

Halal Labels, Branding, and Price: Their Impact on Purchasing Decisions for Scarlett Products

Nur Dini Rifaiyah* and Nasrulloh Nasrulloh

Islamic Economics, Universitas Trunojoyo Madura, Bangkalan, Indonesia

*Corresponding author: nurdini240501@gmail.com

Abstract: *Viewed from the side of the Islamic religion, halal labeling proves that a product is declared fit for consumption or use. One of the beauty products that has become a top brand used by young people is Scarlett products. This product is considered to have a well-known brand and attractive product quality. The purpose of this research is to find out whether there is influence or not on the halal labeling, brand, price and quality of scarlett products. This study used multiple linear regression analysis with the sampling technique using purposive sampling with the number of samples determined based on the Lemeshow formula. The results of this study indicate that partially (t test) shows a sig. halal labeling variable ($0.005 < 0.05$), price ($0.001 < 0.05$) and product quality ($0.000 < 0.05$) means that it has a significant influence on the purchasing decision of scarlett products. While the brand variable partially (t test) shows the sig. $0.197 > 0.05$ means that it has no significant effect on the decision to purchase Scarlett products. The variable halal labeling, brand, price and product quality simultaneously (f test) has a comparative value of f-table with f-count yielding ($62.444 > 2.70$) meaning that this f-test has a significant influence on the purchasing decision of scarlett products. Recommendations for further research, research can be carried out with a broader research object approach and more complex variables*

Keywords: *Brand, Halal Labeling, Price, Product Quality, Purchase Decision*

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Introduction

Needs are basic things that must be met to maintain and function life, such as air, clothing, food, and shelter. According to Kotler & Keller in the work of Novie Putri Anggraini (Novie 2018) I explained that needs are the basic needs of human life. Needs are influenced by several factors such as environmental factors, workplace, friends, relatives, and other social groups, and these needs become desires. Needs are a priority in human life because they are things that must be met in order to survive.

There are three types of needs. Needs can be divided into three types: primary needs essential needs. This means that these needs must be met (Hidayati, Adzim, and Muafiqie 2020). Secondary needs should be satisfied. If, primary needs are met, and tertiary needs, often called welfare needs, are intended to be satisfied after primary and secondary needs are met (Syahrial 2021).

Skin care products are among the most important needs of today's society. Not only is beauty important, but the use of skin care products also contributes to the depletion of the ozone layer. Ozone protects the Earth from the sun's harmful rays. The depletion or destruction of the ozone layer increases the amount of solar radiation that reaches the earth and can cause many skin cancers, cataracts, and weakened immune systems due to UV exposure. Excessive exposure to ultraviolet (UV) radiation can lead to an increase in melanoma and potentially fatal skin cancer. This is why we all need skincare (Kumalawati et al. 2020).

Skin care in Indonesia is very important to maintain skin health so that it becomes something that is often or routinely done by various groups in everyday life, during and after activities. Many skin care companies offer quality products at affordable prices. Figure 1 shows the best-selling skin care products.

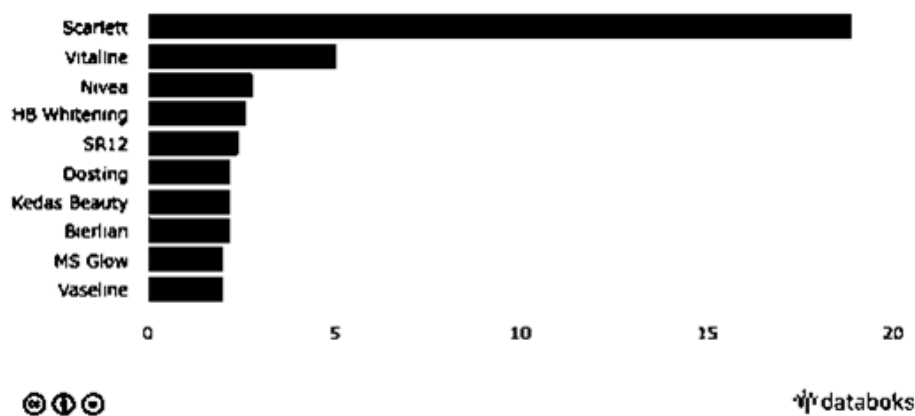


Figure 1 Skin care brand in Indonesia online platform (Shopee & Tokopedia) sources: databoks.katadata.co.id, 2021

The table above shows that among 10 Indonesian skin care brands, as of August 2021, Scarlett was the first with 18.9% of online sales on Shopee and Tokopedia compared to 9 other products. Call it a skin care product. This proves that Scarlett is a producer. Very attractive to users, in addition as long as the product exists, there will always be consumers who will make the decision to buy the product. Product-producing companies make purchasing decisions that are very important for their customers, and companies try to maintain consumer loyalty until they become repeat customers.

