

## THE EFFECT OF HALAL LABEL, BRAND IMAGE, AND PRODUCT QUALITY ON THE PURCHASE DECISION OF WARDAH EXCLUSIVE MATTE LIP CREAM PRODUCTS IN SIDOARJO



**J.A. Jelita Srikandi Pertiwi<sup>1</sup>**

Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia  
[jelita9a35@gmail.com](mailto:jelita9a35@gmail.com)

**Supriyono<sup>2</sup>**

Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya, Indonesia  
[supriyono.ma@upnjatim.ac.id](mailto:supriyono.ma@upnjatim.ac.id)

### Abstract

Technology, globalization, and social media have changed modern lifestyles, including the need for body care which is now important, especially for women who prioritize a beautiful and confident appearance. This has driven an increase in demand for cosmetics, especially matte lip cream which is popular because of its soft texture and long-lasting. Realizing this trend, Wardah presents an Exclusive Matte Lip Cream with competitive advantages. Sidoarjo, with a Muslim majority and high interest in cosmetics, is an ideal location to study the influence of Halal Label, Brand Image, and Product Quality on Purchasing Decisions. This study aims to determine the influence of the halal label, brand image, and product quality on purchasing decisions for Wardah Exclusive Matte Lip Cream products in Sidoarjo. This type of research is quantitative. Sampling using the purposive sampling method, and the number of samples used was 100 respondents the method used to analyze was the Structural Equation Model (SEM) with the Smart-PLS version 3.0 tool. The tests used were the outer model test, the inner model test, and the hypothesis test. It can be concluded that the halal label (X1), brand image (X2), and product quality (X3) on purchasing decisions (Y) partially have a positive and significant influence.

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

## INTRODUCTION

The development of technology in the era of globalization has changed the lifestyle of modern humans, including the need for body care. For women, looking beautiful and confident is becoming increasingly important, and the use of cosmetics is part of everyday needs.

Indonesia, as a country with a population of 279 million, where 87.2% of the population is Muslim (World Population Review, 2024; CNBC Indonesia, 2024), makes halal products an important factor in the cosmetics industry. Muslim consumers' awareness of halal products has encouraged Wardah to offer cosmetic solutions that are not only safe but also halal certified. Wardah has received certification from the Indonesian Ulema Council (MUI) and is known as a leading halal cosmetic brand in Indonesia, attracting the interest of Muslim and general consumers looking for quality products.

Lipstick, as one of the most frequently used cosmetic products by women, is able to instantly enhance the appearance. The right lipstick color not only gives a fresh impression, but also highlights facial features and enhances the overall appeal. Matte lip cream is now popular because of its soft and non-drying texture, with long-lasting color. To meet this need, Wardah presents Exclusive Matte Lip cream which provides a velvet matte appearance, keeps lips moist and does not crack.

According to Rahmah and Supriyono (2022), the more positively people perceive a brand, the more positive the impression formed, which will then encourage consumers to choose products from that brand in their decision to purchase. It is clear from the information above that Brand Image has a crucial role in influencing consumer purchasing decisions.

According to research by M. Istiqamah, S. Tirtayasa, and H. K. Pasaribu (2021), When it comes to customer purchase choices, product quality is crucial. High-quality products not only satisfy consumers but also encourage them to make purchases, while low-quality products can reduce consumer interest. Because consumers tend to choose quality products, companies must focus on improving product quality to influence purchasing decisions and build customer loyalty.

Sumarwan (2011:209) explains that Muslim consumers prefer products that have halal status from authorized institutions, compared to products that do not have such

