

Consumer Purchasing Decisions on Cosmetic Products in Solo Raya: The Role of Halal Labels and Brand Image

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ABSTRACT

Keywords:

Brand Image,
Halal Label,
Purchasing Decision

Abstract: The ever-increasing development of the cosmetics industry in Indonesia has driven increasingly fierce competition among manufacturers. This situation requires companies to understand the various factors that can influence consumer purchasing decisions. This study aims to analyze the influence of halal labels and brand image on consumer purchasing decisions for cosmetic products in Solo Raya, using Wardah cosmetic products as the object of research. This study used a quantitative approach with a survey method. The research sample consisted of 96 respondents selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression analysis with the help of IBM SPSS Statistics 25 software. The results showed that halal labels and brand image each had a positive and significant influence on consumer purchasing decisions. In addition, both variables simultaneously also proved to have a positive and significant influence on purchasing decisions. The coefficient of determination (Adjusted R^2) value of 0.448 indicates that 44.8% of the variation in purchasing decisions can be explained by halal labels and brand image, while the remaining 55.2% is influenced by other factors outside the research model. These findings indicate that strengthening halal labels and brand image is an important strategy in encouraging increased consumer purchasing decisions for cosmetic products.

Kata kunci:

Citra Merek,
Label Halal,
Keputusan Pembelian

Abstrak: Perkembangan industri kosmetik di Indonesia yang terus meningkat telah memicu persaingan yang semakin ketat di antara para produsen. Situasi ini mengharuskan perusahaan untuk memahami berbagai faktor yang dapat memengaruhi keputusan pembelian konsumen. Penelitian ini bertujuan untuk menganalisis pengaruh label halal dan citra merek terhadap keputusan pembelian konsumen terhadap produk kosmetik di Solo Raya, dengan menggunakan produk kosmetik Wardah sebagai objek penelitian. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel penelitian terdiri dari 96 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan analisis regresi linier berganda dengan bantuan perangkat lunak IBM SPSS Statistics 25. Hasil penelitian menunjukkan bahwa label halal dan citra merek masing-masing memiliki pengaruh positif dan signifikan terhadap keputusan pembelian konsumen. Selain itu, kedua variabel tersebut secara simultan juga terbukti memiliki pengaruh positif dan signifikan terhadap keputusan pembelian. Nilai koefisien determinasi (Adjusted R^2) sebesar 0,448 menunjukkan bahwa 44,8% variasi dalam keputusan pembelian dapat dijelaskan oleh label halal dan citra merek, sedangkan 55,2% sisanya dipengaruhi oleh faktor-faktor lain di luar model penelitian. Temuan ini menunjukkan bahwa penguatan label halal dan citra merek merupakan strategi penting dalam mendorong peningkatan keputusan pembelian konsumen terhadap produk kosmetik.

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A. INTRODUCTION

The cosmetics industry in Indonesia has experienced rapid growth due to increasing public awareness of personal care and beauty. Today, the use of cosmetics is no longer limited to women but has also become part of the daily lifestyle of men (Mulyono & Voutama, 2025). In addition to enhancing appearance and maintaining skin health, cosmetics are increasingly used as a means of expressing personal identity in social life (Rahma et al., 2025). This development has intensified competition among cosmetic manufacturers, requiring companies to create distinctive competitive advantages to attract and retain consumers (Lestari et al., 2025). In such a competitive environment, purchasing decisions play a crucial role in determining the success of a product in the market. Consumers' purchasing decisions are influenced by several factors, including halal labels and brand image, particularly in a country with a predominantly Muslim population such as Indonesia (Nurpramana & Kamaruddin, 2024).

One of the most popular local cosmetic brands in Indonesia is Wardah, produced by PT Paragon Technology and Innovation. Wardah is widely recognized as a pioneer of halal cosmetic products in Indonesia, supported by halal certification and a strong brand image (Muslih, 2024). According to the Indonesian Digital Marketing Association (2020), as cited in (Saputri et al., 2025), Wardah ranked first in sales across the three largest e-commerce platforms in Indonesia, with total sales reaching 7.37 million units. Furthermore, Wardah was also the most frequently searched cosmetic brand on Google, with approximately 831,000 searches. Based on a skincare usage survey conducted in the Solo Raya region, Wardah recorded the highest level of consumer usage compared to several competing brands. These findings indicate that Wardah has maintained its competitiveness despite the increasingly intense competition in the cosmetics industry. Therefore, this study uses Wardah halal cosmetic products as the research object to analyze the factors influencing consumer purchasing decisions.

