

THE INFLUENCE OF HALAL LABELS AND PRICES ON THE DECISION TO PURCHASE SKINCARE PRODUCTS ON SCHOLARS IN IAIN MANADO

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ABSTRACT

This research aims: (1) to determine the effect of halal labels on purchasing decisions; (2) to savvy the effect of price on purchasing decisions; and (3) to savvy the influence of halal labels and price on purchasing decisions. The subjects of this research were scholars of the 2019 IAIN Manado Faculty of Islamic Economics and Business. This research used a quantitative method with a sampling technique using a Purposive Sampling approach calculated using the 10% Slovin formula and obtained a sample of 66 respondents. Data were collected using a questionnaire distributed via Google Forms to 66 respondents. This research uses a multiple linear regression method using SPSS version 22. The research results show: (1) The halal label has a positive and significant effect on purchasing decisions with a significance < 0.05 ($0.001 < 0.05$). (2) The price has a positive and significant effect on purchasing decisions with a significant value < 0.05 ($0.000 < 0.05$). (3) The halal label and price have a positive and significant effect on purchasing decisions, with a significant value from the F test, namely $0.000 < 0.05$. This proves that by including a label on the packaging and at an affordable price it can provide positive value in influencing consumers' decisions in purchasing a product.

Keywords: Price; Purchasing Decision; Halal Label.

ABSTRAK

Penelitian ini bertujuan untuk: (1) mengetahui pengaruh label halal terhadap keputusan pembelian; (2) mengetahui pengaruh harga terhadap keputusan pembelian; dan (3) mengetahui pengaruh label halal dan harga terhadap keputusan pembelian. Subyek penelitian ini adalah Mahasiswa IAIN Manado Fakultas Ekonomi dan Bisnis Islam angkatan 2019. Penelitian ini menggunakan metode kuantitatif dengan teknik pengambilan sampel menggunakan pendekatan *Purposive Sampling* dihitung menggunakan rumus *slovin* 10% dan memperoleh sampel 66 responden. Pengumpulan data menggunakan kuesioner yang dibagikan lewat *google form* yang disebar kepada 66 responden. Penelitian ini menggunakan metode regresi linear berganda dengan menggunakan SPSS versi 22. Hasil penelitian menunjukkan: (1) label halal berpengaruh positif dan signifikan terhadap keputusan pembelian dengan signifikansi < 0.05 ($0.001 < 0.05$). (2) harga berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai signifikan < 0.05 ($0.000 < 0.05$). (3) label halal dan harga berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan nilai signifikan dari uji F yaitu $0.000 < 0.05$. Hal ini membuktikan bahwa dengan mencantumkan label pada kemasan serta dengan harga yang terjangkau dapat memberikan nilai yang positif dalam mempengaruhi keputusan konsumen dalam membeli suatu produk.

Kata Kunci: Harga; Keputusan Pembelian; Label Halal.

INTRODUCTION

Companies that compete in the beauty industry in the contemporary era of globalization try to provide the best service to their customers, as women really care about taking care of themselves, one of which is by applying skincare products to their faces. As a result, skin care

products have become one of the items that women must possess (Paramita et al., 2022). Currently, there are various companies with skincare brands available in Indonesia, one of them is PT. Paragon Technology and Innovation, produced Wardah cosmetics in 1995. Wardah is a halal cosmetic with competitive prices. Unfortunately, not all cosmetic or facial care products possess the halal certification. As a result, women must be careful when choosing facial treatments.

The decision to buy a product is greatly influenced by the halal label and price. Purchasing decisions are a process of making decisions about what to buy and what not to buy. The Halalness of the product and its price greatly influence purchasing decisions. Such as skin care products or cosmetics fields (Nindya Dwiana Putri, 2019). However, judging from current trends, many teenagers, especially scholars, use skincare without considering the halal label or price. The halal label on cosmetics has many benefits. This label can protect manufacturers from accusations of non-halal ingredients and processes in the product, and protect consumers from doubts, and give them confidence that the product is halal. The halal label refers to the official recognition of a production or other distribution process carried out by an officially established body (Kamilah, 2017). Apart from the halal label, many customers also consider the price of a product. Because price is a measure of product demand, the influence of price on purchasing decisions is very important. Therefore, companies must be able to set sales prices according to the target market so that they continue to increase (Sarini Kodu, 2013).

