

---

**PRODUCT ATTRIBUTES, PRICE, AND PROMOTION ON PURCHASE  
DECISIONS OF HALAL COSMETICS WITH RELIGIOSITY AND HALAL  
LABEL AS MODERATION**



**Amalia Syafaatul Azka<sup>1</sup>**

**Universitas Muhammadiyah Jakarta, Tangerang Selatan, Indonesia**

[amaliasafa18@gmail.com](mailto:amaliasafa18@gmail.com)

**Siti Jamilah<sup>2</sup>**

**Universitas Muhammadiyah Jakarta, Tangerang Selatan, Indonesia**

[jamilah17.febumj@gmail.com](mailto:jamilah17.febumj@gmail.com)

---

**Abstract**

The cosmetics industry is experiencing significant growth, with halal cosmetics emerging as a critical segment driven by religious considerations. This study investigates the factors influencing halal cosmetic purchase decisions among Muslim consumers using Partial Least Squares Structural Equation Modeling (PLS-SEM). The research explores the complex interplay between product attributes, price, promotion, religiosity, and halal labeling in shaping consumer purchasing decisions. Employing a survey method with 120 respondents, the study reveals that halal labeling is the most dominant factor in purchase decisions, with religiosity playing a crucial mediating role. Product attributes significantly influence religiosity, while price and promotion demonstrate minimal impact. The findings highlight that spiritual considerations and religious conformity far outweigh conventional commercial factors in halal cosmetic purchasing. This research provides valuable insights for marketers and manufacturers in understanding the nuanced decision-making process of Muslim consumers, offering both theoretical contributions and practical implications for the halal cosmetics market.

**Keywords:** Halal Cosmetics, Purchase Decision, Religiosity, Product Attributes, Halal Labelling

## INTRODUCTION

The cosmetics industry is a rapidly growing and innovative sector. In addition, cosmetics also play a role in improving social and economic welfare by developing various products and services that support the needs of society (Singh et al., 2018). To achieve its goals, the company's management always tries and strives to develop its business by selling quality products, attractive promotions, and affordable prices so that consumers are interested in buying (Victor Kamanda & Yusman, 2022). Religiusitas and Halal labels have a significant effect on the halal consciousness. Which means the better the religiosity of a Muslim, the halal label of the Indonesian Ulema Council will further increase the halal consciousness of a Muslim (Mahendri et al., 2020). The combination of aesthetic product attributes, competitive prices, and attractive promotions can have a significant impact on consumer purchasing decisions. All three serve as tools to attract consumer attention and increase product competitiveness in the market (Retno et al., 2020).

In accordance with the 2019 the Institute for Food, Drugs, and Cosmetics Studies of the Indonesian Ulema Council (LPOM MUI), it is reported that during the 2014-2018 period, the total number of halal products was 591.604 with an average growth of 27,87% and a high growth increase in 2018 of 60,44%. For example, one study showed that religiosity did not significantly moderate the influence of price or promotion on the purchase decision of certain halal products (Mila & Aisyah Barlian, 2023). Several studies have shown that halal labels have a significant impact on purchasing decisions, especially among Muslim consumers. Halal labels are often considered as a guarantee of quality and conformity to religious values. However, the influence of religiosity on this relationship varies, with religiosity showing no significant impact in some cases (Sa'diah et al., 2022).

This study deepens previous studies by investigating the role of religiosity as a moderating variable, which was previously poorly defined in related studies. For example, how religiosity can strengthen or weaken the influence of price and promotion on purchasing decisions. Consumers with high levels of religiosity are more likely to prioritize the suitability of products to their religious values. The halal label is an indicator of trust in a product, especially to ensure that the product does not contain ingredients that are prohibited in Islam. This strengthens the preference for products with the halal label compared to similar products without the label (Mila & Aisyah Barlian, 2023).

Consumers with high levels of religiosity show a stronger tendency to choose halal products because they are in line with their religious values. Religiosity increases the positive influence of product attributes (such as quality and aesthetics) on purchasing decisions. This is because religious consumers prioritize the conformity of spiritual values over the material aspects of the product (Sa'diah et al., 2022). The halal label provides additional confidence in the quality and authenticity of the product. Consumers are more likely to purchase products with a halal label because they feel confident in the ingredients used and the production process. The halal label strengthens the relationship between product attributes (such as quality and design) and purchasing decisions (Hidayat, 2023).

## REVIEW OF LITERATURE

### Attributes Product

Product attributes that are not inherent to the physical structure of the product but are added by the manufacturer or retailer are known as extrinsic cues. (North et al., 2003) For cosmetic products specifically, intrinsic attributes typically include the formulation, ingredients, texture, fragrance, and functional effectiveness, while extrinsic attributes encompass packaging design, brand name, country of origin, and certifications such as halal labeling. According to (Retno et al., 2020), the combination of aesthetic product attributes with competitive pricing and attractive promotions significantly impacts consumer purchasing decisions for cosmetic products.