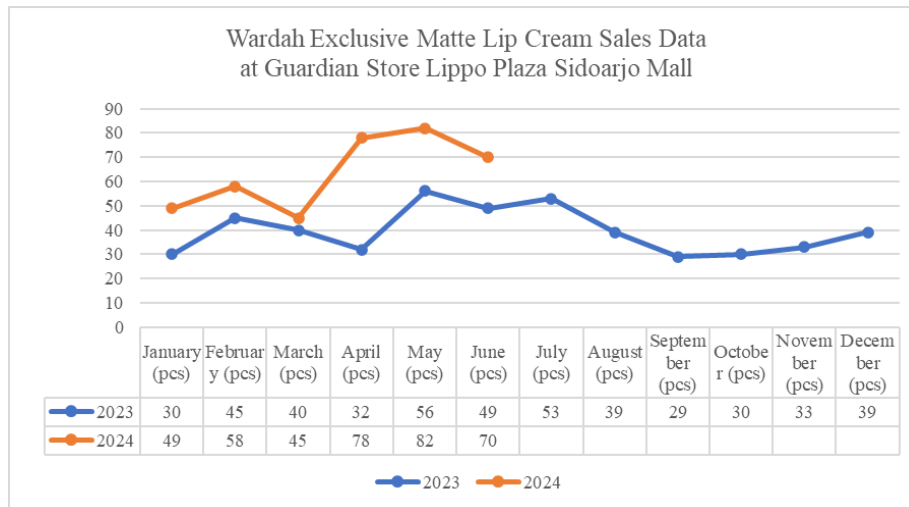
certification. Awareness to choose halal products is increasing among Muslim consumers, which is influenced by a deep understanding of religion. This makes them more selective in choosing goods to be consumed. In addition, the development of information and knowledge has increased the level of consumer awareness, who are now more critical and have better insight in assessing products before making purchasing decisions. As a result, the halal label on products, including cosmetics, becomes a factor that influences purchasing decisions, including cosmetic products.

**Table 1.**  
**Comparison of Top Brand Index Lipstick Category 2020-2024**

Brand Name	Year				
	2020	2021	2022	2023	2024
Wardah	33.5%	31.9%	27.2%	26%	22.4%
Revlon	8.8%	7.5%	8.5%	6.3%	4.2%
Pixie	5.4%	5.6%	2.8%	3.6%	4.1%
Maybelline	6.1%	11.6%	15.8%	19.3%	19.3%
Caring	-	-	-	-	4.2%

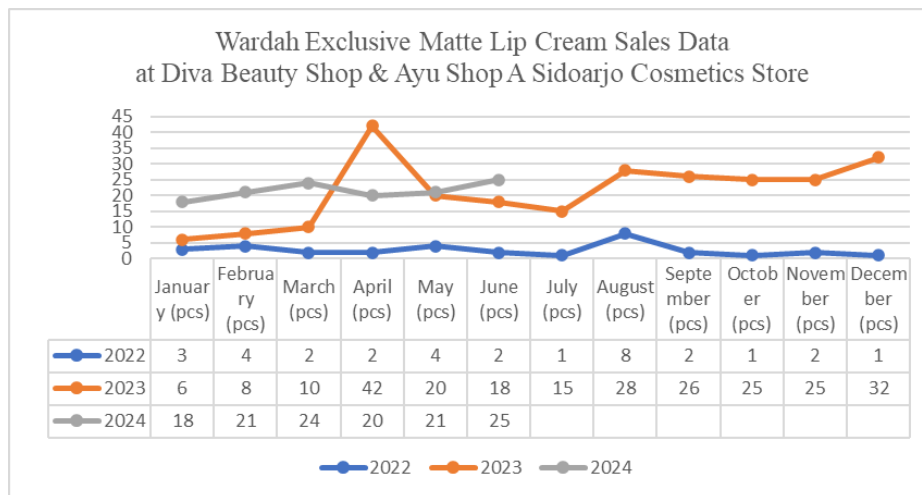
Source: [www.topbrand-award.com](http://www.topbrand-award.com)

The table above shows the Top Brand Index data for the lipstick subcategory from 2020 to 2024, where Wardah consistently occupies the number one position among other brands. Wardah's success in maintaining its top position for five consecutive years shows the brand's dominance in the lipstick market. However, an interesting phenomenon is the downward trend in Wardah's Top Brand Index percentage from 2020 to 2024. Wardah needs to re-evaluate its business approach, especially in terms of product innovation and marketing strategies that are more relevant to the needs of today's consumers.