Kotler and Keller stated that marketing stimuli consisting of product, price, distribution, and promotion influence purchasing decisions (Susanti and Gunawan 2017). The decision to purchase skin care product is based on several things in the product as described in Figure 2.

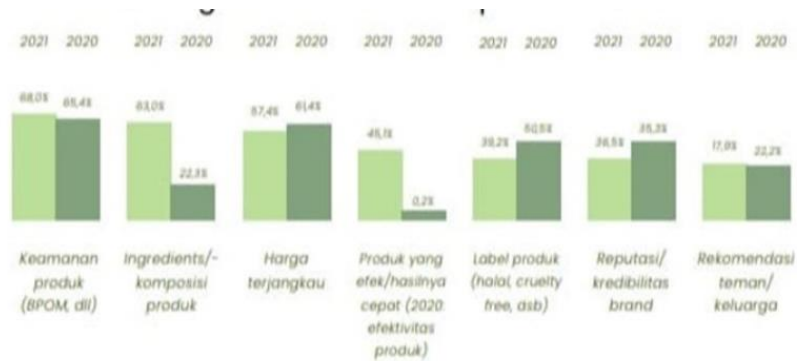


Figure 2 Graph of considerations in choosing beauty products in 2020 and 2021 sources: Zap Beauty Index 2021

Figure 2 shows a significant increase from 22.3% in 2020 to 63.0% in 2021. This proves that concerns about using skin care products are very concerned about the ingredients. If the configuration is good, BPOM will say it's fine. This is a problem of using skin care products, unlike the halal label which decreased from 50.5% in 2020 to 39.2% in 2021. Even if the majority of Indonesians are Muslim, there is a shortage of halal labels. Halal must be prioritized. product used (ZAP Beauty Clinic & Markplus Inc 2021).

This research aims to explore about how variable halal labeling, price, brand and product quality can influence student in Trunojoyo Madura University? This is because there has been no similar research that makes the four variables into one complete part of the research. In Rahmawati Rahman's research (2018), she only focused on halal rating and brand image, Jesika Lusiana Siregar (Siregar et al, 2019) discussed the price and promotion variables, Risma Misnanto and Budi Istiyanto (2021) discussed the price, product quality and celebrity endorsement variables. It is hoped that this research can fill the gap in the research so that research on purchasing decisions, especially on cosmetic products among students, can be recorded properly.

The formulation of the problem is the main focus of this study. In other words, 1) Are Trunojoyo Madura University students buying Scarlett products partially based on halal labeling? 2) Are Trunojoyo Madura University students purchasing Scarlett products partially influenced by the brand? 3) Do Trunojoyo Madura University students buy Scarlett products based on price? 4) Do Trunojoyo Madura University students choose Scarlett products based on the quality of some of the products? 5) Does the halal label simultaneously affect the purchasing decision of Scarlett Tornojoyo University Madura products in terms of brand, price and product quality?

Literature review

1. Halal Labeling

The use of the word or phrase halal on the packaging of a product to indicate its halal is known as halal labeling (Astuty 2019). The Halal classification aims to meet the requirements of the global market. Muslim consumers will be more inclined to consume what they need with the Halal label (Widyarsih 2021). The halal mark contains a lot of data about item bundling. In general, a good label must at least include the product or brand name, ingredient list, composition, nutritional information, expiration date, product content, and applicable legal information. For consumers, label information is very helpful. Customers can easily evaluate the products they buy thanks to the Halal label (Utami 2019).

2. *Brand*

According to Jackie Ambader, a brand is a name, term, or slogan used to distinguish the products or services of a seller or group from those of its competitors. A strong brand can help companies succeed in their marketing strategies. (Faradilla 2021).