In the halal cosmetics context, product attributes take on additional dimensions related to religious compliance. Studies by (Hidayat, 2023) demonstrate that for Muslim consumers, product attributes significantly influence their perception of a cosmetic brand's image, which subsequently affects their purchasing decisions. The research found that when halal cosmetic products exhibit high-quality attributes that align with Islamic values, consumers develop stronger positive brand associations, leading to increased purchase intention.

### **Price**

Price, often used as an indicator of value when the price is related to the perceived benefits of a good or service (Mila & Aisyah Barlian, 2023). Price is the amount of money that must be sacrificed to obtain something desired or needed. Consumers spend an amount of money according to the price set by the seller to obtain the desired product (Khurun'in Zahro' et al., 2023). Price is a major factor in most purchases, but it can be presented at various stages of decision making before purchase (Karmarkar et al., 2015). Determining the right price must be given special attention by companies because if pricing is not done seriously, it can cause problems for an institution (Laksana & Hirawati, 2022). Price perception greatly influences consumer decisions to purchase a product (Albari & Safitri, 2018).

### **Promotion**

Promotion is an element that is used to inform and persuade the market about a company's new products (Maharani & Ali, 2019). Promotion aims to disseminate information, influence, or remind the target market about the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned (Rustianah et al., 2022). (Gunawan Wibowo, 2021) states that promotion has a significant influence on the consumer satisfaction received. Promotion is considered as a series of marketing techniques or practices, marketing actions, forms of communication aimed at addressing sales levels by attracting attention and attracting potential buyers, through points of sale, information, beliefs, training, and maintaining customer interest in products and manufacturing companies (Alexandrescu & Milandru, 2018).

### **Purchasing Decisions**

Purchasing decisions are the activities of individuals who are directly involved in making decisions to purchase products offered by the seller (Rustianah et al., 2022). Purchasing decisions, the process that drives consumers to identify needs, generate choices, and choose certain products and brands. Therefore, companies are required to focus on implementing sales strategies for their products so that the products produced can provide benefits and have an appeal to consumers. Good product quality will create a desire for consumers or customers to make repeat purchases (Albari & Safitri, 2018). A purchasing

decision is a decision made by a buyer that can be influenced by financial conditions, technology, politics, price, location, and promotions (Ali et al., 2022).

The function of the Purchase Decision is how close the buyer's expectations of the product are to the benefits felt by the product. If its usefulness is below consumer expectations, it means that the client is not satisfied, and if it meets expectations, the consumer can be happy (Sanusi, 2022). Purchasing decisions are greatly influenced by consumer behavior. The purchasing decision process is a problem-solving process to fulfill consumer desires or needs. In choosing a product, consumers must consider several factors such as price, product quality, brand, and so on. With a brand, people will find it easier to remember a product so that they will distinguish it from other similar products (Jasmani & Sunarsi, 2020).

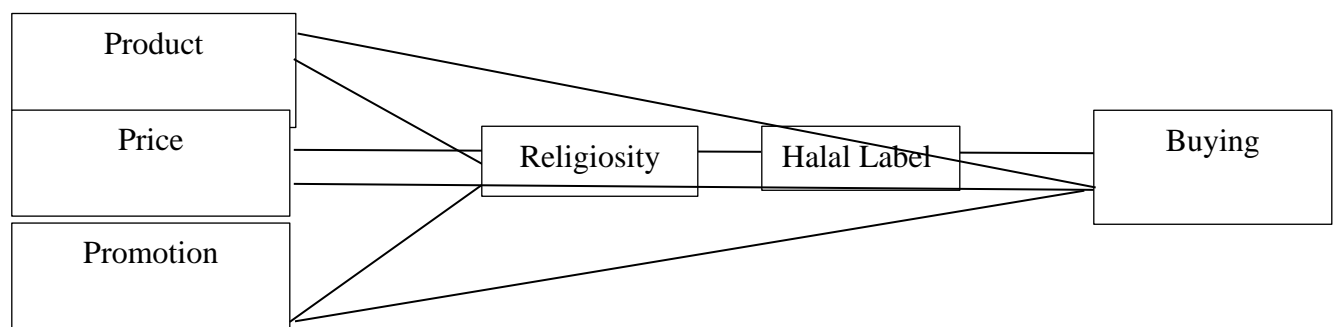
### Religiosity

Religiosity is something very important in human life. religiosity embodied in various sides of human life (Anggraini & Dewanti, 2020). Religiosity refers to the level at which a person upholds and follows specific religious beliefs and practices (Koc et al., 2024). As was confirmed by the majority of reviewers, religion is a multifaceted object, incorporating cognitive, emotional, motivational, and behavioral aspects. Literature review is inherent in the idea of the research (Hackney & Sanders, 2003). Religious commitment affects consumers' orientations regarding consumption patterns, as well as their social behavior (Said et al., 2014).

