to get the product are often the main considerations. According to the American Society for Quality Control, quality is "the totality of features and characteristics of a product or service that bears on its ability to satisfy given needs", meaning the overall traits and characteristics of a product or service that demonstrate its ability to satisfy implied needs. This definition is a consumer-centered definition of quality so it can be said that a seller has provided quality if the seller's product or service has met or exceeded consumer expectations.(Dimitrova et al., 2009)

The quality of the product desired by consumers concerns its benefits for the fulfillment of their needs and safety for consumers so that consumers feel calm and inner in using the product. To fulfill consumers' desire for peace and mind in consuming products, companies must inform the benefits of the product and how it is used. To meet the needs of its customers, companies must always update old products by bringing up new products and also improving their quality in a better direction. If the product is considered quality in the eyes of consumers, then it will always be sought after.(Afif & Aswati, 2022)

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Consumers pass judgment on a product after a consumer tries to use a product. Then consumers can judge it in terms of product quality. Especially for food products, medicines, and cosmetics, companies or manufacturers must include information related to the product. This information can be in the form of the composition of the product mixture ingredients, the validity period of the product, how to use the product and a description that the product has been checked by the Food, Drug, and Cosmetic Control Agency (BPPOM). (Adiba & Wulandari, 2018)

Also, a very important aspect is the image of the brand of the product itself. According to Keller, brand image is "perceptions and beliefs held by consumers. As reflected in the association held in consumer memory", that is, consumer perception and confidence, as reflected in the association that occurs in the consumer's memory regarding the brand of a product that is seen, thought and imagined (Keller, 2003)." By creating the right brand image for a product, of course, it will be very useful for marketers, because the brand image will affect consumers' assessment of the expected alternative brand. Which can not only meet the needs of consumers but can provide better and more guaranteed satisfaction. The better the brand image attached to the product, the more interested consumers will be in buying the product. (Ismail et al., 2020)

Consumers always choose a brand based on their image. If consumers have no experience with a product, then they tend to "trust" the brand they like or are famous for. A positive brand image is related to consumer loyalty, consumer confidence in positive brand values, and a willingness to search for the brand. A positive brand image also helps to increase consumer interest in the face of various marketing activities of competitors. (Guspul, 2018)

Wardah wants to attract consumers' buying interest with its three principles, namely Pure and Safe, Beauty Expert, and Inspiring Beauty. The most important principle in attracting consumers' buying interest is Pure and Safe, here Wardah wants to emphasize that their products are made of safe basic ingredients and do not contain elements prohibited by the Islamic religion. It concluded that Wardah cosmetic products are guaranteed quality, safe, and halal for use by Indonesian women. To be a favorite brand, the most common measure of a product is the quality of the product itself. To meet the needs of its customers, Wardah always updates old products by bringing up new products and improving their quality in a better direction. (Sukezi & Akbar Hidayat, 2019)

If the product is considered quality in the eyes of consumers, then it will always be sought after. Consumers pass judgment on a product after a consumer tries to use a product. Then consumers can judge it in terms of product quality. Wardah cosmetic products that are already famous for their halal labels and good quality will be stuck in the eyes of consumers in a good and positive image so that if Indonesian women hear something about Wardah or see the Wardah logo, it is in their memory that Wardah is one of the choices of cosmetic products that must be owned by them. (Desy WulanSari, 2020) The increase in sales of Wardah cosmetic products can be seen in the table below:

Table 1.2 Indeks Advocacy, Loyalty, and Satisfaction Produk Wardah 2011-2012  
(Kategori Kosmetik Survei IOB)

2012	
Wardah	7,68
Mustika Ratu	7,46
Sariayu	7,34
2011	
Mustika Ratu	7,75
Wardah	7,64
Sariayu	7,41
Viva	7,30

Source: Survei Institute Of Business IOB, SWA, 2012

From Table 1.2, it can be seen that there was an increase in sales of Wardah cosmetic products from 2011 to 2012. In 2011, Mustika Ratu products took the first position to achieve the largest sales in the cosmetics category, then Wardah took second place. But in 2012, Wardah occupied the position and vice versa Mustika Ratu was in second place after Wardah. (Fajria, 2018)

Despite being at the top of the list in 2012, Wardah must still be wary of its competitors. It can also be seen from the table above, that the increase in Wardah sales is not very significant. For this reason, it is necessary to continue to do various ways so that consumers still decide to buy Wardah cosmetic products. (Ackaradejruangsri, 2013)