**Figure 1.**

**Wardah Exclusive Matte Lip Cream Sales Data at Several Cosmetic Stores in Sidoarjo**



The image above explains the sales data of Wardah Exclusive Matte Lip Cream products in several cosmetic stores in Sidoarjo. The data is used as supporting data for this study. It can be seen in the two images above that product sales in the three stores, namely Diva Beauty Shop Cosmetics Store , Ayu Shop A Sidoarjo & at Guardian Mall Lippo Plaza Sidoarjo Store are fluctuating so that this can be used as a reason why it is necessary to conduct research on the Purchase Decision of Wardah Exclusive Matte Lip Cream brand products, studied through the variables Halal Label, Brand Image and Product Quality.

## **REVIEW OF LITERATURE**

### **Halal Label**

According to Yuswohady (2015:23) as cited in Tarigan (2019:14), a halal label is a sign attached to a product as a guarantee from an authorized institution, such as LPPOM MUI, This guarantees that the product satisfies Islamic law's halal requirements. According to Government Regulation Number 69 of 1999, halal label indications may be written, visual, or a mix of both, and attached to the product.

### **Brand Image**

According to (Kotler, 2012) as cited in Rinawati, Agung, and Anggraini (2021), Brand Image is an impression of a product received by customers that describes the product they will choose. Brand Image can be created based on personal experience or hearing the reputation of someone or the media about a brand and can encourage consumers to buy a product (Citra et al., 2020). Keller & Swaminathan (2020:239) cite Aaker & Biel as saying that brand image markers are corporate image, product image and user image.

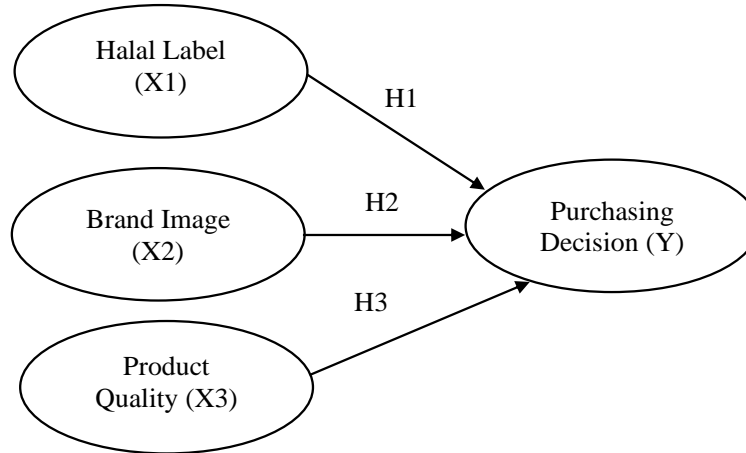
### **Product Quality**

Kotler and Keller (2022) define quality as the totality of product features and attributes that enable it to meet demands, both expressed and implied. Quality is a very important concept for creating value from a product. Product Quality Indicators according to (Kotler & Armstrong, 2016) in (Sari, AP, & Santoso, W. 2021) are function (performance), reliability, durability, conformance to specifications, features, design and after-sales service.

### **Purchase Decision**

A buying choice, according to Tjiptono (2019:21), is the outcome of a procedure wherein consumers determine their problems, investigate a particular brand or product, and then evaluate the potential efficacy of each choice in resolving their problems before to making a purchase. Kholidah and Arifiyanto (2020) define a buying decision as a consumer's choice to purchase or not purchase a product. According to (Kotler and Keller, 2016:189) as cited in (Dede Ihsan, Sudarijati and Titiek Tjahja Andari 2022), product selection, distributor selection, brand selection, buy timing, purchase quantity, and payment method are all indicative of purchasing choices.

## Conceptual Framework



**Figure 2.**  
**Conceptual Framework**

The hypothesis proposed in this study is:

- H1 : Variabel X1 is suspected to have a positive and significant influence on the Variable Y
- H2 : Variabel X2 is suspected to have a significant and positive influence on the Variabel Y
- H3 : Variabel X3 is suspected to have a positive and significant influence on the Variabel Y