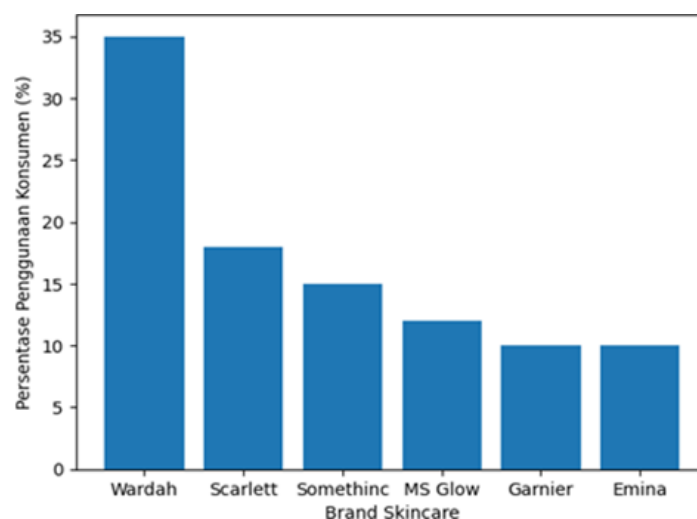


Figure 1. Comparison of Skincare Product Usage in Solo Raya
Source: Compas Market Insight, cited in Katadata (2025).

Based on the comparison of skincare product usage in Solo Raya, Wardah recorded the highest usage rate at 35%, followed by Scarlett (18%), Somethinc (15%), MS Glow (12%), and Garnier and Emina (10% each). These findings indicate that Wardah remains one of the dominant cosmetic brands in the Solo Raya market. However, the growing competition from various local and international cosmetic brands suggests that companies must continuously strengthen their halal labels and brand image to maintain consumer purchasing decisions.

Wardah continues to be one of the most widely used cosmetic brands among consumers in Solo Raya. Nevertheless, the emergence of numerous local and international cosmetic brands has intensified competition within the cosmetics industry. This situation encourages companies to better understand the factors influencing consumer purchasing decisions in order to maintain their competitive advantage (Azzahra et al., 2025). Furthermore, previous studies investigating the influence of halal labels on purchasing decisions have reported inconsistent findings, indicating the need for further research. Therefore, this study seeks to examine the roles of halal labels and brand image in influencing consumer purchasing decisions, particularly for cosmetic products in the Solo Raya region.

A halal label is a certification displayed on a product that assures consumers that the product complies with Islamic law, thereby enhancing consumer trust and confidence (A'yuni et al., 2022). The inclusion of halal certification on product packaging is intended to provide protection for Muslim consumers (Syam et al., 2025). The presence of a halal label is expected to positively influence consumers in making purchasing decisions. Meanwhile, brand image refers to consumers' perceptions and overall impressions of a brand, which significantly affect their trust and purchase preferences (Turnip et al., 2023). Several previous studies have demonstrated that halal labels and brand image positively influence consumer purchasing decisions (Rahmaniah et al., 2024). Research conducted by Amin & Rachmawati (2020) found that halal labels and brand image significantly affect purchasing decisions for Wardah cosmetics. Similarly, Muhliza et al., (2025) concluded that both variables enhance consumer trust, thereby encouraging purchasing decisions. However, Fadillah & Muchtasib (2025) reported that halal labels did not have a significant effect on consumer purchasing decisions. These inconsistent findings suggest that the influence of halal labels on purchasing decisions remains inconclusive. In addition, studies examining the simultaneous effects of halal labels and brand image on cosmetic consumers in the Solo Raya region remain limited. Therefore, this research aims to address this research gap.

Research investigating the simultaneous influence of halal labels and brand image on consumer purchasing decisions for cosmetic products in Solo Raya is still relatively limited. This condition indicates the existence of a research gap that warrants further investigation. Therefore, this study aims to re-examine the influence of halal labels and brand image on consumer purchasing decisions for cosmetic products in Solo Raya. A quantitative research approach employing multiple linear regression analysis is used to obtain empirical evidence regarding the relationships among the variables. The findings are expected to provide a more comprehensive understanding of the roles of halal labels and brand image in influencing consumer purchasing decisions.