3. *Price*

According to Carl E. Case and Ray C. Fair, according to Nurizal Ismail, and others (Ismail, Aisyah, and Sup 2020), price is the price per unit of product sold and reflects the ability of the general public (Novie 2018). Price plays an important role in determining whether or not a consumer will buy a product. The value you can exchange for a product or service depends on its marketing success or whether you own or use it. (Astuty 2019).

4. *Product Quality*

The opinion from Kotler and Armstrong, product quality is defined as the ability from a product to perform its function in a manner that satisfies the consumer. The company worked with Katam Fadli and Nia Dwi Pratiwi plan. (Fadhli and Pratiwi 2021). Product quality is what consumers perceive as conformance to the product in a way that meets their expectations and desires.

5. *Buying Decision*

Kotler and Armstrong stated in the writings of Supiana Putri (Putri 2022). The stage in the buyer's decision process where the consumer actually purchases a product is called the purchase decision. Moreover, Supiana Putri in the book Peter and Johnson said that the process of evaluating two or more alternative behaviors, synthesizing knowledge and selecting one of them is the process of making a purchase decision.

6. *Previous Research*

Rahmawati Rahman's Article (Rahman 2018), This study result to show that halal labeling has a positive and significant effect impact on purchasing decisions of Bihak ike cosmetics in Ternate district of Makassar city. The study also explores the impact of halal branding and labeling on decision making. Purchase decisions are heavily influenced by brand image.

Dinda Astuty's research thesis (Astuty 2019), Study case of consumers in Binjai Regency regarding the influence of halal labeling, Halal awareness, product pricing and brand image in purchasing decisions for Purbasari branded cosmetics. The results of this study hold true as follows: In Binjai district, the decision to purchase Purbasari cosmetics affects halal labelling, halal awareness, product price, and brand image.

Research journal Jesika Lusiana Siregar, et al.(Siregar et al. 2019), PT Orindo Alam Ayu (Oriflame, Sweden) with the title "The Impact of Pricing and Promotion on Medan Consumers' Decisions to Buy Novage Skincare Products." According this study result that, the most important advertising variables influencer buyer decisions. Medan-based BT Orindo Alam Ayu (Oriflame Sweden) has been hit hard by pricing and promotions, according to the survey. Whether or not to purchase skin care products is influenced by the offers and prices of PT Orindo Alama Ayu (Wednesday Oriflame) Medan.

Research journal Risma Misnanto Putri and Budi Istiyanto (Misnanto and Istiyanto 2021), Title The concern that purchasing vermilion whitening products has an effect on price, product quality, and celebrity endorsement (a case study of women in Surakarta). Changes in price, product quality, and

celebrity endorsement of buying vermilion whitening products in Surakarta are said to have a significant effect on the intentions of people who do so. on the results of this study.

Willis Rukmi Feny and Bambang Sutedjo's research journal article (Feny and Sutedjo 2019), MS Glow Beautyhome Demak Skin Care Consumer Study examines the impact of celebrity endorsements, brand image, and brand trust on purchase intentions. Based on the findings of this study, the intention to buy skin care products is positively and significantly influenced by celebrity, brand image and brand trust.

Research journal from Atika Amalia and Markonah (Amalia and Markonah 2022), The effect of skin care product prices, Halal certification, brand ambassadors, and Jakarta profits on consumer purchasing decisions. Based of this study result that, we found that purchasing decisions for Warda skin care products are influenced by price and brand ambassadors rather than halal certification.

Methods

1. Conceptual Framework

Figure 3 shows conceptual framework, and each of variable elaborate below.

Halal Labeling Can Influence Purchasing Decision

Halal labeling is a sign of the halal of a product that has been certified by LPPOM MUI (Food, Drug, and Cosmetic Assessment Institute of the Indonesian Ulema Council), whose authority is now held by BPJPH (Halal Product Assurance Organizing Agency). The halal label not only functions as a guarantee of the halal of a product, but also as a strategic element in increasing consumer confidence, especially among the Muslim community. Previous studies have shown that halal labeling plays an important role in shaping consumer perceptions and preferences for products, especially in markets where the majority of consumers are Muslim (Mukhtar & Butt, 2012; Ali et al., 2017).

In the context of purchasing decisions, halal labels are often considered the main factor that drives consumers to choose certain products over other alternatives. A study by (Aziz and Chok, 2012) concluded that trust in halal labels has a significant positive impact on the intention to purchase food and beverage products. Thus, the first hypothesis proposed in this study is the assumption that the halal labeling variable has a significant effect on product purchasing decisions.

