Factors Affecting Muslim Consumers' Purchasing Decisions on Cosmetics Product

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The cosmetics market in Indonesia is vast and will continue to grow every year, so the large selection of local and foreign cosmetic brands in Indonesia causes customers to increasingly consider buying decisions. This research aims to determine the partial or simultaneous influence of promotion, brand image, and halal labeling on cosmetic purchase decisions of Muslim consumers.The research method of this study is quantitative and descriptive, and the population of this study is unknown.The sample for this study was purposive sampling, up to 100 respondents Muslim who used cosmetics. The data collection technique is a questionnaire with a Likert scale. The data analysis technique is the correlation coefficient, regression coefficient and determination. The results of the study were obtained: 1) There is an effect of sales promotion on purchasing decisions by 28.6%. 2). there is an influence of brand image on purchasing decisions by 36.2% 3) there is an influence of the halal label on purchasing decisions by 37.1%. and 4) There is an influence between sales promotion, brand image and halal labeling on purchasing decisions by 45%. So it can be concluded that sales promotion, brand image, and halal labeling have a positive and significant effect on cosmetic purchasing decisions for Muslim consumers both partially and simultaneously.
**Keywords: Purchasing, Decisions, Muslim Consumers, Cosmetics Product**

Introduction

For the past 10 years, the trade balance of cosmetics has been in the red. In 2022, the export value of Indonesia's cosmetics industry is expected to reach $150. 7 million, and the export volume is expected to reach 32. 4 thousand tons. The import value currently stands at US$329. 5 million, with an import volume of approximately 25,000 tons.(Datanesia, 2023). In Indonesia , many cosmetic brands have developed and competed in their fields. Some foreign cosmetic brands have also come to Indonesia to compete with local cosmetic brands. All Indonesian-born cosmetic brands have high competitive value and strive to continue to innovate with their products, starting from unique, innovative, quality products and targeting all the products that cosmetic users in Indonesia need today. Although the export value of cosmetics in Indonesia is still small, the cosmetics industry is one of the industrial sectors that has a fairly fast growth rate in Indonesia. Thus, Indonesian halal cosmetics producers have great potential to explore their products in order to meet the needs of the global market size.(Fitri, 2023).

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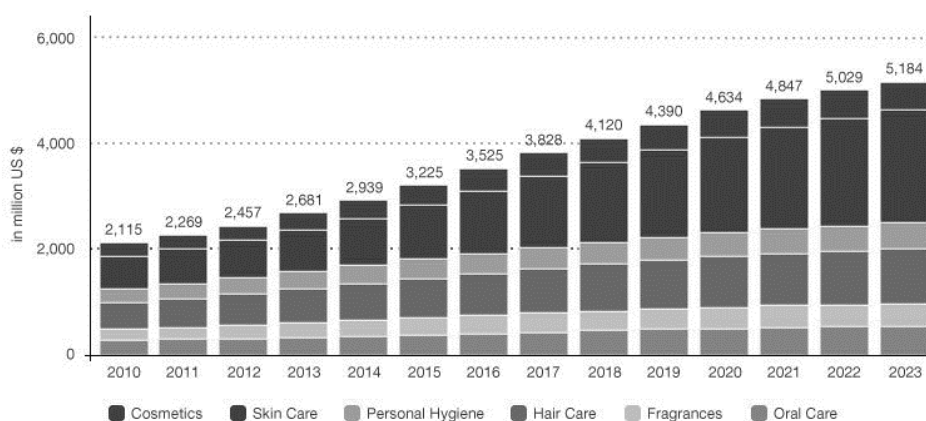
Figure 1 Growth of Cosmetics Market Value in Indonesia 2010-2023
(TechnoBusinessMedia, 2020)

Figure 1 shows that the Indonesian beauty industry market is growing every year and is increasingly in demand by the public, especially for cosmetic products. At present, the National Cosmetics Industry still tends to focus on competition in the domestic market and still has a long way to go to become a major player in the global market. Based on data from the Ministry of Industry, the National Cosmetics Industry experienced a decrease in the value of finished product exports by 1.65%, namely from a value of 435.51 Million USD in 2021 to 428.34 Million USD in 2022. A decrease in value was also seen in the value of finished product imports, from 637.33 Million USD in 2021 decreased by 1.77% in 2022 to 626.03 Million USD(Kementrian Perindustrian RI, 2023).