### Halal Label

For Muslims, the rules of halal and haram are essential things. Halal means anything allowed to be used, and haram is not allowed to be used (Millatina et al., 2022). For Muslims, the rules of halal and haram are essential considerations. Halal means anything allowed to be used, and haram is not allowed to be used (Millatina et al., 2022). Halal labeling represents a formal certification process that verifies a product's compliance with Islamic principles and dietary laws. It serves as a visible symbol of assurance that the product has been thoroughly examined and approved by an authorized Islamic certification body. According to (Sa'diah et al., 2022) ), halal labels function as critical trust indicators for Muslim consumers, particularly for products like cosmetics where ingredients are not immediately obvious. The presence of a halal label reduces perceived risk and uncertainty, enabling consumers to make purchases with greater confidence.

### Conceptual Framework



## RESEARCH METHOD

This study uses a quantitative approach with a survey method to explore the factors that influence the purchase decision of halal cosmetics. The research population is Muslim investors who invest in sharia stocks in Jakarta, with sampling techniques using nonprobability sampling methods, especially purposive sampling. Sample criteria are determined based on specific characteristics relevant to the research objectives.

Data collection was carried out through a questionnaire distributed online using Google Form. A total of 120 respondents were successfully collected, which was then analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SPSS software version 23. The variables studied included Product Attributes, Price, Promotion, Religiosity, Halal Labels, and Purchase Decisions, with each variable measured through specific indicators that had been developed in previous research.

The data analysis technique includes several main stages, namely validity and reliability tests, multicollinearity tests, model goodness tests, and hypothesis testing. Validity is measured through outer loading, while reliability is assessed using Composite Reliability (CR) and Average Variance Extracted (AVE). Hypothesis testing was carried out by looking at the path coefficient, t-statistical value, and p-value in the structural model.

## RESULTS AND DISCUSSION

### Validity Test (Outer Loading)

The validity test was carried out by analyzing the outer loading value of each indicator of the research variable. According to Hair (2021), an indicator is considered to meet the validity test if the value of outer loadings  $> 0.7$ .

**Table 1**  
**Outer Loading Value**

Indicator	Variable	Outer Loading Value	Information
AP1	Product Attributes	0.757	Valid
AP3	Product Attributes	0.881	Valid
AP4	Product Attributes	0.904	Valid
AP5	Product Attributes	0.893	Valid
H1	Price	0.846	Valid
H2	Price	0.838	Valid
H3	Price	0.837	Valid
H4	Price	0.806	Valid
KP1	Purchase Decision	0.856	Valid
KP2	Purchase Decision	0.892	Valid
KP3	Purchase Decision	0.760	Valid
LH1	Halal Label	0.896	Valid
LH2	Halal Label	0.912	Valid
LH3	Halal Label	0.859	Valid
LH4	Halal Label	0.848	Valid
LH5	Halal Label	0.894	Valid
P1	Promotion	0.814	Valid

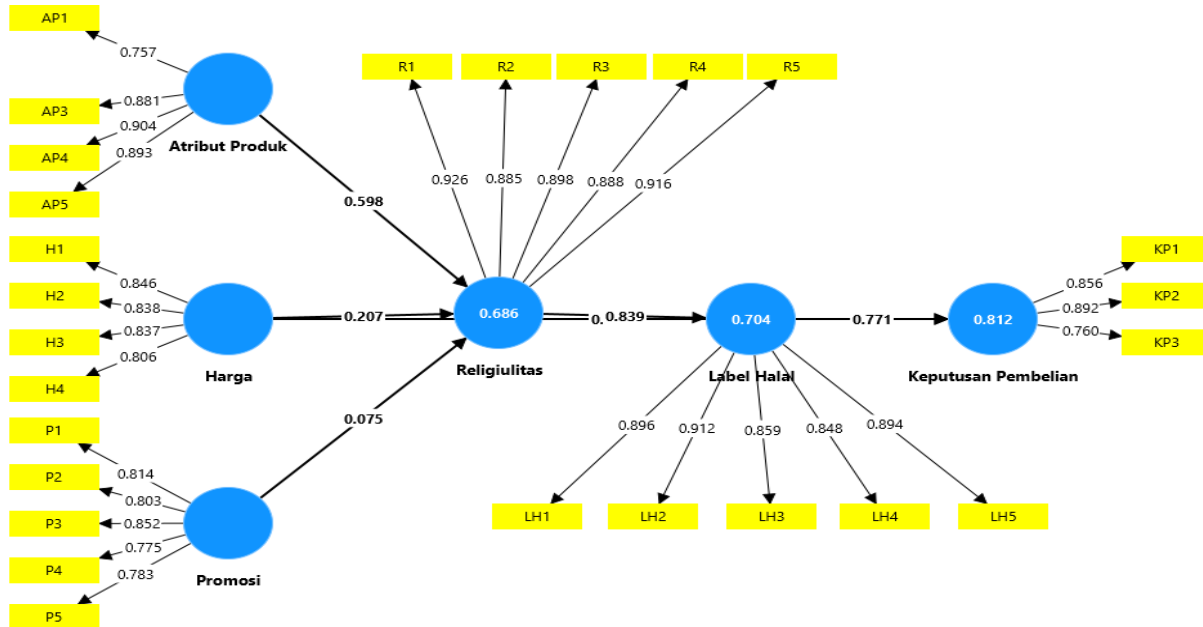
P2	Promotion	0.803	Valid
P3	Promotion	0.852	Valid
P4	Promotion	0.775	Valid
P5	Promotion	0.783	Valid
R1	Religiosity	0.926	Valid
R2	Religiosity	0.885	Valid
R3	Religiosity	0.898	Valid
R4	Religiosity	0.888	Valid
R5	Religiosity	0.916	Valid