## RESEARCH METHOD

This quantitative study's population consists of Wardah Exclusive Matte Lip Cream product users. Purposive sampling for non-probability sampling, a sampling strategy based on specific considerations or criteria, is the method used to choose the sample (Sugiyono, 2019). Those who reside in Sidoarjo, are at least 17 years old, and have at least one purchase or usage of Wardah Exclusive Matte Lip Cream items meet the study's sample requirements. Hair et al. (2020) suggest that a reasonable sample size is equal to the sum of all indicators times five to ten observations for each parameter evaluated. This is the basis for sampling in this research. Since there are 20 indications in this research, there are 100 respondents (20 indicators x 5) samples utilized. Google Form media was used to deliver a questionnaire to

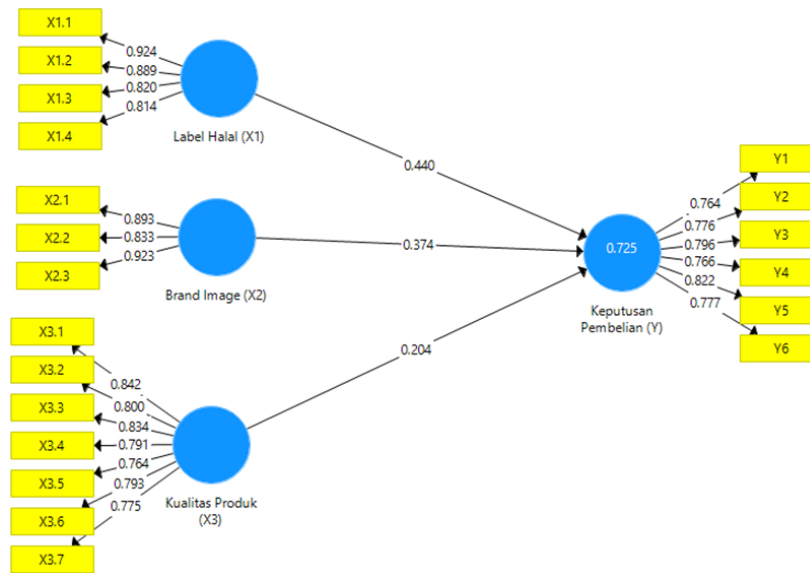
respondents online in order to gather data for this research. Partial Least Square (PLS) is the data analysis method used to examine the association between the following study variables: Brand Image, Product Quality, Halal Label, and Purchasing Decisions.

## **RESULTS AND DISCUSSION**

### **Respondent Characteristics**

The characteristics of respondents in this study were based on age and occupation. Based on age, the majority of respondents were aged 17–22 years (65%), which generally consisted of teenagers to young adults who had a high interest in appearance, were in the phase of searching for identity, and were active in social interactions. This age group is also an active user of social media, so they are sensitive to the latest trends, including cosmetic products. Other age groups, namely 23–28 years old comprised 17%, 29–34 years old comprised 10%, and over 35 years old comprised 9%. Based on occupation, the majority of respondents were students (56%), who tended to pay attention to appearance both in academic and social environments, tried to express themselves to increase self-confidence, and were active on social media. For students, cosmetics are an important need to appear attractive on various occasions such as meetings, presentations, or social events. In addition, private workers (16%), civil servants (11%), students (9%), and housewives (2%) completed the characteristics of respondents in this study.

**Outer Model**



**Figure 3.**  
**Outer Model**

Outer model image displays several important elements in the SEM-PLS analysis. First, there are outer loadings that show the relationship between each indicator and its construct, describing the extent to which the indicators represent the main constructs such as "Halal Label," "Brand Image," "Product Quality," and "Purchase Decision." In addition, there are path coefficients that indicate the strength of the influence between the constructs, specifically how "Halal Label," "Brand Image," and "Product Quality" affect "Purchase Decision." Finally, the R-squared ( $R^2$ ) value on the "Purchase Decision" construct measures the proportion of variation in the purchase decision that can be explained by the three constructs.