H01: It is believed that the difference in the Halal label can influence the decision to purchase Scarlett products.

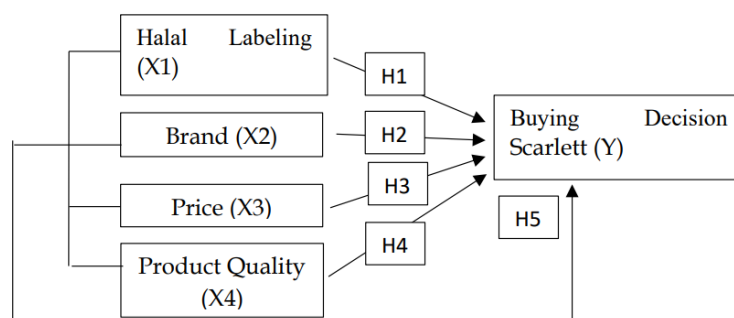


Figure 3 Conceptual Framework
Sources: Data processed personally, 2022

Brand Can Influence Purchasing Decision

A brand is a name, term, logo, sign, or image, or a combination of two or more of these elements, intended to identify the goods or services of a seller or group of sellers, while distinguishing them from those of competitors (Kotler & Keller, 2016). As an identity element, a brand not only reflects quality, but also builds consumer perceptions, associations, and trust in a particular product or service.

Previous research has shown that brands have a significant influence on consumer purchasing decisions. A study by (Aaker, 1996) stated that a strong brand can increase consumer trust and reduce risk in making purchasing decisions. In addition, research by (Keller, 2003) emphasized that high brand equity can increase customer loyalty and strengthen purchasing intentions. This is relevant to the findings of (Tjiptono, 2015), who stated that positive perceptions of brands tend to encourage product purchasing decisions compared to products from competitors. Thus, it can be assumed that brand variables influence consumer decisions in purchasing products.

H02: It is suspected that brand variables influence purchasing decisions for Scarlett products.

Price Can Influence Purchasing Decision

Price is the amount of money charged for a product or services, or the amount of value that consumers exchange for the benefits of having or using a product or service. In the context of cosmetic products, price plays an important role in influencing consumer purchasing decisions.

Research by (Aghitsni & Busyra, 2022) shows that price and product quality have a significant effect on purchasing decisions for vehicle products. The results of multiple linear regression analysis in this study indicate that the price variable has a positive effect on purchasing decisions.

In addition, a study by Wangean and Mandey (2014) found that brand image, product quality, and price have a positive and significant effect on consumer purchasing decisions for the *All New Kia Rio* car in Manado City. Although this study focuses on the automotive industry, the findings regarding the effect of price on purchasing decisions can provide relevant insights in the context of cosmetic products.

H03: Price volatility seems to influence purchasing decisions for Scarlett products.

Product Quality Variables Can Influence Purchasing Decision

Product quality is the extent to which a product meets consumer expectations and needs, so that consumers feel a match between the product and their desires. In the context of purchasing decisions, product quality plays an important role in influencing consumer choices.

Research by (Aghitsni & Busyra, 2022) shows that product quality has a significant effect on purchasing decisions for vehicle products. The results of multiple linear regression analysis in this study indicate that the product quality variable has a positive effect on purchasing decisions.

In addition, a study by (Yaumil, 2019) found that product quality has a positive and significant effect on consumer purchasing decisions for cosmetics in Makassar. Although this study focuses on the automotive industry, findings regarding the effect of product quality on purchasing decisions can provide relevant insights in the context of other products.

Based on these findings, the hypothesis in this study is that product quality can influence consumer purchasing decisions.

H04: Product quality variables are suspected to influence purchasing decisions for Scarlett products.

Halal Labeling, Brand, Price and Product Quality as simultan hypothesis to the purchasing decision of Scarlett products:

Purchasing decisions are the final result of the consumer decision-making process to purchase a product after considering various factors, including the information obtained and its suitability to the reality of the product. Consumers tend to evaluate attributes such as brand, price, product quality, and halal label before making a final decision.

Simultaneously, the variables of halal label, brand, price, and product quality have not been found in previous studies. Therefore, the researcher hypothesizes that these four can influence the decision to purchase a product.

H05: Variables of Halal Mark, Brand, Price and Product Quality Suspected to Influence Purchase Decisions for Scarlett Products.