Source: Primary Data, 2025

**Reliability Test**

The reliability test was carried out by analyzing Composite Reliability (CR) and Average Variance Extracted (AVE). Hair (2021) explains that: A good CR value should be > 0.7

**Figure 1.**  
**Structural Model**



After conducting the validity test, the next step is to conduct a Composite Reliability (CR) test to ensure data consistency. Hair (2021) explains that a good CR value must be > 0.7. In addition to conducting reliability testing, it is also necessary to measure the Average Variance Extracted (AVE) value. AVE explains the extent to which all measurement indicators can represent the variables being studied. Hair (2021) states that a good AVE value must be > 0.5. The test results can be seen in the following table

**Table 2.**  
**Composite Reliability & AVE Test Results**

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance	Information
----------	------------------	-------------------------------	-------------------------------	------------------	-------------

				<b>Extracted (AVE)</b>	
Product Attributes	0.882	0.891	0.919	0.741	Reliable
Price	0.852	0.856	0.900	0.692	Reliable
Purchasing Decision	0.786	0.797	0.876	0.702	Reliable
Halal Label	0.928	0.930	0.946	0.778	Reliable
Promotion	0.865	0.872	0.902	0.649	Reliable
Religiosity	0.943	0.944	0.957	0.815	Reliable

**Discriminant Test**

Discriminant tests are performed to ensure that each concept of each latent variable is different from the others. In this study, testing was carried out through the Fornell-Larcker Criterion test.

**Table 3.**  
**Fornell-Larcker Criterion Test**

<b>Variable</b>	<b>Product Attributes</b>	<b>Price</b>	<b>Purchasing Decision</b>	<b>Halal Label</b>	<b>Promotion</b>	<b>Religiosity</b>
Product Attributes	0.861					
Price	0.767	0.832				
Purchase Decision	0.802	0.760	0.838			
Halal Label	0.819	0.777	0.896	0.882		
Promotion	0.730	0.837	0.755	0.789	0.806	
Religiosity	0.810	0.727	0.829	0.839	0.684	0.903

Note: The diagonal number is the square root of the AVE, while the number below it is the correlation between variables.

**Multicollinearity Test**

The multicollinearity test was carried out to detect a high correlation between independent variables in the research model. The multicollinearity test in this study was carried out by analyzing the Variance Inflation Factor (VIF).

**Table 1.**  
**Nilai VIF Indicator**

<b>Indicator</b>	<b>VIF</b>	<b>Information</b>
AP1	1.687	Not Multicollinear
AP3	2.668	Not Multicollinear
AP4	3.049	Not Multicollinear
AP5	3.010	Not Multicollinear
H1	2.105	Not Multicollinear
H2	1.859	Not Multicollinear
H3	1.971	Not Multicollinear
H4	1.813	Not Multicollinear
KP1	1.876	Not Multicollinear

KP2	2.129	Not Multicollinear
KP3	1.423	Not Multicollinear
LH1	3.249	Not Multicollinear
LH2	3.769	Not Multicollinear
LH3	2.565	Not Multicollinear
LH4	2.480	Not Multicollinear
LH5	3.248	Not Multicollinear
P1	1.962	Not Multicollinear
P2	1.910	Not Multicollinear
P3	2.318	Not Multicollinear
P4	2.002	Not Multicollinear
P5	1.999	Not Multicollinear
R1	4.606	Not Multicollinear
R2	3.213	Not Multicollinear
R3	3.838	Not Multicollinear
R4	3.160	Not Multicollinear
R5	4.666	Not Multicollinear