Cosmetic products are the main needs of every woman. Over time, cosmetic companies have begun to innovate to expand their market segments. Facing intense competition, every company tries to produce products or services that meet the needs of its customers. The ability to produce products or services is meaningless if it does not match the ability to market products or services. Therefore, every company is competing to market products or services that consumers want. Marketers must understand consumers, their needs and preferences, and how consumers make purchasing decisions. Cosmetic purchase decisions by Muslim consumers in Indonesia involve a number of complex and unique factors, which reflect shifting trends and preferences within the society. First of all, Indonesia as a Muslim-majority country has its own unique set of values and religious beliefs that influence consumers' choice of cosmetic products. Muslim consumers in Indonesia generally tend to prefer products that meet halal standards, are free from haram ingredients, and are in accordance with Islamic values.

According to Kotler and Keller on (Sahrun et al., 2022; Sari, 2021) that purchasing decisions are based on how shoppers see cost and what the genuine current cost they are considering is, not the price that marketers state. Therefore, Kotler and Armstrong on (Irwansyah et al., 2021)state "purchasing decisions are the stage in the buyer's decision-making process where consumers actually buy. Assauri states on Irwansyah, purchase decision-making is the process of deciding to buy and deciding what to buy or not buy. This decision is made based on previous activity (Irwansyah et al., 2021).

Sales promotion shows a significant influence on purchasing decisions (Napitupulu et al., 2022; Pramezwary et al., 2021) Not only that, according to (Harianto & Yucha, 2022)sales promotion factors influence purchasing decisions on beauty products. In addition, (Hanaysha, 2018) who state that purchasing decisions are not influenced by sales promotion. Apart from the sales promotion variable, the factor that influences consumer purchasing decisions according to (Aminah et al.,

2022; Hanaysha, 2018; Jee, 2021)is brand image. Meanwhile, (Nugroho & Sarah, 2021)researched that brand image has no influence on consumer decisions. Halal labeling is another factor that influences consumer purchasing decisions.(Jan et al., 2022; Latte et al., 2020; Samri J et al., 2022). Meanwhile, (Jan et al., 2022; Latte et al., 2020; Munir et al., 2019) research were different from that the halal label has no effect on purchasing decisions.

The linkage between the background issues of cosmetics purchase decisions by Muslim consumers, brand image, and sales promotion illustrates a dynamic where cosmetics brands need to understand consumer values, provide halal assurance through a strong brand image, and use sales promotion as a responsive marketing strategy to win the hearts and minds of consumers. By aligning these three elements, cosmetics brands can build consumer loyalty, increase market share, and achieve success in a competitive environment.

In any case, due to the wide assortment of restorative items, Muslim shoppers frequently confront challenges in finding items that not as it were meet magnificence benchmarks but moreover comply with halal standards. Expanded mindfulness of item security and adherence to Islamic values are getting to be progressively vital for Muslim buyers in their obtaining choices.
In this issues behind the corrective acquiring choices of Muslim buyers in Indonesia include the elements between the require for items that meet halal measures and the requests for advancement and great quality, all of which influence how customers make keen restorative obtaining choices.

Based on the foundation of the issue and the past research, the author need to look at the components that impact Muslim buyer obtaining choices for cosmetics items. There have been past considers somewhat with distinctive variable compositions, but no one has inspected at the same time "Purchasing decisions are the result of the interaction between needs, preferences, and environmental factors that influence consumers (Kotler, 2003) Purchasing choices are the result of a complex prepare including issue acknowledgment, data look, assessment of options, buy, and post-purchase assessment(Blackwell et al., 2001). Purchasing decisions are the result of a process in which consumers identify needs, search for information, evaluate alternatives, and make a decision to buy(Assael, 1998)." According to Kotler, the factors that influence purchasing decisions are influencing the ability and desire to buy are cultural factors, social factors, personal factors and psychological factors(Kotler, 2003).

Sales promotions are marketing activities that involve additional incentives designed to stimulate instant purchases or responses from customers(Kotler, Philip & Amstrong, 2018). According to (Sutisna, 2003) that sales could be a promoting exertion that's media and non-media in nature to invigorate trial and error from shoppers, increment request from shoppers or to move forward item quality.