2. Gathering data

A quantitative research approach that utilizes numerical data is used in this study. Quantitative research focuses on various human life circumstances with unique, changing characteristics (Wijayanti 2021), The datas used is raw data obtained from survey forms (Abdullah 2015), Secondary data was obtained from various sources such as journals, books and other literary sources (Nur HSB 2020).

3. Data analysis

Multiple regression is used as a data analysis method because there are at least two independent variables. In other words, utilizing four independent variables, or dependent variables, to make purchases: Quality of halal products, brands, prices, and labels. There were several stages of research testing in this study:

- a. Hardware testing consists of a validity test that is used to test the effectiveness of survey questionnaires before being distributed to certain samples. (Nasrullah, Adiba, and Diar 2022) and data reliability test to test whether the data you use is reliable (Amanda, Yanuar, and Devianto 2019).
- b. Data normality is used to check whether the regression model used is normally distributed. This is because the classic hypothesis test considers that the Kolmogorov-Smirnov output affects the results of the data consisting of (Nanincova 2019), There is a multilinear test used to test whether the regression model used contains indications of a multilinear relationship. This is because good data does not contain any indication of polylinearity. (Adiba and Wulandari 2018). In addition, we used the covariance flexibility test to test the regression model for heterogeneity symptoms. This is because good data does not have heterogeneity symptoms. How to test with the Glejser test (Mardiatmoko 2020)
- c. Multiple Linear Regression Test, This test included the double linear regression equation from the results of the research output with the formula in Equation (1) (Yuliara 2016).

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + \varepsilon \quad (1)$$

- d. Hypothesis testing. It is used to answer research questions that test this hypothesis with a partial t-test. That is, it is used to determine how the joint f-test affects the dependent variable and how the partial or individual variables affect the independent variables. Coefficient of determination is used to calculate the proportion of the effect from independent variable and dependent variable. This is done by simultaneously determining the effect of all the independent variables on the dependent variable.

Result and Discussion

1. Scarlett Product Overview

Scarlett is a local Indonesian brand owned by the famous Indonesian artist Felicya Angelista which was established at the end of 2017. There are three product categories at Scarlett, namely hair care, body care and facial care products. Body treatments include body scrubs, body lotions and body scrubs, and hair care products include shampoo and conditioner. Facial treatments include face wash and facial serum (Misnanto and Istiyanto 2021). Felicya Angelista, Scarlett's owner, claims that Scarlett started asking frequently about Valicia's skin care products. Felicia wants to help people who want to take care of their skin and have skin that looks bright and healthy by using Scarlett (Asmara 2022).

2. Results of Data Analysis

A validation test is needed to see whether the variable questionnaire used in the study is valid. Survey questionnaires are said to provide accurate data if the validity test results for each variable are consistent. The validity test results for each of the survey variables related to Halal label, brand, price, product quality and purchase decision are presented in Table 1.

Table 1 Validity test results

Labelisasi Halal (X1)	r_{hitung}	r_{tabel}	Keterangan
LH1	.658**	0,194	Valid
LH2	.756**	0,194	Valid
LH3	.745**	0,194	Valid
LH4	.749**	0,194	Valid
LH5	.766**	0,194	Valid
LH6	.760**	0,194	Valid
Merek (X2)	r_{hitung}	r_{tabel}	Keterangan
M1	.576**	0,194	Valid
M2	.595**	0,194	Valid
M3	.683**	0,194	Valid
M4	.486**	0,194	Valid
M5	.784**	0,194	Valid
M6	.663**	0,194	Valid
M7	.727**	0,194	Valid
M8	.642**	0,194	Valid
Harga (X3)	r_{hitung}	r_{tabel}	Keterangan
H1	.765**	0,194	Valid
H2	.756**	0,194	Valid
H3	.817**	0,194	Valid
H4	.770**	0,194	Valid
H5	.815**	0,194	Valid
H6	.591**	0,194	Valid
Kualitas Produk (X4)	r_{hitung}	r_{tabel}	Keterangan
KP1	.798**	0,194	Valid
KP2	.828**	0,194	Valid
KP3	.819**	0,194	Valid
KP4	.831**	0,194	Valid
KP5	.717**	0,194	Valid
KP6	.844**	0,194	Valid
KP7	.694**	0,194	Valid
KP8	.629**	0,194	Valid
Keputusan Pembelian (Y)	r_{hitung}	r_{tabel}	Keterangan
KSP1	.703**	0,194	Valid
KSP2	.574**	0,194	Valid
KSP3	.650**	0,194	Valid
KSP4	.569**	0,194	Valid
KSP5	.628**	0,194	Valid
KSP6	.616**	0,194	Valid
KSP7	.794**	0,194	Valid
KSP 8	.760**	0,194	Valid

Source: Primary data processed, 2023.