**Multicollinearity of Construct Variables**

**Table 2.**  
**VIF Value of Construct Variables**

<b>Variable Relationships</b>	<b>VIF</b>	<b>Information</b>
Product Attributes → Religiosity	2.589	Not Multicollinear
Price → Purchase Decision	2.520	Not Multicollinear
Price → Religiosity	4.033	Not Multicollinear
Halal Label → Purchase Decision	2.520	Not Multicollinear
Promotion → Religiosity	3.557	Not Multicollinear
Religiosity → Halal Label	1.000	Not Multicollinear

**Interpretation of Multicollinearity Test**

In multicollinearity analysis, the common criteria used are:

- a. If the VIF value is < 5, then multicollinearity does not occur
- b. If the VIF value is > 5, then significant multicollinearity occurs

Based on the test results, it can be concluded:

1. At the Indicator level, all Indicators have a VIF value below 5, with the highest value being 4,666 (R5).
2. At the level of construct variables, all variable relationships have a VIF value below 5, with the highest value being 4.033 in the Price → Religiosity relationship.
3. There was no significant indication of multicollinearity in this study model.

**Model Goodness Test (Goodness of Fit)**

Evaluation of the goodness of the model is carried out to assess the suitability of the structural model built. According to Hair et al. (2021), in the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach, model goodness tests can be carried out through several indicators, with SRMR (Standardized Root Mean Square Residue) being one of the main measures.

**Table 1.**

**Indicator Goodness of Fit**

<b>Indicator</b>	<b>Saturated Model</b>	<b>Estimated Model</b>	<b>Criteria</b>	<b>Information</b>
SRMR	0.064	0.092	< 0.08	Approaching the fit model
d_ULS	1.444	2.977	-	Additional information
d_G	1.289	1.435	-	Additional information
Chi-square	796.783	842.871	-	Statistical information
NFI (Normed Fit Index)	0.764	0.750	> 0.90	Not yet met the criteria

Based on the goodness-of-fit analysis, the research model shows interesting characteristics to observe. First, from the perspective of SRMR (Standardized Root Mean Square Residual), the model displays a different performance between the saturated model and the estimated model. In the saturated model, the SRMR value of 0.064 has met the criteria of Hair et al. (2021), which requires a < value of 0.08, indicating good model suitability. However, in the estimated model, the SRMR value increased slightly to 0.092, although it was still tolerable within the reasonable limits of the structural model.

The Normed Fit Index (NFI) provides an additional perspective in assessing model quality. With a value of 0.764 for the saturated model and 0.750 for the estimated model, both are below the ideal standard of 0.90. This condition indicates that the model has room for improvement, but does not necessarily invalidate the validity of the research results. The relatively low NFI value encourages researchers to conduct a more in-depth study of the relationship between variables and the selection of indicators.

**Structural Equation Test**

**R-Square Analysis**

The R-Square analysis illustrates the magnitude of the variation of endogenous variables that can be explained by other exogenous or endogenous variables in the research construct model.

**Table 1.**  
**R-Square Test Results**

<b>Variable</b>	<b>R-Square</b>	<b>R-Square Adjusted</b>	<b>Interpretation</b>
Purchase Decision	0.812	0.809	Substantial
Halal Label	0.704	0.702	Substantial
Religiosity	0.686	0.678	Substantial

The results of R-Square's analysis show that the predictive power of the research model is excellent. The Purchase Decision variable has an R-Square of 0.812, which means that 81.2% of the variation in the Purchase Decision can be explained by independent variables in the research model. This shows substantial predictive power.

The Halal Label variable has an R-Square of 0.704, meaning that 70.4% of the variation of the Halal Label can be explained by the variables that affect it in the model. Meanwhile,

the Religiosity variable has an R-Square of 0.686, indicating that 68.6% of the Religiosity variation can be explained by related independent variables.

### F-Square Review

F-Square analysis illustrates the influence of independent variables on dependent variables in a structural model. Referring to Cohen (1998), the criteria for interpretation of F-Square are:

- 0.02 = small influence
- 0.15 = medium influence
- 0.35 = big influence

**Table 2.**  
**F-Square Test Results**

Variable Relationships	F-Square	Categories Influence
Product Attributes → Religiosity	0.439	Big
Price → Purchase Decision	0.055	Small
Price → Religiosity	0.034	Kecil
Halal Label → Purchase Decision	1.257	Big
Promotion → Religiosity	0.005	Small
Religiosity → Halal Label	2.381	Big

The results of the F-Square analysis reveal an interesting pattern of influence between variables:

1. The Religiosity → Halal Label relationship had the strongest influence with F-Square 2,381, showing a very significant contribution.
2. Halal Labels → Purchase Decisions also show great influence (F-Square 1.257).
3. Product Attributes → Religiosity have a big influence with F-Square 0.439.
4. Price and Promotion have a relatively small influence on the Religiosity variable.