"According to Tjiptono on (Banchin, 2019), brand image is the perception and belief of consumers towards a brand, then Ferrinadewi defines brand image as a perception of a brand which is a reflection of consumers' associations or everything related to the brand. Meanwhile(Sangadji & Sopiah, 2013) argue that brand image is a positive and negative perception that consumers have of a brand."

"Labels are an integral part of a product that conveys information about the product and the seller. According to Kotler and Armstrong on (Kholidah & Arifiyanto, 2021) a label is a brand as a title, term, sign, image, or plan, or a combination thereof, expecting to recognize merchandise or administrations from one vender or gather of dealers and separate them from competitors .The halal label has become one of the crucial criteria that can be used to distinguish products suitable for consumption by Muslims. It also aims to assist consumers, especially Muslim consumers, in selecting products and assuring them of the quality of those products.(A.A.Miftah dan Ambok Pangiuk, 2020).
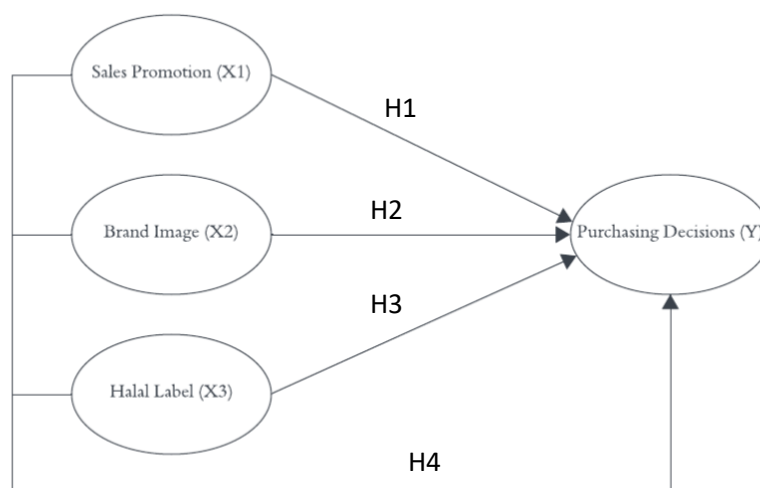
Figure 2 Theoretical Framework
Source: Processed by author (2023)

H1 : The Effect of Sales Promotion (X1) on Purchasing Decisions (Y)
H2 : The Effect of Brand Image (X2) on Purchasing Decisions (Y)
H3 : The influence of Halal Label (X3) on Purchasing Decisions (Y)
H4 : The effect of Sales Promotion (X1), Brand Image (X2), Halal Label (X3) on Purchasing Decisions (Y) simultaneously.

Hyphotesis
Based on the above problems, a hypothesis can be formulated which is a temporary answer and research problems and still has to be proven empirically, namely:
Hypothesis 1
Ho1: Sales Promotion (X1) has no effect on purchasing decisions (Y).
Ha1: Sales Promotion (X1) affects purchasing decisions (Y).
Hypothesis 2
Ho2: Brand Image (X2) has no effect on purchasing decisions (Y).
Ha2: Brand Image (X2) affects purchasing decisions (Y).
Hyposthesis 3
Ho3: Halal Label (X3) has no effect on purchasing decisions (Y).
Ha3: Halal Label (X3) affects purchasing decisions (Y).
Hypothesis 4
Ho4: Sales Promotion (X1), Brand Image (X2) Halal Label (X3) has no effect on purchasing decisions (Y).
Ha4: Sales Promotion (X1), Brand Image (X2) Halal Label (X3) simultaneously influence purchasing decisions (Y).

Methods
The method used is quantitative research method. In this way, quantitative investigation carried out utilizing quantitative strategies will continuously start with questions inquired in agreement with the targets to be accomplished (Teguh, 2014). The data analysis in this study utilized the statistical software SPSS version 25, and the data were collected through questionnaire with 5 scale Likert, By distributing a questionnaire to each respondent through Google form, it is expected that the

researcher can gather relevant data for the research objectives with a high level of reliability and validity.(Muhammad, 2008).