From the description above, the author needs to measure the extent to which the halal label and product quality owned by Wardah can affect the brand image of Wardah products and want to see the impact on the consumer purchase decision process on Wardah cosmetic products, so in this study the author took the title "The Influence of Halal Labels and Product Quality on the Purchasing Decision Process of Wardah Cosmetic Products Using Brand Image as an Intervening Variable (Case Study on Wardah Cosmetics' Facebook Fan Page)". Based on the background of the problem, the research problem is formulated as follows:

1. How do respondents respond to halal labels and product quality from Wardah cosmetics on the Wardah Cosmetics Facebook Fan Page?
2. How do respondents respond to the brand image of Wardah cosmetic products on the Wardah Cosmetics Facebook Fan Page?
3. What is the consumer purchase decision process for buying Wardah products on the Wardah Cosmetics Facebook Fan Page?
4. How much influence do the halal label and product quality have on Wardah's brand image on the Wardah Cosmetics Facebook Fan Page?
5. How much influence does the brand image have on the purchase decision process of Wardah consumers on the Wardah Cosmetics Facebook Fan Page?
6. How much influence do halal labels and product quality have on the purchase process of Wardah consumers on the Wardah Cosmetics Facebook Fan Page?
7. How much influence do halal labels and product quality have on the consumer buying process through Wardah's brand image on the Wardah Cosmetics Facebook Fan Page?

## **Literature Review**

### **Halal label**

Halal certification and halal labeling are two different activities but are related to each other. Halal certification can be defined as a systematic testing activity to find out whether an item produced by a company has met halal requirements. The result of halal certification activities is the issuance of a halal certificate if the intended product has met the requirements as a halal product. Halal certification is carried out by an institution that has the authority to carry it out. The ultimate goal of halal certification is formal legal recognition that the products issued have met the halal requirements. (Kurniawati & Savitri, 2020)

Halal labeling is the inclusion of halal writings or statements on product packaging to show that the product in question has the status of a halal product. In Indonesia, the institution that authoritatively implements halal certification is the Indonesian Ulema Council (MUI) which is technically handled by the Institute for the Study of Food Medicines, and Cosmetics (LPPOM). Meanwhile, halal labeling activities are managed by the Food and Drug Supervisory Agency (Badan POM). (Farhan, 2019)

In its implementation in Indonesia, halal labeling activities have been implemented first before halal certification. In Indonesia, technical regulations governing the issue of halal labeling include a joint decree of the Minister of Health and Minister of Religious Affairs of the Republic of Indonesia No. 427 / Men.Kes / SKBMII / 1985 (No.68 of 1985) concerning the Inclusion of Halal Writing on Food Labels. (Aziz et al., 2021)

### **Product Quality**

According to Kotler & Armstrong, product quality is one of the main positioning means of marketers. Quality has a direct impact on the performance of a product or service. Therefore, quality is closely related to customer value and satisfaction. In a narrower sense, quality can be defined as "free from damage". Most customer-centric companies, however, go far beyond this narrow definition. (Kotler & Amstrong, 2016)

### **Product Dimensions**

1. According to Garvin (1987, 1988) in Tjiptono & Chandra (2011: 193) there are eight dimensions of product quality, namely:
2. Performance (performance), which is the main operating characteristic of the core product purchased.
3. Additional features or features, namely secondary or complementary characteristics.
4. Reliability, which is less likely to be damaged or fail to be used.
5. Conformance to specification, i.e. the extent to which design and operating characteristics meet predetermined standards.
6. Durability is related to how long the product can continue to be used.
7. Serviceability, including satisfactory handling of complaints. The services provided are not only limited to before the sale but also during the sales and after-sales process.
8. Aesthetics, that is, the attractiveness of the product to the five senses, for example: physical form, model, artistic design, and so on.