### Test Hypotheses with Path Analysis

**Table 1.**  
**Direct Hypothesis Test Results**

No	Variable Relationships	Path Coefficients	T-Statistics	P-Value	Significance
1	Product Attributes → Religiosity	0.598	5.180	0.000	Significant
2	Price → Purchasing Decision	0.161	2.287	0.022	Significant
3	Price → Religiosity	0.207	1.710	0.087	Not Significant
4	Halal Label → Purchasing Decision	0.771	12.095	0.000	Not Significant
5	Promotion → Religiosity	0.075	0.736	0.462	Not Significant
6	Religiosity → Halal Label	0.839	14.779	0.000	Significant

The results of the path analysis showed a complex pattern of relationships between variables in the study. Some of the key findings are:

1. Product Attributes → Religiosity had a positive and significant influence ( $\beta = 0.598$ ,  $p = 0.000$ ). This indicates that product characteristics have a strong contribution in shaping consumer religiosity.
2. Price → Purchase Decision showed a significant positive influence ( $\beta = 0.161$ ,  $p = 0.022$ ), although relatively weak. This means that the Price factor has a role in influencing purchasing decisions.
3. Price → Religiosity were not significant ( $\beta = 0.207$ ,  $p = 0.087$ ), indicating that Price did not directly affect consumer religiosity.
4. Halal Labels → Purchase Decisions showed a very strong and significant influence ( $\beta = 0.771$ ,  $p = 0.000$ ). Halal labels have a central role in determining purchasing decisions.
5. Promotion → Religiosity showed no significant ( $\beta = 0.075$ ,  $p = 0.462$ ), indicating that Promotion had no direct effect on religiosity.
6. Religiosity → Halal Labels had a very strong positive influence ( $\beta = 0.839$ ,  $p = 0.000$ ), suggesting that religiosity significantly affected the perception of halal labels.

**Mediation Hypothesis Test**

**Table 2.**  
**Mediation Hypothesis Test Results**

No	Mediation Pathway	Path Coefficients	T-Statistics	P-Value	Significant
1	Promotion → Religiosity → Halal Label	0.063	0.742	0.458	Not Significant
2	Religiosity → Halal Label → Purchase Decision	0.647	8.684	0.000	Significant
3	Price → Religiosity → Halal Label → Purchase Decision	0.134	1.683	0.092	Not Significant
4	Product Attributes → Religiosity → Halal Label → Purchase Decision	0.387	4.289	0.000	Significant
5	Product Attributes → Religiosity → Halal Label	0.502	4.539	0.000	Significant
6	Price → Religiosity → Halal Label	0.173	1.709	0.087	Not Significant
7	Promotion → Religiosity → Halal Label → Purchase Decision	0.048	0.733	0.464	Not Significant

Mediation analysis reveals a more complex pattern of relationships:

1. Product Attributes → Religiosity → Halal Labels → Purchase Decisions had a significant mediating effect ( $\beta = 0.387$ ,  $p = 0.000$ ). This shows that Product Attributes influence purchasing decisions through Religiosity and halal labels.
2. Religiosity → Halal Label → Purchase Decision showed strong and significant mediation ( $\beta = 0.647$ ,  $p = 0.000$ ), indicating the important role of Religiosity in mediating the relationship between halal labels and purchase decisions.

3. Several other mediation channels such as through Promotion show insignificant influence.

Based on path analysis and hypothesis testing, the study revealed complex significant findings in the relationships between variables. The halal label showed the strongest influence on purchasing decisions (path coefficient 0.771, t-statistic 12.095), indicating a central role in determining consumer choice. Religiosity showed an important contribution with a significant positive influence on halal labels (coefficient of 0.839, t-statistic of 14,779) and a strong relationship with Product Attributes (coefficient of 0.598, t-statistic of 5,180).

In the mediation test, the Product Attributes → Religiosity → Halal Label → Purchase Decision pathway showed a significant mediation effect (coefficient of 0.387, t-statistic 4.289), with religiosity playing an effective role in converting Product Attributes into purchase decisions. In contrast, Promotion and Price show minimal influence, with Promotion having practically no significant effect on religiosity (coefficient 0.075, t-statistic 0.736), which confirms that in the context of halal cosmetics, spiritual factors and religious suitability are much more dominant than conventional commercial considerations.

### **The Influence of Independent Variables on Purchasing Decisions**

This study uncovers the complexity of the factors influencing halal cosmetics purchasing decisions, with each independent variable displaying unique dynamics. Halal labels emerge as the most dominant variable, with a significant influence ( $\beta = 0.771$ ,  $p < 0.001$ ) on purchasing decisions. These findings are consistent with the research of Sa'diah et al. (2022), which affirms that halal labels are not just a formal certification, but a representation of trust and quality assurance for Muslim consumers.