People, especially teenagers, in this case, scholars, are very interested in skincare and want to look better instantly. With so many increasingly diverse skincare choices, people are confused, making them choose the wrong skincare and use it without paying attention to the condition of their skin and its environmental impact. Considering that chemical ingredients have different effects on each user, the effects of using skincare have risks that need to be taken into account. Apart from that, public awareness about short-term and long-term impacts is still low.

Initial observations were made on scholars at IAIN Manado, Faculty of Islamic Economics and Business, this was because it was seen that many scholars used skincare products and understood more about everything related to the Halalness of a product, but researchers found that three scholars when buying skincare products, considered the price more than the Halalness because they believe that the more expensive the price, the better the quality of the product, whilst other student first looks at the Halalness of the product then considers at the price and decides to buy a skincare product. Therefore, researchers want to know more about the influence of the halal

label and price on the decision-making of FEBI IAIN Manado scholars when purchasing skincare products. Thus, based on this background, the problem formulation in this research is the influence of halal labels and prices on purchasing decisions for skincare products among Institut Agama Islam Negeri (IAIN) Manado scholars.

There is various research related to halal labels and halal cosmetics carried out by previous researchers but it is differences with this research. These researches are described as follows

Previous research related to halal cosmetics was conducted by Azreen Jihan, Che Mohd Hashim, and Rosidah Musa with the journal title Factors Influencing Attitude Towards Halal Cosmetic Among Young Adult Urban Muslim Women: A Focus Group Analysis, in 2014, the results of the study found that halal awareness of cosmetics still low because 'Halal' is not a priority. However, the content of a cosmetic product is the most important factor that can influence them to consume the cosmetic product. The difference between previous researchers is that this research focuses more on purchasing decisions for skincare products, while previous research focuses more on factors that influence attitudes towards halal cosmetics (Hashim & Musa, 2014).

Similar research has also been conducted by Bee Li Yeo, Rozita Hj. Naina Mohamed, and Mazzini Muda with the title A Study of Malaysian Customers Purchase Motivation of Halal Cosmetics Retail Products: Examining Theory of Consumption Value and Customer Satisfaction, 2015, with research results showing that achieving customer satisfaction is very important if they want to survive in the market competitive. Satisfied customers will repeat purchases and they will be more loyal to the company. To be able to produce this satisfaction, the company must know the elements that influence it and must study what their influence is. This research identifies factors that enable halal cosmetics companies to better plan their marketing strategies in delivering their products to their customers. Identifying these factors can greatly simplify the process of implementing a good marketing strategy and increase effectiveness and efficiency by reducing risks and saving time and resources. The difference between previous research and this research is in the research method where this research uses quantitative methods by distributing questionnaires while previous research uses the consumption value model as a basic framework which includes functional value, social value, emotional value, epistemic value, and conditional value (Yeo et al., 2016).

The subsequent research entitled Halal-certified cosmetics and personal care products are gaining popularity, in 2012, with research results, global sales of halal-certified cosmetics and

personal care products were estimated at more than \$5 billion. Many cosmetic and ingredient companies have taken halal certification in Asia. The highest adoption rates occur in Muslim countries where multinational companies including Colgate-Palmolive and Avon have launched certified products. In many of these countries, the natural and organic cosmetics market is growing > 20 %/year. Increasing consumer affluence, coupled with growing knowledge about cosmetic ingredients, has consumers paying higher prices for cosmetics that meet their ethical/religious beliefs (Monitor, 2012).

As for previous research related to halal labels, which was researched by Norazlina Abdul Aziza and Siti Sarah Sulaiman with the journal title *Role of the Local Authority in Issuing License for Halal Certified Premise in the City of Shah Alam, 2014*. The results show that the policy If done should consider emphasizing the balance of benefits and harms between encouraging economic improvement by certifying more restaurants and the rights of affected consumers, policymaking bodies should also try to balance support for the food supply industry with public calls for regulation. These regulations are necessary to protect not only the halal food supplied but also concern for public health and safety as well as considering ethical issues. The difference with previous research is that in this research the research focus is on the decision to purchase halal skincare products among scholars, whereas the previous research focused on the role of local government in issuing halal permits (Aziz & Sulaiman, 2014).