9. Perceived quality, namely the image and reputation of the product and the company's responsibility to it.

### **Brand Image**

The definition of brand image is described by Keller (2008:56). "Brand image can be defined as the perception of a brand reflected through brand associations that are contained in a person's memory." This also means that the elements of brand image are closely related to the brand association."(Propheto et al., 2020)

The definition of brand association according to Aaker "A brand association is everything related to the memory of a brand. Various associations that a person remembers can be assembled to form an image of the brand or brand image in one's mind."(Aaker, 1996)

According to Keller, a positive brand image is created by a marketing program that connects strength, favor, and uniqueness. The elements of brand image with brand associations according to Keller are as follows:

#### **1. Strength of Brand Association**

Strength can provide information on a product and trust that is built based on brand attributes, namely something that describes the character features of a product or service, and brand advantages, namely personal value and meaning that consumers are attached to the product and service. (French & Smith, 2013)

#### **2. Favourability of Brand Association (Excellence)**

Favourability of Brand Association is created by convincing the target audience that the brand has relevant benefits and satisfies needs and desires to be able to form a positive brand attitude. (Xue et al., 2022) Favorability depends on two things, namely desirability and deliverability. Desirability is the extent to which the product brand brought by a marketing communication program can meet the desires/expectations of the target audience. Desirability depends on three factors, including:

- The degree of suitability of the brand in the eyes of the target audience.
- The degree of specificity of the brand in the eyes of the target audience.
- The level of trust of the brand in the eyes of the target audience.

Meanwhile, deliverability is the extent to which the product brand presented by the marketing program can be delivered successfully to the target audience. Deliverability depends on three factors, including:

- The ability of marketing communication programs to demonstrate brand benefits.
- The possibility of marketing communication programs influencing the target audience in the present or future.
- The resilience of the brand image communicated through the marketing communication program over a long period.

Keller reveals almost the same thing more briefly, Favorability of Brand Association is the superiority of brand associations in terms of the ability to meet the factors of desirability (appropriate, privileged, and trustworthy) and deliverability (the potential ability of a product when it is given, communicating future results, and the ability to maintain long-term results.

### ***3. Uniqueness of Brand Association***

The uniqueness of brand associations has a competitive advantage or a "unique selling proposition" that gives consumers a compelling reason why they should buy them.

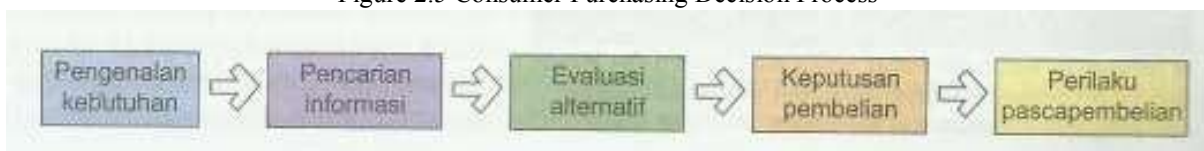
A successful brand image can be considered as a combination of three elements, namely: a good product, a different identity, and added value. Developing a brand starts with having an effective product. Next, the product must be given a different identity so that the customer can recognize and ask for it by name, this is usually measured through intentional or unintentional awareness. Finally, the most important thing for a successful brand is to have added value that gives customers confidence that the brand has better or more desirable quality than similar products from other competitors.(Palevi et al., 2018)

### **Consumer Purchasing Decision Process**

In a marketing strategy carried out by the company to find out whether a strategy has been optimal or not, it can be seen from consumer behavior with consumer responses to the products offered. (Nurhayati, 2017)

Kotler & Armstrong explain that the buyer's decision process consists of five stages: needs recognition, information retrieval, alternative evaluation, purchase decision, and post-purchase behavior. Marketers should focus on the entire buying process and not just on the purchase decision.

Figure 2.5 Consumer Purchasing Decision Process



Source: Kotler & Armstrong, *Marketing Principles* (2008:179)

The five stages in the process of purchasing a product according to Kotler & Armstrong are depicted in Figure 2.3 above and explained as follows:

#### ***Need recognition***

The buyer is aware of a problem or need. Needs can be triggered by internal or external stimuli that are high enough to be a nuisance.(Dastoury et al., 2021)

#### ***Information search***

Consumers who are interested in seeking more information consumers may simply be paying attention or actively searching for information. Consumers can obtain information from several sources including private sources.(Belanche et al., 2020)