Table 1 Research Instruments

Variable	Sub Variable	Indicator
Sales Promotion (X1)	*Discount*	1. Cosmetic products often have discounts on both in-person and online purchases. 2. I feel that I benefit from discounts when buying cosmetic products. **3.** I buy cosmetics because of discounts.
	Cashback	1. I feel that the amount of cashback offered makes me often interested in making transactions. 2. Many savings promos and gifts make me interested in buying products.
	Voucher	1. I always check the shopping voucher before deciding to buy a product. 2. Vouchers that are held/given make me interested in making cosmetic purchases.
Brand Image (X2)	*Corporate Image*	1. Cosmetics products has good image in community 2. Cosmetic products give a positive impression to society.
	Product Image	1. Nowadays, many cosmetic products have good quality. 2. Currently, cosmetic products are very popular among the public.
	User Image	1. Using cosmetics makes me look confident. 2. Cosmetic users generally want to have better-looking facial skin. 3. Wearers are proud when using cosmetics.
Halal Label (X3)	*Image*	1. I know what the "Halal label" on cosmetics means. 2. I continuously pay consideration to the nearness or nonattendance of the "Halal" image some time recently making a buy.
	Text	1. The presence of "Halal" composed on the item makes a difference me to distinguish item some time recently making a buy. 2. The "Halal" composing on the makeup is clearly neat
	Combination of image and text	1. I know the combined picture and composing on the item is the official "Halal label" from MUI. 2. The presence of the picture and composing "Halal" gotten to be thought of choosing makeup some time recently making a buy.
	Stick on packaging	1. Since it is on the bundling, "Halal label" makes it less demanding to supply information and certainty within the quality of the item.
Purchasing Decisions (Y)	*Product Selection*	1. Purchasing decisions are made because cosmetic products are made from ingredients with good quality. 2. Purchasing decisions are made because cosmetic products have attractive visual packaging.
	Brand Choice	1. Purchase decisions based on trust in the brand image of cosmetics. 2. Purchasing decisions based on cosmetic brand popularity
	Choice of Distributor	1. Consumers buy cosmetic products based on where they live. 2. Consumers buy cosmetic products online.
	Purchase Time	1. I regularly buy 1 cosmetic product within 3 months. 2. I return to buy cosmetics after the product runs out.
	Quantity Purchase	1. I purchase cosmetics according to the amount needed at that time. 2. I buy cosmetics in unit

Source: Processed by author, 2023

This study used purposive sampling method, the required sample size is 96 respondents, rounded up to 100 respondents (Lemeshow, 1997).
1. Population
Population is a generalization zone comprising of objects or subjects that have certain qualities and characteristics that are decided by analysts to be considered and after that drawn conclusions. In this research, the target population is Muslim consumers who have purchased or used cosmetics in

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Tasikmalaya. Population size for this research is not definitively determined because there is no definite source of data.

2. Sample

In determining this sample size, the authors used the Lemeshow Formula (Lemeshow, 1997). This Lemeshow formula is used because the population is unknown. or infinite (infinite population). The Lemeshow formula is as follows:

$$n = \frac{Z^2 \, P(1 - P)}{d^2}$$

Notes:

n = number of samples

z = z score at 95% confidence = 1.96

p = maximum estimate = 0.5

d = sampling error = 10%

Through the above formula, the number of samples to be used can be calculated as follows used is as follows:

$$n = \frac{Z^2 \, P(1 - P)}{d^2}$$
$$n = \frac{1{,}96^2 \, . \, 0{,}5(1 - 0{,}5)}{0{,}1^2}$$
$$n = \frac{3{,}8416 . \, 0{,}25}{0{,}01}$$
$$n = 96{,}04 = 100$$

By using the Lemeshow formula above, the sample value (n) obtained is 96.04 which is then rounded to 100 people.

The methodology for data analysis included the following steps: 1) Descriptive analysis was employed as a statistical method to portray the acquired data in its original form, avoiding the attempt to draw extensive inferences or generalizations. 2) Evaluation of data quality, which involved verifying the authenticity and reliability of the collected data. 3)The traditional assumption test consisted of checks for heteroscedasticity, multicollinearity, and normality. 4) The effect test involved the analysis of the coefficient of determination and multiple linear regression.