Similar research has also been conducted by Wan Rusni Binti Wan Ismail, Russly Abdul Rahman, Mohhidin Usman, Nitty Hirawaty Kamarulzaman, and Suhaimi Ab. Rahman with the journal title *Halal Malaysia Logo or Brand: The Hidden Gap, 2016* results show that there is a brand gap in the Halal Malaysia brand audit, where not all consumers know the halal logo. Researchers also found consumers were confused and unable to identify the correct logo. Lack of knowledge is believed to be the main reason consumers guess for the right logo which can have serious consequences on brand equity. Even though JAKIM has strong positioning, if consumers themselves cannot recognize the right logo, it will be a shame for both consumers and the brand. Consequently, these consumers are clearly more susceptible to fraud because they do not know which logo is real so they may assume the fake logo is genuine, and when the logo appears on a suspicious product, it will harm consumers. The difference with previous research lies in the halal label previous research covers all aspects, whereas this research only covers halal skincare products (Ismail et al., 2016).

The research conducted by Sariwati Mohd Sharif and Nurul Akma Abd Lah with the journal title Halal Certification on Chocolate Products: A Case Study, in 2014, showed the results, namely that halal certification does not only have an impact on global players; This also has an impact on local SMEs (small and medium enterprises) and local consumers and markets. Most raw materials are generally obtained from wholesalers and importers; and getting the necessary certificates from the importer takes time. In addition, small businesses are required to conduct laboratory tests on samples of their materials and products; and these tests are expensive for them. Therefore, it is recommended that JAKIM expand its support services to reduce the high costs incurred for food sampling and laboratory testing as they are expensive for small food businesses and to facilitate halal certification procedures for local markets. This in turn will help mitigate increasing operational costs and facilitate access to local markets and gain customer trust in locally made chocolate products. The amounts of chemicals such as collagen and mirifica used in chocolate health products need to be verified in terms of permissible levels as excessive amounts may cause unexpected or undesirable health side effects for consumers. The difference with previous researchers is that previous research used halal chocolate products, while this research used skincare products (Shariff & Lah, 2014).

Further research was conducted by Widya Satya Nugraha, Dennis Chen, and Shang-Ho Yang, with the journal title The Effect of a Halal Label and label size on Purchasing Intent for non-Muslim Consumers, in 2021, with the research results showing that the majority of Taiwanese consumers non-Muslims will still buy (33%) or try to buy (55%) meat products labeled halal. Consumers show higher purchase intent with larger Halal labels, as long as butchers adopt cold storage techniques to help keep meat fresh. The difference with previous researchers is that previous research used variables X2 label size and Y consumer purchasing intentions and the subjects of previous research were non-Muslim residents in Taiwan. research on scholars with skincare products (Nugraha et al., 2022).

RESEARCH METHOD

The method used in this research is quantitative because it is a type of research that has systematic, planned, and structured specifications from the beginning to the end of the design. Quantitative research can also be defined as research that mostly uses numbers when collecting data, interpreting it, and showing the results. Quantitative research is a type of research that is based on positivism and can be applied to certain populations or samples (Sandu Siyoto, 2015).

This research uses quantitative descriptive statistics which are used to analyze data by describing or illustrating the data that has been collected as it is without making general conclusions or generalizations (Sugiyono, 2019). The first variable is called the dependent variable and the second variable is called the independent variable. If there is more than one independent variable, then the regression analysis is called multiple linear regression. It is called multiple because the influence of several independent variables will be applied to the dependent variable.

This research aims to test and analyze the influence of Halal on Purchasing Decisions, the influence of Price on Purchasing Decisions, and the influence of Halal and Price on Purchasing Decisions. According to John W Creswell, a population is a group of individuals who have similar characteristics. A sample according to John W Creswell is a subgroup of the target population that the researcher plans to study in general about the target population (John W. Creswell, 2008).

The population in this study were scholars from the Faculty of Islamic Economics and Business class of 2019 with a total of 191. With a total population of 191 scholars from the Faculty of Islamic Economics and Business class of 2019, samples were taken using the Slovin Formula to obtain 66 respondents, with data collection using a questionnaire distributed by researchers to scholars of the Faculty of Economics and Islamic Business Class of 2019, each test carried out in this research used the SPSS 22.0 application.

RESULT AND DISCUSSION

Halal Label

According to Tjiptono in Nur Syamsiyah, a label is part of a product that conveys information about the seller and the product (Nur Syamsiyah dan Yudhistira Ardana, 2022). Researchers understand that a halal label is anything that conveys information that is included or attached to the packaging that says "halal" that does not contain alcohol (intoxicants) and does not contain dangerous substances and follows Islamic law.

The indicators in the halal label (Didik Gunawan, Aiga Dwi Pratiwi, Yenni Arfah, 2022) are:

- Picture. Produce models of shapes or patterns such as animals, people, or plants made with stationery strokes.
- Writing. It is the result of writing that should be readable.
- Combination of images and writing. It is a combination of images and writing.