Product Attributes showed a significant positive influence on religiosity ( $\beta = 0.598$ ,  $p < 0.001$ ), indicating that product characteristics have an important role in shaping consumers' religious perceptions. This is in line with Hidayat's (2023) research, which emphasizes that Muslim consumers tend to choose products that not only meet functional needs but are also in harmony with their spiritual values.

Price showed a weak but significant influence on the purchase decision ( $\beta = 0.161$ ,  $p < 0.05$ ). This finding is interesting because it contradicts the conventional economic paradigm that places Price as a major factor. In the context of halal cosmetics, consumers seem to prioritize religious conformity rather than purely economic considerations.

### **The Role of Religiosity Mediation**

Religiosity proves to be a very effective mediating variable, especially in converting the influence of Product Attributes into purchasing decisions. The mediation pathway of Product Attributes → Religiosity → Halal Label → Purchase Decision showed a significant influence ( $\beta = 0.387$ ,  $p < 0.001$ ), underlining the role of religiosity as the main filter in the decision-making process.

The influence of religiosity on halal labels was very strong ( $\beta = 0.839$ ,  $p < 0.001$ ), supporting the findings of Ahmad et al. (2015), who affirmed that religious commitment influences consumption orientation and social behavior. Consumers with a high level of religiosity tend to be more selective in choosing products, with halal labels being a key consideration.

### **Promotion Implications and External Factors**

A striking contrast was seen in the Promotion variable, which practically did not contribute significantly to religiosity ( $\beta = 0.075$ ,  $p > 0.05$ ). This indicates that conventional

marketing strategies are less effective in influencing halal cosmetics purchase decisions. Producers need to develop a marketing approach that is more sensitive to religious values.

## CONCLUSION

This study reveals the complex dynamics of halal cosmetic purchase decisions through an in-depth analysis of the relationship between variables with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The results showed halal labels as the most dominant factor in influencing purchase decisions, with religiosity playing a crucial role as an effective mediating variable. Product Attributes show a significant influence on religiosity, while Price and Promotion have minimal contributions, confirming that in the context of halal cosmetics, spiritual considerations and religious suitability are far more important than conventional commercial factors. The findings of this study provide important insights for halal cosmetics manufacturers to design marketing strategies that are more sensitive to the religious values of Muslim consumers, with significant theoretical and practical implications in understanding consumer behavior in the halal cosmetics market.

## REFERENCES

- Albari, & Safitri, I. (2018). The Influence of Product Price on Consumers' Purchasing Decisions. *Review of Integrative Business and Economics Research*, 7(02), 328–337. <http://buscompress.com/journal-home.html>
- Alexandrescu, M.-B., & Milandru, M. (2018). Promotion as a form of Communication of the Marketing Strategy. *Land Forces Academy Review*, 23(4), 268–274. <https://doi.org/10.2478/raft-2018-0033>
- Ali, H., Octavia, A., & Sriayudha, Y. (2022). Determination of Purchase Decision: Place, Price, and Quality of Service (Literature Review). *Dinasti International Journal of Economics, Finance & Accounting*, 2(6), 658–668. <https://doi.org/10.38035/dijefa.v2i6.1446>
- Anggraini, I., & Dewanti, D. S. (2020). The Effect of Halal Foods Awareness on Purchase Decision with Religiosity as a Moderating Variable. *Journal of Economics Research and Social Sciences*, 4(1). <https://doi.org/10.18196/jerss.040116>
- Gunawan Wibowo, Y. (2021). Impact of Price, Product Quality, and Promotion on Consumer Satisfaction in Cosmetics and Skincare. *Journal of Economics, Finance and Management Studies*, 04(07), 978–986. <https://doi.org/10.47191/jefms/v4-i7-11>
- Hackney, C. H., & Sanders, G. S. (2003). *Religiosity and Mental Health : A Meta-Analysis of Recent Studies. 1*, 43–55.
- Hidayat, W. G. P. A. (2023). The Influence of Halal Label and Product Quality on the Purchasing Decision Process of Wardah Cosmetics by Using Brand Image as an Intervening Variable. *International Journal of Islamic Thought and Humanities*, 2(1), 139–155. <https://doi.org/10.54298/ijith.v2i1.87>
- Jasmani, J., & Sunarsi, D. (2020). The Influence of Product Mix, Promotion Mix and Brand Image on Consumer Purchasing Decisions of Sari Roti Products in South Tangerang. *PINISI Discretion Review*, 1(1), 165. <https://doi.org/10.26858/pdr.v1i1.13409>
- Karmarkar, U. R., Shiv, B., & Knutson, B. (2015). Cost conscious? The neural and behavioral