**Alternative evaluation**

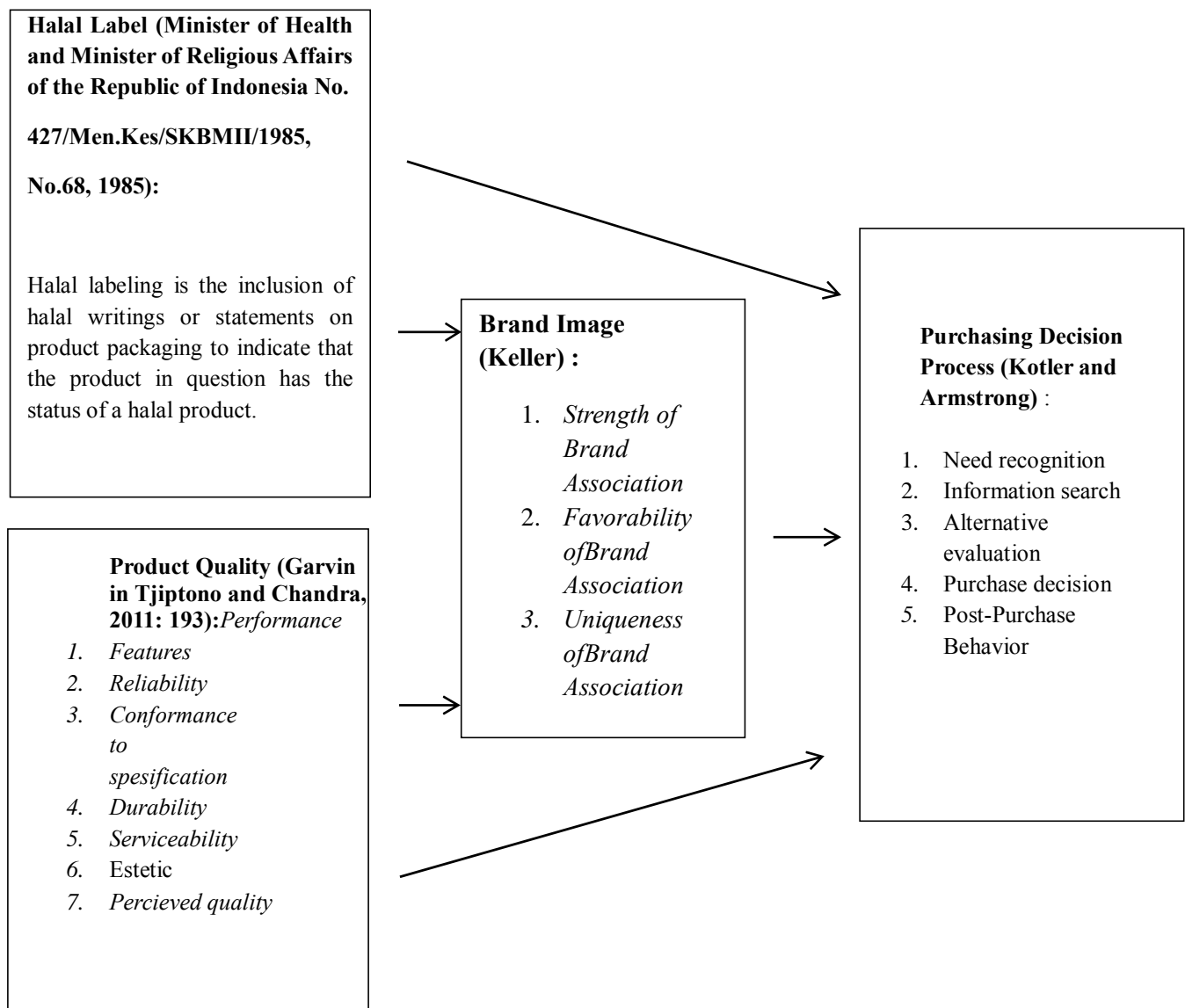
The process by which consumers use information to evaluate alternative brands in a group of brand choices. Determining the rating of a brand and forming the intentions of its buyers.(Vinardell & Mitjans, 2017)

**Purchase decision**

Consumers buy the most preferred brand but are influenced by two factors, namely the attitude of others and situational factors that are not expected.(Rachmawati et al., 2022)

**Post purchase behavior**

Consumers take further action after the settlement based on their satisfaction or dissatisfaction.(Nittala & Moturu, 2021)



Keterangan : —————> : Pengaruh

**Gambar 2.6 Kerangka Pemikiran**



Based on the research framework that has been described, the author formulates the hypothesis as follows:

### **Main hypotheses**

#### *Sub Structural 1:*

H0: Cannot influence the variables of halal label, and product quality on the variables of brand image.

H1: There is an influence of one or more variables of halal label and product quality on brand image variables.

#### *Sub Structural 2:*

H0: There is no influence of brand image variables on consumer purchasing decision process variables.

H1: There is an influence of brand image variables on purchasing decision process variables.