- Attach to packaging. Something attached to the packaging (product protector) intentionally or unintentionally.

Price

According to Kotler in Birusman, price is one component of the marketing mix that generates income, while other components generate costs. The marketing mix components in question are price, product, channel, and promotion, namely what is known as the four P4 (Price, Product, Place, and Promotion) (Birusman, 2017). From the definition of price above, researchers understand that price is an exchange value in the form of money or other benefits obtained from someone's goods or services at a certain time. As for price indicators (Miguna Astuti dan Nurhafifah Matondang, 2020) are:

- **Affordability.** The company determines whether the predetermined price can be reached by the target market. If the price can be reached by the target market, the target market will consider buying the goods that are selling
- **The price goes with product quality.** Price is often used as a measure of quality, customers often choose goods with higher prices because of differences in quality, if the price is higher, people tend to believe that the quality is also better.
- **The price goes with benefits.** Consumers decide to buy a product if the profit received is greater than or equal to the amount spent to get the product. If the profit from the product feels smaller than the amount spent to get the product, consumers will feel the product is expensive and will think twice before buying again.
- **Prices according to ability or price competitiveness.** Consumers often compare the price of goods with other goods. In this case, the low price of goods is a consideration for consumers when deciding to buy these goods.

Purchasing Decision

Purchasing decisions according to Kotler in Nur Kholidah are consumers' decisions to buy certain products (Nur Kholidah dan Muhammmad Arifiyanto, 2020). Purchasing decisions are actions carried out consciously, logically and planned. In this case, consumers make decisions to buy or use certain services offered based on their intention to buy or use those services (Subianto, 2007).

From the understanding of purchasing decisions above, researchers understand that purchasing decisions are the final decision from various considerations and are made by

consumers with full awareness, consumers will repurchase products that they think suit their needs or are fine goods to repurchase. The indicators in purchasing decisions (Dedhy Pradana, Syarifah Hudayah, 2018), namely:

- Confidence in purchasing after knowing product information. Consumers will check various media for information about a product because they already know about it before purchasing.
- Deciding to purchase because the brand is most liked by customers. According to these purchasing decision indicators, customers will buy goods because they like the brand, whether it is because of brand suitability or other reasons.
- Conducting purchases because of desire and need. Consumers will choose to buy a product if they feel like they want and need it. Want means they have a desire to have the product, while need means they need it to fulfill their needs.
- Conducting purchases because of recommendations from other people. Indicates that other people's suggestions can influence the purchasing decisions of a person or group of people.

Multiple Linear Regression Analysis

To find out the extent of the influence of the halal label and price on purchasing decisions for Skincare products, the researchers carried out multiple regression analysis by processing the data using the SPSS version 22 program, the results of which can be seen in the table 1.

Table 1. Uji Linear Regresi Berganda

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.049	.032		32.788	.000
Halal	.007	.002	.210	3.564	.001
Harga	.028	.002	.792	13.461	.000

a. Dependent Variable: Y1

Source: Data Processing Results Using SPSS 2022

To find out how each variable Halal (X1), and Price (X2) influences the Purchasing Decision variable (Y), the significance value can be seen.

- 1) Constant value 1.049, indicating that if there were no halal variables and price the purchasing decision would be 1.049.
- 2) The regression coefficient for the Halal variable (X1) shows the number 0.007, it can be concluded that if the other independent values remain constant and the Halal value increases by 1 point, then the value of the Purchase Decision will also increase by 0.007. Vice versa, in this case, the influence of the Halal variable is directly proportional to the Purchasing Decision, this means that as Halal increases, the Purchasing Decision will also increase, and vice versa.
- 3) The regression coefficient for the Price variable (X2) shows the number 0.028, meaning that if other independent values remain constant and the Price value increases by 1 point then the value of the Purchase Decision will also increase by 0.028. Vice versa, in this case, the influence of the independent variable Price is directly proportional to the Purchase Decision, this means that as the Price increases, the value of the Purchase Decision will also increase, and vice versa.
- 4) The results of the multiple linear regression above show that the independent variables, namely the halal label and price, have a positive effect on the dependent variable, namely the decision to purchase skincare. Where every increase that occurs in the independent variable will also be followed by an increase in the dependent variable.