Data is said to be valid if the r_{count} value exceeds the r_{table} value of each question item for each variable. We know that $N = 100$ at the 0.05 significance level, which gives a r_{table} of 0.194.

All statements regarding halal labeling, brands, prices, product quality, and purchasing decisions on variables as shown in Table 1 produce a higher calculated value than the table. In other words, it can be concluded that each response to the questionnaire is accurate.

Reliability can be assessed after each variable is determined to be valid. The Table 2 summarizes the reliability test findings. Cronbach's Alpha exceeds 0.60 for Halal Label (X1), Brand (X2), Price (X3), Product Quality (X4) and Purchase Decision (Y), indicating trust.

Table 2 Reliability test results

Variabel	Cronbach's Alpha	Keterangan
Labelisasi halal	0,833	Reliabel
Merek	0,799	Reliabel
Harga	0,848	Reliabel
Kualitas Produk	0,902	Reliabel
Keputusan pembelian	0,818	Reliabel

Source: Primary data processed, 2023.

In addition, a normality test was performed to determine the normality of the variable regression models used in the study. The test results were as expected. The output of Kolmogorof Smirnov in the Symp section shows the normality test result that as shown in Table 3. It is said to be normally distributed because Sig is equal to 0.200 and has a value of 0.200 greater than 0.05.

Table 3 Normality test results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.21915211
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.038
Test Statistic		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

In addition, several collinearity tests can be used to determine whether the independent and dependent variables are in a polylinear relationship. In this study, the test results are polylinear. The multicollinearity test results are shown in Table 4 in the sections titled "Tolerance > 0.10" and "VIF 10.00". Therefore, it can be concluded that no indication of multiple collinearity was detected in this study.

Table 4 Multikolinierity test results

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.759	2.246		.338	.736		
	Labelisasi Halal (X1)	.263	.092	.193	2.869	.005	.644	1.554
	Merek (X2)	.126	.097	.107	1.298	.197	.429	2.332
	Harga (X3)	.339	.096	.280	3.547	.001	.465	2.151
	Kualitas Produk (X4)	.377	.077	.416	4.876	.000	.398	2.514

a. Dependent Variable: Keputusan Pembelian (Y)

Source: Primary data processed, 2023.

The results of the Glejser test below to determine if your regression model shows signs of heterogeneity. Most of the results of the elasticity covariance tests are shown in Table 5. The result of each variable is sig. >0.05 indicates that this study does not show any indication of heterogeneity.

Table 5 Heterokedastisity test results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.339	1.358		1.722	.088
	Labelisasi Halal (X1)	-.059	.056	-.131	-1.054	.294
	Merek (X2)	.069	.059	.181	1.183	.240
	Harga (X3)	.044	.058	.112	.763	.447
	Kualitas Produk (X4)	-.082	.047	-.278	-1.756	.082

a. Dependent Variable: Abs_Res

Source: Primary data processed, 2023.

The equation was derived by running some linear regression tests. The Table 6 shows coefficient each variables and an equation of multiple linear regression was formulated in Equation (2).

$$Y = 0.759 + 0.263X_1 + 0.126X_2 + 0.339X_3 + 0.337X_4 \quad (2)$$

Table 6 Multiple linear regression test result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.759	2.246		.338	.736
	Labelisasi halal (X1)	.263	.092	.193	2.869	.005
	Merek (X2)	.126	.097	.107	1.298	.197
	Harga (X3)	.339	.096	.280	3.547	.001
	Kualitas produk (X4)	.377	.077	.416	4.876	.000

a. Dependent Variable: Keputusan pembelian (Y)

Source: Primary data processed, 2023.