**Outer Loading**

**Table 2.**  
**Outer Loadings (Original Sample, Sample Mean, STDEV, T-Values)**

	Factor Loading (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )
X1.1 <- Halal Label (X1)	0.924	0.923	0.015	60,923
X1.2 <- Halal Label (X1)	0.889	0.889	0.025	36,009
X1.3 <- Halal Label (X1)	0.82	0.822	0.027	30,787
X1.4 <- Halal Label (X1)	0.814	0.814	0.039	21,138

X2.1 <- Brand Image (X2)	0.893	0.894	0.028	31,709
X2.2 <- Brand Image (X2)	0.833	0.832	0.035	23,615
X2.3 <- Brand Image (X2)	0.923	0.923	0.014	66,327
X3.1 <- Product Quality (X3)	0.842	0.839	0.035	24,064
X3.2 <- Product Quality (X3)	0.8	0.796	0.053	15,122
X3.3 <- Product Quality (X3)	0.834	0.832	0.034	24,79
X3.4 <- Product Quality (X3)	0.791	0.789	0.047	16,649
X3.5 <- Product Quality (X3)	0.764	0.766	0.051	15,074
X3.6 <- Product Quality (X3)	0.793	0.796	0.039	20,442
X3.7 <- Product Quality (X3)	0.775	0.779	0.038	20,342
Y1 <- Purchase Decision (Y)	0.764	0.762	0.045	17,071
Y2 <- Purchase Decision (Y)	0.776	0.776	0.043	17,855
Y3 <- Purchase Decision (Y)	0.796	0.794	0.044	17,888
Y4 <- Purchase Decision (Y)	0.766	0.765	0.047	16,337
Y5 <- Purchase Decision (Y)	0.822	0.82	0.04	20,435
Y6 <- Purchase Decision (Y)	0.777	0.774	0.05	15,439

Source: Researcher Data (2024)

Validity is stated as good if the *factor loading value* is  $> 0.5$  and the *t-statistic value* exceeds  $Z \alpha = 0.05$  (5%) or 1.96. Every reflective indicator on the X1, X2, X3, and Y, according to the outer loading table variables meet these criteria, with a *factor loading value*  $> 0.5$  and a *t-statistic*  $> 1.96$ . This indicates that the validity of the instrument in this study has been met properly.

**Average Variance Extracted (AVE)**

**Table 3.**  
**Average Variance Extracted (AVE)**

	Average Variance Extracted (AVE)
Halal Label (X1)	0.745
Brand Image (X2)	0.781
Product Quality (X3)	0.64
Purchase Decision (Y)	0.614

Source: Researcher Data (2024)

Average Variance Extracted (AVE) is considered to meet the validity requirements if its value is more than 0.5. According to the AVE table, the measurement findings for the variables Halal Label (X1), Brand Image (X2), Product Quality (X3), and Purchase Decision (Y) have an AVE value greater than 0.5. This suggests that the instrument used in this investigation has good validity.

**Cross Loading**

**Table 4.**  
**Cross Loading**

	Halal Label (X1)	Brand Image (X2)	Product Quality (X3)	Purchase Decision (Y)
<b>X1.1</b>	0.924	0.519	0.399	0.631
<b>X1.2</b>	0.889	0.535	0.337	0.655
<b>X1.3</b>	0.82	0.428	0.384	0.675
<b>X1.4</b>	0.814	0.523	0.373	0.604
<b>X2.1</b>	0.534	0.893	0.461	0.595
<b>X2.2</b>	0.424	0.833	0.518	0.667
<b>X2.3</b>	0.58	0.923	0.418	0.684
<b>X3.1</b>	0.418	0.523	0.842	0.505
<b>X3.2</b>	0.316	0.417	0.8	0.438
<b>X3.3</b>	0.336	0.418	0.834	0.468
<b>X3.4</b>	0.252	0.359	0.791	0.387
<b>X3.5</b>	0.352	0.369	0.764	0.498
<b>X3.6</b>	0.33	0.429	0.793	0.493
<b>X3.7</b>	0.393	0.42	0.775	0.502
<b>Y1</b>	0.626	0.581	0.418	0.764
<b>Y2</b>	0.533	0.778	0.6	0.776
<b>Y3</b>	0.618	0.555	0.455	0.796

<b>Y4</b>	0.573	0.494	0.364	0.766
<b>Y5</b>	0.59	0.499	0.506	0.822
<b>Y6</b>	0.566	0.515	0.407	0.777

Source: Researcher Data (2024)

If the loading factor value of each indicator is bigger than the loading factor on other variables and  $> 0.6$ , cross loading is deemed to satisfy the validity requirement. All of the loading factor values shaded on each variable indicator display values  $> 0.6$  and are greater than the loading factors on other variables, according to the data processing findings. This shows that the validity of all indicators in this study has been met, so it can be stated that the validity of this research instrument is good.