The t-Test (Parcial)

The t-test aims to find out whether individually (partially) there is an influence between the variables Halal (X1), Price (X2) and the Purchase Decision variable (Y). The t test results can be shown in the table below:

Table 2. T-test

	Coefficients ^a				
	Standardized Coefficients		Standardized Coefficients	t	Sig.
	B	l. Error	Beta		
Constant	1.049	.032		32.788	.000
Halal	.007	.002	.210	3.564	.001
Price	.028	.002	.792	13.461	.000

Dependent Variable: Y1

Source: Data Processing Results Using SPSS 2022

To find out the dimension of the influence of each Halal (X1) Price (X2) variable on the Purchasing Decision variable (Y) can be seen from the significance value of each variable.

1) Determine t count

From SPSS 22.0 data, it can be seen that the t count is 3,564

2) Determine t table

$$\begin{aligned}t(\text{table}) &= t(a/2; n - k - 1) \\ &= 0.05/2; 66 - 3 - 1 \\ &= 0.025; 62\end{aligned}$$

$$t(\text{table}) = 1.998$$

3) Testing Criteria

If the sig value < 0.05 or t count $> t$ table then H_0 is rejected or there is an influence of the Halal (X1), and Price (X2) variables on the Purchasing Decision variable (Y).

If the sig value is > 0.05 or t count $< t$ table then H_a is accepted or there is no influence of the Halal (X1), Price (X2) variables on the Purchasing Decision variable (Y).

4) Conclusion

From the results of data calculations, it is known that the Sig value. for the influence of Halal on Purchasing Decisions is $0.001 < 0.05$ and the calculated t value is $3.564 > 1.998$, it can be concluded that H_a is accepted and H_0 is rejected. Thus, there is an influence of the Halal Variable (X1) on the Purchasing Decision Variable (Y). Next, the Sig value is known. The influence of price on purchasing decisions is $0.000 < 0.05$ and the calculated t value is $13,461 > 1.998$, so it can be concluded that H_a is accepted and H_0 is rejected. Thus, there is an influence of the Price Variable (X2) on the Purchasing Decision Variable (Y).

F-Test (Simultaneous)

The purpose of the F Test is to find out whether there is an influence of the Halal (X1), and Price (X2) variables simultaneously or together on the Purchasing Decision variable. The results of the F test calculation can be seen in table 3

Table 3. F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.752	2	.376	157.764	.000 ^b
	Residual	.150	63	.002		
	Total	.902	65			

a. Dependent Variable: Y1

b. Predictors: (Constant), Price, Halal

Source: Data Processing Results Using SPSS 2022

- 1) Determine F table

$$F(\text{table}) = F(K ; n - k)$$

$$= 3 ; 66 - 3$$

$$= 3 ; 63$$

$$F(\text{table}) = 2.751$$

- 2) Determine F count

From the SPSS 22.0 results, it can be witnessed that the F count is 157,764

- 3) Testing Criteria

If Sig. < 0.05 or F count > F table, then there is an influence of the variables Halal (X1), and Price (X2) simultaneously on Purchasing Decisions (Y).

If Sig. > 0.05 or F count < F table then there is no influence of the variables Halal (X1), and Price (X2) simultaneously on Purchasing Decisions (Y).

- 4) Conclusion

From the results of data processing using SPSS 22.0, it is known that the Sig. for the influence of the variables Halal (X1) and Price (X2) simultaneously on Purchasing Decisions (Y) is 0.000 < 0.05 and F count is 157.763 > 2.751, so it can be concluded that the variables Halal (X1) and Price (X2) simultaneously influence decisions. Purchases (Y).

Coefficient of Determination (R²)

This coefficient of determination is used to calculate the dimension of the independent variables, namely the Halal (X1) and Price (X2) variables on the dependent variable, namely the Purchase Decision (Y).

Table 4. Determination Test (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.913 ^a	.834	.828	.049

a. Predictors: (Constant), Price, Halal

Source: Data Processing Results Using SPSS 2022 Data

It is known that the R Square value is 0.828, this means that the influence of the Halal (X1) and Price (X2) variables simultaneously on the Purchasing Decision variable (Y) is 82.8% while the remaining 17.2% is influenced or explained by factors others that were not examined in this study.

The Influence of the Halal Label on Purchasing Decisions

According to Tjiptono in Nur Syamsiyah, the label is the part of the product that conveys information about the seller and the product. A halal label is a label that has the statement or writing "halal" on the packaging of goods to show that the goods are halal. Producers also benefit from halal certification (Nur Syamsiyah dan Yudhistira Ardana, 2022)

Meanwhile, according to Kotler in Nur Kholidah, purchasing decisions are their decision to buy a particular product. Consumers demonstrate their behavior in searching for, purchasing, using, evaluating, and discontinuing consumption of goods, services, and ideas (Nur Kholidah dan Muhammmad Arifiyanto, 2020)

The halal label and purchasing decisions are two variables that are related to each other, consumers will decide to buy if the product does not contain ingredients that could be detrimental to consumers or if the consumer feels suitable for the product purchased. If there is no information or label on the product, it will reduce consumer confidence in the product.