Results
Validity and Reliability Test

Table 2 Validity Test Result

Variable	Item	rcount	rtable	Validity
Sales Promotion	X1.1	0.54844		
	X1.2	0.42967		
	X1.3	0.69769		
	X1.4	0.82802		
	X1.5	0.75384		
	X1.6	0.69828		
	X1.7	0.72217		
Brand Image	X2.1	0.24657		
	X2.2	0.37191		
	X2.3	0.26882		
	X2.4	0.29213		
	X2.5	0.23556		
	X2.6	0.34828		
	X2.7	0.31853		
Halal Label	X3.1	0.23556	0.1966	Valid
	X3.2	0.34828		
	X3.3	0.31853		
	X3.4	0.54844		
	X3.5	0.42967		
	X3.6	0.69769		
Purchasing Decisions	X3.7	0.82802		
	Y.1	0.36671		
	Y.2	0.48212		
	Y.3	0.34238		
	Y.4	0.26296		
	Y.5	0.27536		
	Y.6	0.39618		
	Y.7	0.30517		
	Y.8	0.20576		
	Y.9	0.34112		
	Y.10	0.24015		

Source: Primary Data, 2023

Validity testing is carried out based on the analysis of questionnaire items by correlating the scores of each item with the variable score using Pearson Correlation. Statement items are declared valid if they have a significance below 0.05 (5%). Based on the results of Pearson Correlation, all questionnaire items in this study are declared valid. Reliability testing in this study is by calculating the magnitude of the Chronbach's Alpha value of the instrument for each variable tested. If the Chronbach's Alpha value is greater than 0.6 then the answers from respondents on the questionnaire as a measuring tool are declared reliable. The results of the reliability test can be seen in Table 3.

Tabel 3 Reliability Test Result

Variabel	Nilai Cronbach's Alpha	rtabel 5%	Keterangan
Promosi Penjualan (X1)	0,802		
Citra Merek (X2)	0,774	0,60	Reliabel
Label Halal (X3)	0,745		
Keputusan Pembelian (Y)	0,776		

Source: Primary Data, 2023

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Classical Assumption Test Results

Normality test

The results of the normality test show a significance result of 0.200> 0.05, according to the provisions in the Kolmogrov - Smirnov normality test so it can be concluded that the data in this study are normally distributed.

Heteroscedasticity Test

The significance value of all variables, namely sales promotion with Sig. 0.276> 0.05, brand image with Sig. 0.417 > 0.05, and halal labeling with Sig. 0,169 > 0,05. So concurring to the premise of choice making, it can be concluded that in this think about there's no heteroscedasticity issue within the independent factors.

Multicollinearity Test

It is known that the tolerance value of the sales promotion variable is 0.296 and VIF is 3.382, the brand image variable is 0.321 and VIF is 3.115 and the halal label variable is 0.147 and VIF is 6.781. Of the three independent variables, the tolerance value> 0.10 and VIF < 10, it can be concluded that in this research data there are no multicollinearity symptoms.

Influence Test

Multiple Regression Test

Table 4 Multiple Regression Test Result

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	1.337	4.415		.303	.763
Sales Promotion	.491	.192	.356	2.561	.012
Brand Image	.829	.234	.472	3.537	.001
Halal Label	-.067	.313	-.042	-.213	.832

a Dependent variable Purchasing Decisions
Source: SPSS 26 output (2023)

Based on table 4 the regression equation is obtained as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$
$$Y = 1.337 + 0,491X_1 + 0,829X_2 + (-0,67)X_3$$

Based on the data above, it can be seen that:
The constant (a) is 1.337, meaning that the constant or state of the purchasing decision variable has not been influenced by other variables, namely sales promotion (X1), brand image (X2) and halal labeling (X3). The sales promotion coefficient value is 0.491, which indicates that the sales promotion variable has a positive effect on the purchasing decision process. With this value, every increase in the sales promotion variable by one unit will increase the purchasing decision variable by 0.491. The brand image coefficient value is 0.829, which indicates that the brand image variable has a positive effect on purchasing decisions. With this value, each increase in the brand image variable by one unit will increase the purchasing decision variable by 0.829. The coefficient value of the halal label is negative 0.067, which means that each decrease in the halal label variable by 1 unit will reduce the halal label variable by 0.067, assuming other variables are constant.