**Cronbach's Alpha and Composite Reliability**

**Table 5.**  
**Cronbach's Alpha and Composite Reliability**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>
Halal Label (X1)	0.885	0.921
Brand Image (X2)	0.859	0.914
Product Quality (X3)	0.906	0.926
Purchase Decision (Y)	0.874	0.905

Source: researcher data (2024)

A construct is considered dependable if its composite reliability score and Cronbach's alpha  $> 0.6$ . Cronbach's alpha and composite reliability scores for variables X1, X2, X3, and Y are  $> 0.6$ , according to data processing findings. Therefore, it may be said that this study's four variables are trustworthy.

**Inner Model**

**R-Square**

**Table 6.**  
**R-square**

<b>Variables</b>	<b>R Square</b>
<b>Purchase Decision (Y)</b>	0.725

Source: Researcher Data (2024)

R-square ( $R^2$ ) is used to measure the extent to which independent variables in the model can explain variations in the dependent variable. An  $R^2$  value approaching 1 indicates a strong model in explaining the dependent variable, while a value approaching 0 indicates a less effective model. Based on the results of data processing, an R Square value of 0.725 or

72.5% was obtained, which means that this model is able to explain 72.5% of the variation in Purchasing Decisions influenced by the variables *Halal Label*, *Brand Image*, and *Product Quality*. The rest, which is 27.5%, is explained by other factors outside the variables studied.

### Hypothesis Testing

**Table 7.**  
**Path Coefficient**

	<b>Path Coefficients (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ((O/STDEV))</b>	<b>P Values</b>
Brand Image (X2) -> Purchase Decision (Y)	0.374	0.374	0.072	5.184	0.000
Product Quality (X3) -> Purchase Decision (Y)	0.204	0.206	0.077	2,642	0.008
Halal Label (X1) -> Purchase Decision (Y)	0.44	0.438	0.068	6.444	0.000

Source: Researcher Data (2024)

**Hypothesis 1** : The hypothesis is accepted: the Halal Label significantly and favorably influences Sidoarjo consumers' decisions to buy Wardah Exclusive Matte Lip Cream items. According to the aforementioned table data, a P-Value of  $0.000 < 0.05$  indicates a significant result (positive), and the Path coefficient displays a result of 0.44 with a T-statistic value of  $6.444 > 1.96$  (T-table value of  $Z\alpha = 0.05$ ).

**Hypothesis 2** : The hypothesis is accepted: the decision to purchase Wardah Exclusive Matte Lip Cream products in Sidoarjo is positively and significantly influenced by the brand image. A P-Value of  $0.000 < 0.05$  denotes a significant result (positive), according to the table data provided above. The Path coefficient shows a result of 0.374 with a T-statistic value of  $5.184 > 1.96$  (T-table value of  $Z\alpha = 0.05$ ).

**Hypothesis 3** : The hypothesis is accepted: Sidoarjo consumers' decisions to buy Wardah Exclusive Matte Lip Cream items are positively and significantly impacted by product quality. A significant result (positive) is shown by a P-Value of  $0.008 < 0.05$ , or a Path coefficient of 0.204 and a T-statistic value of  $2.642 > 1.96$  (T-table value of  $Z\alpha = 0.05$ ) based on the data in the preceding table.

## CONCLUSION

Based on the test results with SEM PLS analysis, it was concluded that the third variable, namely Halal Label, Brand Image, and Product Quality, contributed to the Purchase Decision of Wardah Exclusive Matte Lip Cream. The inclusion of the Halal Label on the product gives trust to consumers, so the higher the trust in the product with the Halal Label, the higher the purchase decision of the Wardah Exclusive Matte Lip Cream product. Brand Image contributes to the purchase decision of the Wardah Exclusive Matte Lip Cream product. The better the Brand Image of a product, the higher the consumer's purchase decision for the product. Product Quality contributes to the purchase decision of the Wardah Exclusive Matte Lip Cream product. The higher the product quality perceived by consumers, the higher the purchase decision for the product.

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