The description above is supported by research results where this research shows that there is a positive and significant influence between the halal label (X1) on purchasing decisions (Y). The results of the research show that the calculated t value is greater than the t table ($3,564 > 1,998$) and the Sig. much smaller than 0.05 ($0.001 < 0.05$). So the first hypothesis in this research can be accepted. Thus, H_a is accepted and H_0 is rejected. The results of this research are in line with research from Saepul Bahri in 2023 which states that the halal label has a positive and significant influence on purchasing decisions, so it can be concluded that if the halal label is better, purchasing decisions will increase.

The Influence of Price on Purchasing Decisions

According to Kotler in Birusman, price is one component of the marketing mix that generates income, while other components generate costs. The components of the marketing mix in question are price, product, channel, and promotion, namely what is known as the 4P (Price, Product, Place, and Promotion) (Birusman, 2017). Marketing has the right to set a base price for each good or service sold. The value of the product can be established by buyers and sellers through bargaining, or the seller can set the price for all buyers at the same price.

Price and purchasing decisions are also two variables that have a relationship with each other, consumers who decide to buy and do so consciously and plannedly. Prices are always compared to the perceived benefits of a good or service. Consumers tend to buy the same product again if they feel the price is commensurate with the perceived benefits.

The description above is supported by research results that the calculated t value is greater than the t table ($13,461 > 1998$) and the Sig. much smaller than 0.05 ($0.000 < 0.05$), it can be concluded that there is a significant influence between Price (X2) on Purchasing Decisions (Y). So the second hypothesis in this research can be accepted, or H_a is accepted and H_0 is rejected. This is in line with the results of research conducted by Saepul Bahri in 2023 which stated that price has a positive and significant influence on purchasing decisions, so it can be concluded that the higher the price, the greater the purchasing decision.

The Influence of Halal Labels and Prices on Purchasing Decisions

After testing the regression coefficients simultaneously or together, the calculated F result was 157,764 with a value of Sig. 0.000, and the F table value is 2.751. Because the calculated F value is greater than table F ($157,764 > 2,751$), and the Sig. smaller than 0.05 ($0.000 < 0.05$), it can be concluded that the variables Halal (X1) and Price (X2) together or simultaneously influence the Purchase Decision (Y).

Thus, based on the description above, the results of the discussion in this research show that the Halal variable (X1) has a significant influence on the Purchase Decision (Y) of Skincare Products for IAIN Manado Scholars, the Price variable (X2) has a significant influence on the Purchase Decision (Y) of Skincare Products in IAIN Manado scholars, and simultaneously or together the variables Halal (X1) and Price (X2) have a significant influence on the Purchasing Decision (Y) of Skincare Products for IAIN Manado Scholars. Thus, it can be concluded that H_0 is rejected and H_a is accepted. This is in line with research conducted by Yuliana Ulfidatul Hoiriyah and Yustina in 2021 which stated that the halal label and price have a significant

influence simultaneously on purchasing decisions. This can be interpreted that the presence or absence of a halal label can influence consumer purchasing decisions, and if the price is higher, the purchasing decision will also be higher or increase, and vice versa.

Furthermore, based on the results obtained from the determination results or R Square, it is 0.828 or 82.8%, the remaining 17.8% is influenced or explained by other factors not examined in this research.

CONCLUSION

The Halal label found on Wardah skincare products has a relationship and partially has a positive and significant effect on purchasing decisions for Wardah skincare products among scholars at the Faculty of Economics and Islamic Business, indicated by a significance level < 0.05 ($0.001 < 0.05$). The prices of Wardah skincare products which are affordable and vary according to the type of skincare have a relationship and partially have a positive and significant effect on product purchasing decisions, indicated by a significance level < 0.05 ($0.000 < 0.05$). The Halal label and price have a relationship and simultaneously or together (simultaneously) have a significant influence on purchasing decisions for Wardah skincare products through the F test. The significant value of the F test is $0.000 < 0.05$. This means that by including a label on the packaging and an affordable price, it can provide positive value in influencing consumers' decisions in purchasing a product.

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