Coefficient of Determination Analysis

Table 5 Coefficient of Determination of X1, X2, and X3 on Y

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.671^a	.450	.433	3.792

Predictors: (Constant), Sales Promotion, Brand Image, Halal Label
Dependent Variable: Purchasing Decisions

Based on the table above regarding the results of the coefficient of determination (R2) test, it can be seen that the magnitude of the R-Square value is 0.450. This means that 45% of purchasing decisions (Y) are influenced by sales promotion (X1), brand image (X2) and halal labeling (X3) and the rest are 55% influenced by other variable that were not examined.

Hypothesis Test
Simple Linear Regression Test

Table 6 T Test Result

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
	(Constant)	17.434	3.548		4.914	.000
	Sales Promotion	.741	.117	.537	6.308	.000
	(Constant)	7.086	4.387		1.615	.109
	Brand Image	1.055	.142	.602	7.455	.000
	(Constant)	10.553	3.846		2.744	.007
	Halal Label	.969	.127	.609	7.607	.000

Dependent Variable: Purchasing Decisions
Source: Primary Data, 2023

The statistical results of the t test of sales promotion (X1) on purchasing decisions (Y) obtained t count of 6.308> t table of 1.984 at a significance level of 0.000 <0.05. So it can be concluded that sales promotion has a significant effect on purchasing decisions, so that the sample test results can be generalized to the population. With this, Ha1 is accepted and Ho1 is rejected

T test statistical results of brand image (X2) on purchasing decisions (Y) obtained t count of 7.455> t table of 1.984 at a significance level of 0.000 <0.05. So it can be concluded that brand image has a significant effect on purchasing decisions, so that the sample test results can be generalized to the population. With this, Ha1 is accepted and Ho1 is rejected.

The statistical results of the halal label t test (X3) on purchasing decisions (Y) obtained t count of 7.607> t table of 1.984 at a significance level of 0.000 <0.05. So it can be concluded that the halal label has a significant effect on purchasing decisions, so that the sample test results can be generalized to the population. With this, Ha1 is accepted and Ho1 is rejected.

Simultaneous Hypothesis F-Test

Table 7 F Test Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1130.520	3	376.840	26.211	.000^b
	Residual	1380.230	96	14.377		
	Total	2510.750	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Halal Label, Brand Image, Sales Promotion
Source: Primary Data, 2023

The statistical results of the F test of sales promotion (X1), brand image (X2) and halal labeling (X3) on purchasing decisions (Y) obtained F count of 26.211> 3.09 at a significance level of 0.000 <0.05. This proves that Ho4 is rejected and Ha4 is accepted. This means that there is an effect of sales promotion (X1), brand image (X2) and halal labeling (X3) on purchasing decisions (Y) significantly.

Discussion

1. The Effect of Sales Promotion on Purchasing Decisions.

Based on the results of the coefficient of determination (R2), it is known that RSquere is 0.286. This means that 28.6% of the purchase decision (Y) is influenced by sales promotion (X1), while the rest is influenced by other variables not examined such as cultural, social, psychological factors, place etc. This study supports previous research conducted by (Sukamto et al., 2019) (Harianto & Yucha, 2022). Sales promotion as a variable that has an influence on purchasing decisions because the better the sales promotion carried out to promote cosmetics, the higher the consumers will make purchasing decisions for cosmetic products have carried out sales promotions such as discounts and contests or competitions to attract consumers to make a purchase. Sales promotion has a significant role in influencing cosmetics purchase decisions by Muslim consumers. Effective sales strategies, such as discounts, gifts or special offers, can be a decisive factor in capturing the attention and increasing Muslim consumers' interest in a cosmetic product. Muslim consumers often tend to consider the halalness of the product and its quality before making a purchase decision. Therefore, sales promotions that focus on these aspects can provide additional impetus, reminding consumers of the product's superiority in terms of halalness and quality. In addition, promotions that emphasize religious values, such as messages that reflect adherence to Islamic principles, can provide extra appeal to Muslim consumers. Thus, sales promotion is not only a tool to increase sales, but also a way to build closer relationships between brands and Muslim consumers, create positive impressions, and stimulate more adequate purchase decisions.