### **Hypothesis in Partial Variable X1: Halal label**

The first sub-hypothesis: halal labels affect brand image.

The second sub-hypothesis: is that brand image affects the buying process. Variable X2: Product Quality

The first sub-hypothesis: is that product quality affects the brand image. The second sub-hypothesis: is that brand image affects the buying process.

### **Research Method**

Based on the background, the formulation of the problem and the purpose of this study can be categorized as research that uses descriptive and causal methods. The descriptive method aims to describe the nature of something ongoing at the time the research is carried out and examine the causes of a particular symptom. In this study, the free variables are halal labels (X1) and product quality (X2), the intervening variables are brand image (Y), and the bound variables are purchasing decisions (Z).

The type of scale used in this study is the ordinal scale. The instrument scale used in this study is an interval scale using the Likert scale method. researchers determined the population in this study was Wardah Cosmetics' Facebook Fan Page. In this study, the population studied was women who were members of the Wardah Cosmetics Facebook Fan Page which amounted to 1,200,000 people, and the sample in this study was 100 people who were members of the Wardah Cosmetics Facebook Fan Page.(Andrianis et al., 2018)

## **Result and Discussion**

This research consists of seven problem formulations, all of which have been answered in the research results. The following is a general discussion of the seven problem formulations in this study.

The first problem is "How do respondents respond to halal labels and product quality from Wardah cosmetics on the Wardah Cosmetics Facebook Fan Page?"... a descriptive analysis showed the results that the halal label of Wardah cosmetic products with a percentage of 77.56%. Meanwhile, product quality with a percentage value of 76.67%.

The second problem is "How do respondents respond to the brand image of Wardah cosmetic products on the Wardah Cosmetics Facebook Fan Page?", descriptive analysis shows the results that the brand image of Wardah cosmetic products is included in the very high category, namely with a percentage value of 82.28%.

The third problem is "What is the consumer purchase decision process in buying Wardah products on the Wardah Cosmetics Facebook Fan Page?", a descriptive analysis shows the result that the decision process for purchasing Wardah cosmetic products is included in the very high category, with a percentage value of 85.92%.

The fourth problem is "How much influence does the halal label and product quality have on Wardah's brand image on the Wardah Cosmetics Facebook Fan Page?". From the results of the calculations that have been carried out, results were obtained that show that simultaneously (together) halal labels and product quality affect brand image with a percentage of 40% and a residual percentage value (the influence of other factors outside the research model) is 60%. The figure explains that there is a strong influence between halal labels and product quality on the brand image of Wardah cosmetic products. From the results of the F test, the result was obtained that the calculated F value is greater than the Ftabel ( $32.387 > 3.090$ ). This means that halal labels and product quality together have a significant effect on the brand image of Wardah cosmetic products. Meanwhile, based on the results of the t test, the result was obtained that the calculated value for X1 was 2.745 with a probability value ( $\text{sig} = 0.007 < 0.05$ ), then it was rejected and H1 was accepted, so it can be concluded that the halal label has a significant effect on brand image, the calculated value for X2 is 0.861 with a probability value ( $\text{sig} = 0.391 > 0.05$ ), then H0 is accepted and H1 is rejected, so it can be concluded that the quality of the product has no significant effect on the brand image. Based on the calculation results through path analysis, it was obtained that the largest total influence between halal labels and product quality on brand image is the halal label (X1) which is 30.898%. The halal label (X1) has a significant effect on the brand image, it can be seen from the positive influence between the halal label and the brand image. In this case, it can be interpreted that the causative factor of the greater influence of halal labels on brand image is Wardah's ability to show and convince consumers that the cosmetic products offered are made of halal raw materials and are safe to use.

The fifth problem is "How much influence does the brand image have on the purchase decision process of Wardah consumers on the Wardah Cosmetics Facebook Fan Page?". From the results of the calculations that have been carried out, results were obtained that the brand

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image has an influence of 3.8% on the purchase decision process, while the remaining 96.2% is the influence of other factors outside the brand image. From the results of the hypothesis test, the statistical value of the brand image influence test on the purchasing decision process was obtained by 1.979 with a significance value of  $< 0.05$ . Furthermore, the value will be compared with the t value of the table, from the table t with a degree of significance (0.05) and a free degree of 97 obtained a calculated value of 1.984. Because the calculation (1,979) is smaller than the t table (1,984), at a 5% error rate there is a strong reason to accept H0 and reject H1, so it can be concluded that the brand image has no significant effect on the purchasing decision process.