- impact of price primacy on decision making. *Journal of Marketing Research*, 52(4), 467–481. <https://doi.org/10.1509/jmr.13.0488>
- Khurun'in Zahro', Jamal, M., Masood, A., Nurul Adila Hasbullah, Norfhadzilahwati Rahim, & Ramadhanty, Y. F. (2023). The Influence Of Marketing, Pricing And Promotion On Gen Z's Purchase Behavior Of Halal Cosmetics In Indonesia. *The Journal of Muamalat and Islamic Finance Research*, 20(2), 112–124. <https://doi.org/10.33102/jmifr.517>
- Koc, F., Ozkan, B., Komodromos, M., Halil Efendioglu, I., & Baran, T. (2024). The effects of trust and religiosity on halal products purchase intention: indirect effect of attitude. *EuroMed Journal of Business*. <https://doi.org/10.1108/EMJB-01-2024-0004>
- Laksana, A. I. P., & Hirawati, H. (2022). Pengaruh Harga, Kualitas Produk, Dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Pada Larissa Aesthetic Cabang Magelang. *Transekonomika: Akuntansi, Bisnis Dan Keuangan*, 2(5), 509–522. <https://doi.org/10.55047/transekonomika.v2i5.243>
- Maharani, U., & Ali, H. (2019). Model of Purchase Intention: Product and Promotion Analysis to Increase Brand Awareness (Case Study on Micca Cosmetics). *Saudi Journal of Humanities and Social Sciences*, 4(5), 316–325. <https://doi.org/10.21276/sjhss.2019.4.5.3>
- Mahendri, W., Darsono, J. T., & Firdiansjah, A. (2020). The Influence of Religiosity and Halal Label through Halal Awareness Purchase Decisions. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 3(3), 1739–1746. <https://doi.org/10.33258/birci.v3i3.1105>
- Mila, M., & Aisyah Barlian, N. (2023). The Influence of Promotion, Price and Religiosity on The Purchasing Decision of Beauty Products Halal Labeled. *Muhasabatuna :Jurnal Akuntansi Syariah*, 4(2), 001–024. <https://doi.org/10.54471/muhasabatuna.v4i2.2168>
- Millatina, A. N., Hakimi, F., Budiantoro, R. A., & Arifandi, M. R. (2022). The Impact of Halal Label in Halal Food Buying Decisions. *Journal of Islamic Economic Laws*, 5(1), 159–176. <https://doi.org/10.23917/jisel.v5i1.17139>
- North, E. J., Vos, R. B. De, & Kotzé, T. (2003). *The importance of apparel product attributes for female buyers*. 31, 41–51.
- Retno, S., Suhel, ., & Imam, A. (2020). Consumer Behavior and Halal Cosmetic Product: Evidence in Palembang City. *MIR (Modernization. Innovation. Research)*, 11(2), 233–242. <https://doi.org/10.18184/2079-4665.2020.11.2.233-24>
- Rustianah, Bintarti, S., Wicaksana, P. S. I., & Sari, R. (2022). The Effect Of Product Quality, Product Variation And Promotion Towards The Purchase Decision Of Viva Cosmetics. *Jurnal Ekonomi*, 11(01), 448–453. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Sa'diah, Z., Saraswati, M. A., & Retnowati, M. S. (2022). Analysis of Religiosity and Halal Labels Towards Purchasing Decision on Cosmetic Products (Study on Regular Female Student of The University of Darussalam Gontor). *JES (Jurnal Ekonomi Syariah)*, 7(2), 168–186. <https://doi.org/10.30736/jes.v7i2.360>
- Said, M., Hassan, F., Musa, R., & Rahman, N. A. (2014). Assessing Consumers' Perception, Knowledge and Religiosity on Malaysia's Halal Food Products. *Procedia - Social and Behavioral Sciences*, 130, 120–128. <https://doi.org/10.1016/j.sbspro.2014.04.015>

- Sanusi, U. (2022). the Effect of Promotion and Product Design on Consumer Purchase Decisions. *International Journal of Education and Social Science Research*, 05(04), 285–295. <https://doi.org/10.37500/ijessr.2022.5421>
- Singh, B. M., Jain, A., & Mishra, A. (2018). Cosmetic Regulations in India Vs. Globally and Challenges in Harmonization. *International Journal of Pharmaceutical Sciences and Drug Research*, 10(3), 150–157. <https://doi.org/10.25004/ijpsdr.2018.100308>
- Toha, Mohamad & Supriyanto. (2023). Factors Influencing the Consumer Research Process: Market Target, Purchasing Behavior and Market Demand (Literature Review Of Consumer Behavior). *Danadyaksa: Post Modern Economy Journal*, 1(1), 1–17. Retrieved from <https://e-journal.bustanul-ulum.id/in>
- Victor Kamanda, S., & Yusman, E. (2022). 2393-2399 Accredited. *Jurnal Mantik*, 6(2), 2393–2399.