In expansion, sales promotion also contributes to expanding client dependability. Repeating offers and markdown programs give motivations for buyers to over and over select items from the same brand. By building devotion, companies not as it were increment client fulfillment but moreover expand the buying cycle. By utilizing sales promotions admirably, cosmetics products companies can accomplish two primary objectives. Alluring motivating forces can draw in the consideration of Muslim customers and empower their acquiring choices, whereas expanding the deals of makeup, thereby strengthening the brand. market position. Hence, sales promotion isn't as it were an compelling showcasing device but also becomes a key in supporting the development of the halal cosmetics industry for Muslim customers.

2. The Effect of Brand Image on Purchasing Decisions.

Based on the results of the coefficient of determination (R2), it is known that RSquere is 0.362. This means that 36.2% of purchasing decisions (Y) are influenced by brand image (X2) while the rest is influenced by other variables not examined such as cultural, social, psychological, place factors etc. So this study supports the theory which states that brand image is one of the factors that influence purchasing decisions so that brand image has an effect on purchasing decisions (Maharani et al., 2023; Nugroho & Sarah, 2021; Sulihandini et al., 2022). Consumer confidence regarding positive brand value, and willingness to look for brands. This means that consumers will choose products that have a good brand image for consumption over products that do not have a good image. Brand image plays a crucial role in guiding cosmetics purchase decisions by Muslim consumers. A brand's success in creating an image that aligns with religious values, such as product halalness and good business ethics, not only strengthens consumer trust, but also builds a strong emotional bond between Muslim consumers and the brand. Muslim consumers tend to choose

cosmetic products from brands that understand and respect their religious principles, creating a huge demand for products that conform to halal standards and are free from haram ingredients. In addition, a good brand image also includes innovation, product quality, and clear and transparent communication. By building a positive image that is in line with the values of Muslim consumers, a brand can win trust, increase customer loyalty, and achieve success in the rapidly growing cosmetics market among Muslim consumers.

In expansion, brand image also makes a competitive advantage for halal cosmetics within the market. In progressively challenging commerce environment, brands that effectively construct a positive picture can capture the hearts of buyers and stand out from their competitors. A strong brand image may be a deciding calculate in buyer acquiring choices, driving to client dependability and proceeded bolster. In Indonesia's halal cosmetics industry, a positive brand image not as it were creates a competitive advantage at the nearby level, but moreover opens up openings for extension into worldwide markets. Brand image related with halal, development and great quality has gotten to be an compelling apparatus to compete all inclusive and accomplish more prominent request.

3. The Influence of Halal Label on Purchasing Decisions

Based on the results of the coefficient of determination (R^2), it is known that RSquere is 0.371. This means that 37.1% of the purchase decision (Y) is influenced by the halal label (X3) while the rest is influenced by other variables that are not examined such as cultural, social, psychological, place, etc. factors.This study supports previous research conducted by (Hayati & Putri, 2021; Munir et al., 2019)With the halal label listed on the packaging of cosmetic products, it will directly influence consumers, especially Muslim consumers, to use these products because the emergence of a sense of security and comfort in consuming these products will increase trust and create purchases. Halal labeling has a very important role in influencing cosmetics purchase decisions by Muslim consumers. Muslim consumers tend to be very concerned about the halalness of the products they use, including cosmetics. With halal labeling on product packaging, consumers can easily identify products that comply with their religious principles. Halal labeling makes a sense of believe and certainty that the item is secure to utilize and does not contain fixings that can be considered haram. In expansion, the halal name too reflects the manufacturer's commitment to strict halal measures, improving the brand picture within the see of Muslim customers . In this context, the halal label is not just information, but also a key factor that guides Muslim consumers in making their purchasing decisions, helping them feel confident that the products they buy are in line with their religious values and personal well-being.

The Halal label in cosmetics products makes straightforwardness and responsibility within the item supply chain, from crude materials to wrapped up items, not only gives coordinate benefits to buyers, but moreover spurs manufacturers to guarantee that the complete generation handle meets halal guidelines.This will empower the appropriation of halal label within the industry and make a culture of observance of devout standards in beauty care products fabricating. The significance of Halal label isn't as it were neighborhood but too bolsters the development of Indonesian cosmetics to the worldwide showcase.With expanding worldwide mindfulness of the significance of halal items, halal names on beauty care products have gotten to be exceptionally appealing to worldwide buyers.Subsequently, the halal label on cosmetics plays a part not as it were as a halal marker but too as a vital apparatus to extend the competitiveness of Indonesian items at the worldwide level and reinforce Indonesia's picture as a dependable center for halal items.