The sixth problem in this study is "How much influence do halal labels and product quality have on the purchase process of Wardah consumers on the Wardah Cosmetics Facebook Fan Page?". From the results of the calculations that have been carried out, results were obtained that show that simultaneously (together) halal labels and product quality affect the purchasing decision process with a percentage of 10.2% and a residual percentage value (the influence of other factors outside the research model) is 89.8%. The figure explains that there is a strong influence between halal labels and product quality on the decision process for purchasing Wardah cosmetic products. From the results of the F test, the result was obtained that the calculated F value is greater than the Ftabel ( $5,607 > 3,090$ ). This means that halal labels and product quality together have a significant effect on the purchasing decision process of Wardah cosmetic products. Meanwhile, based on the results of the t test, the result obtained that the calculated value for X1 was -0.900 with a probability value (sig) =  $0.371 > 0.05$ , then H0 was accepted and H1 was rejected, so it can be concluded that the halal label has no significant effect on the purchase decision process, the calculated value for X2 is 2.226 with a probability value (sig) =  $0.028 < 0.05$ , then H0 is rejected and H1 is accepted, so it can be concluded that product quality affects significantly to the purchase decision process. Based on the calculation results through channel analysis, the largest total influence between halal labels and product quality on the purchasing decision process is product quality (X2) which is 15.101%. Product quality (X2) has a significant effect on the purchase decision process, it can be seen from the positive influence between product quality and the purchase decision process. In this case, it can be interpreted that the causative factor of the greater influence of product quality on the purchasing decision process is that product quality is an important element that consumers consider capable of creating satisfaction when consumers use a quality product.

The seventh problem in this study is "How much influence does the halal label and product quality have on the consumer purchasing process through the Wardah brand image on the Wardah Cosmetics Facebook Fan Page?". From the results of the calculations that have been carried out, results were obtained that show that simultaneously (together) halal labels and product quality affect the purchasing decision process through the brand image with a percentage of 10.5% and a residual percentage value (the influence of other factors outside the research model) is 89.5%. The figure explains that there is a strong influence between halal labels and product quality on the purchasing decision process through the brand image of Wardah cosmetic products. From the results of the F test, the result was obtained that the calculated F value is greater than the Ftabel ( $3,760 > 3,090$ ). This means that halal labels and product quality together have a significant effect on the purchasing decision process through

the brand image of Wardah cosmetic products. Meanwhile, based on the results of the t test, the result was obtained that the calculated value for X1 was -0.972 with a probability value (sig) = 0.334 > 0.05, then H0 was accepted and H1 was rejected, so it can be concluded that the halal label has no significant effect on the purchase decision process, the calculated value for X2 is 2.173 with a probability value (sig) = 0.032 < 0.05, then H0 is rejected and H1 is accepted, so it can be concluded that product quality has a significant effect on the purchase decision process, and the calculated value for Y is 0.405 with a probability value (sig) = 0.686 > 0.05, then H0 is accepted and H1 is rejected, so it can be concluded that brand image has no significant effect on the purchase decision process. Based on the calculation results through path analysis, the largest total influence between halal labels and product quality on the purchasing decision process through brand image is product quality (X2) which is 13.40%. Product quality (X2) has a significant effect on the purchasing decision process through brand image, it can be seen from the positive influence between product quality and the purchase decision process.

In this case, it can be interpreted that the causative factor of the greater influence of product quality on the purchasing decision process is that product quality is an important element that consumers consider capable of creating satisfaction when consumers use a quality product, especially in Wardah cosmetic products.

## **Conclusion**

Based on the results of research that has been carried out, conclusions were obtained regarding halal labels and product quality as follows:

Respondents' responses showed that the average percentage of halal labels belonged to the good category. The highest percentage score of halal labels is the placement of halal labels on the packaging of Wardah cosmetic products included in the good category, while the lowest percentage score of halal labels is consumers' feelings of confidence in the safety of Wardah cosmetic raw materials are included in a good category.

Responses of respondents indicate that the average percentage of product quality belongs to the category of goods. The highest percentage score of product quality is the level of make-up resistance of Wardah cosmetic products for daily use is included in the good category, while the lowest percentage score of product quality is the level of ability of Wardah cosmetic products to keep the face-looking natural is included in the good category.