Explanation about meaning of the Equation (2) was elaborated below,

- A constant value of 0.759 means that the halal variables, brand, price, and product quality are all equal to 0, so the purchase decision size is 0.759.
- The value of the variable b1 of the solver map is 0.263. This means that the regression coefficient is positive. Thus, each unit increase in the halal brand variable has an effect of 0.263 on the purchase decision.
- The b2 value of the brand variable is 0.126. This means that the regression coefficient is positive. Therefore, if one unit increase in the brand variable affects a consumer's buying decision, it will be 0.126.
- The b3 value for the price variable is 0.339. This means that the regression coefficient is positive. This every increase in the brand variable affects the purchase decision of 0.339.
- The value of b4 for the product quality variable is 0.337, meaning that the regression coefficient is positive. Therefore, if there is an increase in the unit variable, product quality affects consumer purchasing decisions by 0.337.

To find out and show the influence of each independent variable on the dependent variable, a t-test is performed if the test results are illustrated in Table 6. In Table 6 it can be concluded that the t-table value is 1.985, so it can be analyzed as follows:

- The total Halal index variable is 2869, so that the range of positive influence that affects the Y variable is included.
- The brand variable (X2) has a calculated value of 1.298, which is located between the positive and negative scales, so it has no effect on the non-influencing domain, i.e. the variable y. The sum of price variables (X3) is 3.547. This means that it is included in the area of influence and positive influence of variable Y.
- The product quality variable (X4) has a tcount of 4.876, so it is included in the area of positive influence on the Y variable.

In addition, the combined F-test can be used to show that the the effect of independent variable on the dependent variable dependent variable, which produces the following results (Table 7).

Table 7 F-simultan test result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1281.851	4	320.463	62.444	.000 ^b
	Residual	487.539	95	5.132		
	Total	1769.390	99			
a. Dependent Variable: Keputusan Pembelian (Y)						
b. Predictors: (Constant), Kualitas Produk (X4), Labelisasi Halal (X1), Harga (X3), Merek (X2)						

Source: Primary data processed, 2023.

The f-test results, shown in Table 7, show a significance level of $0.000 < 0.05$ cause the fcount value is greater than the ftable value (that is, 62.444). Therefore, it can be said that the halal labelling, merk, price and product quality influence the purchase decision.

To find out the percentage value of the effect of the independent variable on the dependent variable, we need the R squared test:

Table 8 Determination coefficient test result

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 ^a	.724	.713	2.265
a. Predictors: (Constant), Kualitas Produk (X4), Labelisasi Halal (X1), Harga (X3), Merek (X2)				
b. Dependent Variable: Keputusan Pembelian (Y)				

Source: Primary data processed, 2023.

Table 8 shows that the coefficient of determination test is 0.724. It means that the independent variable has a 72.4% effect on the dependent variable and the remaining 27.6% is affected by other factors that were not considered in this study.

The effect of the sum of the independent variables on the dependent variable is due to the effect of the coefficient of determination. Determine the influence ratio of each variable indicated by the resulting SE (effective contribution).

Table 9 Effective contribution

SE	NILAI
X1	11.8
X2	7.4
X3	20.5
X4	32.8
R Square	72.4

Source: Primary data processed, 2023.

The effective contribution value of the overall R^2 is 72.4, as shown in Table 9. This shows that the halal labelling contributed 11.8%, branding contributed 7.4%, price contributed 20%, and product quality contributed 32.8%. It can be concluded that variable has the greatest influence on the independent variables is the product quality.

3. Effect of halal labeling on purchasing decisions

This can be seen from the most significant value of the solver sign variable, namely $0.05 < 0.05$ and $t_{count} > t_{table}$ ($2.869 > 1.985$). As a result, it has been proven that the decision of Trunojoyo Madura University students to buy Scarlett products has a significant impact on halal labeling. Products will be trusted by customers because they are safe. In addition, this shows the importance of product halal labeling for consumer considerations in product use. This is in line with research from Dinda Astuty (2019) which states that Halal labeling has a significant influence on decisions purchasing Purbasari cosmetics. With positive results answered the independent variable hypothesis of partial halal labeling has significant influence on purchasing decisions for Scarlett products.

This means that with halal labeling on the product, consumers will feel guaranteed safety for this product. This also proves that labeling Halal products are very important for users in their

considerations using the product. With the result that the labeling is halal significant positive influence on purchasing decisions now, will further improve consumer purchasing decisions. Moreover, the majority of Indonesian people are Muslims, so this should be prioritized halal in a product and this is proven by verification halal labeling in product packaging.