4. The Influence of Sales Promotion, Brand Image, and Halal Label on Purchasing Decisions.

Based on the results of the coefficient of determination (R^2), it is known that RSquere is 0.450. This means that 45% of purchasing decisions (Y) are influenced by sales promotion (X1),

brand image (X2) and halal labeling (X3) while the rest is influenced by other variables not examined such as cultural, social, psychological, place factors etc. This is because there are many other variables that can influence purchasing decisions.. When there are discounts, vouchers, cash back and supported by the image of a good cosmetic brand and with a halal label that can guarantee safety, especially for Muslim consumers, muslin consumers will feel their needs for cosmetics are met so that they can create purchasing decisions. The simultaneous integration of sales promotion, brand image, and halal labeling has a tremendous impact on cosmetics purchase decisions by Muslim consumers. Sales promotion, such as special discounts for certain cosmetic products that have a halal label, can increase product attractiveness and encourage impulse purchases. In this case, a brand image that reflects commitment to devout values, halal items, and great quality will give a solid establishment for the deals methodology.

The cosmetics products brand that provides uncommon rebates on certain halal-labeled items may draw in the consideration of Muslim consumers who are seeking out for items that adjust with their devout standards. Moreover, such deals campaigns are bolstered by a solid brand image that emphasizes development, quality and adherence to Islamic values Messages around great trade morals, maintainability, and thought for desires of Muslim shoppers can reinforce positive recognitions of a brand.Additionally, the halal label is clearly shown on the item bundling, so customers can be guaranteed that the item meets strict halal measures. Halal names serve as an pointer of believe, making a difference customers make obtaining choices in understanding with devout standards. By combining these three factors comprehensively, cosmetics products companies can create capable and comprehensive showcasing methodologies that maximize their request to Muslim consumers.This not as it were makes openings for expanded deals, but moreover builds long-term connections with buyers who feel an passionate association to the brand through devout values or item quality.

If sales promotion, brand image and halal labeling are well integrated, the development of Indonesia's halal industry will gain further momentum. Growing demand from domestic and international Muslim consumers is giving cosmetic companies an opportunity to innovate and invest in the production of halal products. Indonesia also has many local brands that can compete with well-known foreign brands.Therefore, the close relationship between Muslim consumers' cosmetic purchasing decisions, sales promotion, brand image and halal labeling will not only significantly contribute to the growth of the halal industry, but also make Indonesia a leader in the global halal products market. The improvement of the halal makeup industry in Indonesia isn't as it were a driving drive for financial development, but too a source of motivation for other halal businesses. This makes a positive domino impact that persuades related businesses to execute halal item hones in their generation forms. Hence, the part of halal cosmetics not as it were gives item choices to Muslim customers, but moreover gives a solid establishment for the development of the complete halal industry in Indonesia.

Conclusion

The following conclusions are reached from the research and results:. there is a partial and simultaneous effect of sales promotion (X1), brand image (X2) and halal labeling (X3) on purchasing decisions (Y) significantly. It is critical for cosmetics companies to burrow more profound into Muslim consumers' inclinations and values when it comes to makeup. Essensials investigate can be conducted to get it the degree to which deals advancements upgrade item offer within the eyes of Muslim buyers. At that point, being able to conduct advancements that coordinate the values and needs such as uncommon rebates amid the month of Ramadan and item bundling that matches the Eid celebration can increment shopper intrigued and believe. In expansion, inquire about can center on how brand picture procedures that emphasize supportability, item security, and differing qualities influence the discernment of Muslim shoppers. Halal

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certification and halal label can too be the center of investigate to evaluate the degree to which their nearness influences customer believe and buy choices. For academics, supporting this inquire about can give a more comprehensive picture by giving intrigue investigate that incorporates angles of buyer brain research, marketing, and supportability. There's a have to be increment open understanding through instructive campaigns that clarify the benefits of makeup in agreement with the devout and moral values of Muslim shoppers. In this manner, collaboration between corrective companies, researchers, and communities can make an empowering environment for item advancement that can superior react to desires of Muslim shoppers, whereas lessening the sales promotion, brand image, and halal labeling.

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