Based on the results of the characteristics of the respondents, it shows that the average percentage of brand image belongs to the category of excellent. The highest percentage score of the brand image is the degree of compatibility of the color variants of Wardah cosmetic products with the facial skin of Indonesian women is included in the excellent category, while the lowest percentage score of the brand image is the Islamic image that Wardah has is included in the good category. Based on the results of the characteristics of respondents, it shows that the average percentage of the purchase decision process belongs to the category of excellent. The highest percentage score of the purchase decision process is the degree of comparison of the color variants of Wardah cosmetic products with other products belonging to the excellent

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category, while the lowest percentage score of the purchase decision process is the suitability of Wardah cosmetic products to consumer needs belonging to the excellent category.

Based on the results of data processing, results were obtained regarding the influence of halal labels and product quality on a brand image as follows:

From the results of the calculations that have been carried out, results were obtained that show that simultaneously (together) halal labels and product quality affect brand image with a percentage of 40% and a residual percentage value (the influence of other factors outside the research model) is 60%. The figure explains that there is a strong influence between halal labels and product quality on the brand image of Wardah cosmetic products.

The results of data processing with a t test showed that partially the quality of the product does not have a significant effect on the brand image, while the halal label has a significant positive effect on the brand image, meaning that if the halal label is low, then the brand image also decreases, and vice versa, if the halal label is high, then the brand image also increases.

Based on the results of research that has been carried out, results were obtained regarding the influence of brand image on the purchasing decision process, obtained the results of data processing with the R test, it is known that R shows a strong relationship between brand image and the purchase decision process. Based on the results of the t test, results were obtained that showed that the calculated value was smaller than the ttable, so it can be explained that the brand image does not have a significant effect on the purchasing decision process.

Based on the results of research that has been carried out, results were obtained regarding the influence of halal labels and product quality on the purchasing decision process as follows:

From the results of the calculations that have been carried out, results were obtained that show that simultaneously (together) halal labels and product quality affect the purchasing decision process with a percentage of 10.2% and a residual percentage value (the influence of other factors outside the research model) is 89.8%. The figure explains that there is a strong influence between halal labels and product quality on the decision process for purchasing Wardah cosmetic products.

The results of data processing with the t test showed that individually the halal label does not have a significant effect on the purchase decision process, while product quality has a significant positive effect on the purchase decision process, meaning that if the product quality is low, then the purchase decision process also decreases, and vice versa, if the product quality is high, then the purchase decision process also increases.

Based on the results of research that has been carried out, results were obtained regarding the influence of halal labels and product quality on the purchasing decision process through brand image as follows:

From the results of the calculations that have been carried out, results were obtained that show that simultaneously (together) halal labels and product quality affect the purchasing decision process through the brand image with a percentage of 10.5% and a residual percentage value (the influence of other factors outside the research model) is 89.5%. The figure explains that there is a strong influence between halal labels and product quality on the purchasing decision process through the brand image of Wardah cosmetic products.

The results of data processing with the t test show that individually the halal label does not have a significant effect on the purchase decision process through the brand image, while the quality of the product has a significant positive effect on the purchase decision process through the brand image, meaning that if the product quality is low, then the purchase decision process also decreases, and vice versa, if the product quality is high, then the purchase decision process also increases.

### **Suggestion**

#### **For Wardah Cosmetics**

Wardah Cosmetics is expected to maintain and improve product quality. One way is to always improve the quality and safety of the raw materials used in the manufacture of every Wardah cosmetic product.

Wardah Cosmetics is expected to improve its brand image. One way is through short advertisements that are intensively communicated to consumers. In the short advertisement, a short process of making Wardah cosmetic products can be inserted. This is so that consumers can find out how the process of making quality cosmetic products.

Wardah Cosmetics is expected to increase consumer confidence in the safety of Wardah's cosmetic products. Based on the results of the study, the percentage of safe guarantees on the halal label gets the lowest percentage, which is 74.50%. Improvements to the safety guarantee on halal labels can be made by continuing to test every basic ingredient used in each cosmetic product to LPPOM-MUI regularly and showing consumers through short advertisements that can convince consumers that Wardah cosmetic products are safe to use.

### **Next Research**

In this study, researchers examined the influence of halal labels and product quality on the purchasing decision process of Wardah cosmetic products using a brand image as the next intervening variable is as follows:

- Further research can expand the object of research, namely research can be carried out on the followers of the Wardah Cosmetics Twitter account and other social media.
- Further research can use variables of halal labels, product quality, brand image, and other brand decision processes.

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