4. *Brand influence on purchasing decisions*

Scarlett's popularity among students of the University of Trunojoyo Madura is not affected by brands. There is no significant effect on the brand, indicated by a significance value of 0.197, $0.197 > 0.05$, and $t_{\text{count}} < t_{\text{table}}$ ($1.298 < 1.985$). Another option is to buy Scarlett. If there are consequences that do not materially affect the decision to buy Scarlett products, the use of those brand products must not only be observed, but more importantly, be influenced by others. Great brand, but not always easy for customers to use.

This is in contrast to research journals from Willis Rukmi Feny and Bambang Sutedjo (2022) which shows that brands have significant influence on purchasing decisions. Thus this brand independent variable partially rejects the hypothesis that brand has a significant influence on purchasing decisions Scarlett products for students at Trunojoyo University, Madura. Brand is a form of branding in a product which provides characteristics characteristics, packaging and special shape of the product. On nowadays, there are lots of brands that sell skin care products is soaring and widely produced, with no results has a significant influence on product purchasing decisions scarlett, it could be that product use is not only seen from the brand.

The most important thing is that it may be influenced by other things, one of which is that a good brand does not necessarily mean that consumers are suitable for its use or possible. This product has had its reputation tarnished or for other possible reasons. It can happen, because the more negative a brand is, the more negative it will be according to the decision to purchase a product.

5. *Effect of price on purchasing decisions*

The decision to buy Scarlett products is influenced by price. Based on $t_{\text{count}} > t_{\text{table}}$ ($3.547 > 1.985$), price proved to have a significant positive effect on purchasing decisions for Scarlett products, students at Trunojoyo University, Madura. The significance value is 0.001 and the significance level is $0.001 < 0.05$. Because the nominal price must be proportional to the perceived benefits of the customer, the price of the product is sensitive. Customers' desire to buy will be eroded by products whose fictitious prices do not match the perceived benefits of users, while prices that match the benefits offered will encourage customers to buy.

This is in line with the journal research from Jesika Lusiana Siregar, et al. which shows that the price has a significant influence on purchasing decisions. Thus, price proves the price as the independent variable hypothesis partial influence on purchasing decisions for Scarlett products Trunojoyo Madura University student. Price in a product is a sensitive matter, because the nominal price must be in accordance with the benefits perceived by consumers. Products at fantastic prices not commensurate with the benefits that users feel reducing the level of purchasing from consumers, in contrast to prices In accordance with the benefits provided, consumers will continue to be able to do so buy.

6. *Effect of product quality on purchasing decisions*

Scarlett products are purchased based on product quality. From a significance value of 0.000 which indicates $0.000 < 0.05$, and $t_{\text{count}} > t_{\text{table}}$ ($4.876 > 1.985$), which indicates that Trunojoyo Madura University students make significant purchases of Scarlett products, consumers and product quality are closely related. Product quality describes how the benefits of a product are communicated

to customers. When a product meets their needs and meets their expectations and desires, customers feel connected to it.

This is also supported by the research journal Risma Misnanto Putri and Budi Intiyanto stated that product quality has an influence significant impact on product purchase interest. Thus, product quality partially prove the hypothesis of the independent variable of product quality influence the decision to purchase Scarlett products among students Trunojoyo University, Madura. Product quality is related quite close to consumers. product quality describes how product advantages provided to consumers. Consumers feel there is a compatibility with the product so that the wishes match with the hope of meeting their needs. because, every consumer will not only just buy the product but also see the benefits. The advantages and disadvantages of this product can be used for a long time.

7. *Effect of halal labeling, brand, price and product quality on purchasing decisions*

Halal labeling, brand, product price and quality influence the decision to buy Scarlett products. Based on $f_{count} > f_{table}$ ($62.44 > 2.70$), a significant value of 0.000 indicates that halal label, brand, price and product quality have significant influence on purchasing decisions. The magnitude of the relationship that exists between the independent and dependent variables is given by the coefficient of determination r squared, 0.724 or 72.4%.

Conclusions

The research concluded that the decision to purchase Scarlett products by Trunojoyo Madura University students was significantly influenced by the halal brand, price and product quality variables, but not by the brand variables. The decision to buy Scarlett's products is also influenced by the Halal label, brand, price and product quality.

For further research, research on the influence of other factors can be carried out and the remaining 27.6% is not examined in this study. Users of skin care products must pay attention to the brand used, and further research is expected to show that brand variants can have a significant impact.

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