Based on the above discussion, this study aims to analyze the influence of halal labels and brand image on consumer purchasing decisions for cosmetic products in Solo Raya. This research adopts a quantitative approach to examine the effects of halal labels and brand image on purchasing decisions. The novelty of this study lies in its simultaneous examination of halal labels and brand image among cosmetic consumers in Solo Raya, a market with unique characteristics compared to those investigated in previous studies, using Wardah as a representative local halal cosmetic brand. Furthermore, this study provides recent empirical evidence regarding the contribution of these two variables in explaining consumer purchasing decisions amid the increasingly competitive cosmetics industry. The research questions addressed in this study are as follows:

1. Does the halal label significantly influence consumer purchasing decisions for cosmetic products in Solo Raya?
2. Does brand image significantly influence consumer purchasing decisions for cosmetic products in Solo Raya?

Do halal labels and brand image simultaneously influence consumer purchasing decisions for cosmetic products in Solo Raya?

B. METHOD

Using a This study employed a quantitative research approach using a survey method to examine the influence of halal labels and brand image on consumer purchasing decisions for cosmetic products in the Solo Raya region, with Wardah cosmetic products serving as the research object. A quantitative approach was chosen because it enables the objective measurement of relationships among variables through numerical data. Data were collected by distributing questionnaires to respondents who met the predetermined criteria and were subsequently analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics version 25 to determine the influence of each independent variable on the dependent variable.

According to Sugiyono (2023), a population refers to a generalized area consisting of objects or subjects with specific characteristics determined by the researcher for investigation and conclusion. The population in this study comprised all consumers of cosmetic products in the Solo Raya region. The sampling technique employed was purposive sampling, in which respondents were selected based on criteria relevant to the research objectives. The inclusion criteria were as follows:

- 1) Residents of the Solo Raya region.
- 2) At least 17 years of age.
- 3) Have purchased and used Wardah cosmetic products.
- 4) Consider halal labels and brand reputation before purchasing cosmetic products.

A total of 96 respondents were included in the study. The sample size was determined using the Lemeshow formula because the exact population size was unknown.

Research data were collected through the distribution of questionnaires to respondents who satisfied the established criteria. The questionnaire was selected as the primary data collection instrument because it allows researchers to obtain direct information regarding respondents' perceptions of the variables under investigation (Sugiyono, 2019). The questionnaires were distributed online using Google Forms, enabling efficient access to respondents throughout the Solo Raya region and facilitating the data collection process.

The research instrument consisted of a structured questionnaire developed based on the indicators of each research variable, namely halal label, brand image, and consumer purchasing decision. All questionnaire items were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale was employed to assess respondents' perceptions, attitudes, and evaluations of each indicator. Prior to data analysis, the instrument was tested for validity and reliability to ensure that all questionnaire items were appropriate and consistent for measuring the intended constructs. The collected data were then processed and analyzed using IBM SPSS Statistics.

Data analysis was performed using IBM SPSS Statistics version 25. The analytical procedures included validity testing, reliability testing, and classical assumption tests, comprising the normality test, multicollinearity test, and heteroscedasticity test. Subsequently, multiple linear regression analysis was conducted to examine the effects of halal labels and brand image on consumer purchasing decisions. Hypothesis testing was performed using the t-test to evaluate the partial effects of each independent variable and the F-test to examine their simultaneous effect. Furthermore, the Adjusted Coefficient of Determination (Adjusted R^2) was used to determine the extent to which halal labels and brand image explain variations in consumer purchasing decisions for cosmetic products in the Solo Raya region (Ghozali, 2018).

C. RESULTS AND DISCUSSION

1. Results

a. Validity Test

The validity test was conducted to determine whether each questionnaire item was appropriate for measuring the research variables. An item is considered valid if its calculated correlation coefficient (r-value) is greater than the critical r-value or if the significance value is less than 0.05. With a significance level of 5% and a sample size of 96 respondents, the critical r-value was calculated using $df = n - 2 = 94$, resulting in an r-table value of 0.2006. The validity test results are presented in Table 1.

Table 1. Validity Test Results

Variable	Indicator	Calculated r	Critical r	Sig	Description
Halal Label (X1)	X1.1	0,726	0,2006	0,000	Valid
	X1.2	0,617	0,2006	0,000	Valid
	X1.3	0,612	0,2006	0,000	Valid
	X1.4	0,723	0,2006	0,000	Valid
	X1.5	0,729	0,2006	0,000	Valid
	X1.6	0,710	0,2006	0,000	Valid
	X1.7	0,649	0,2006	0,000	Valid
	X1.8	0,592	0,2006	0,000	Valid
Brand Image (X2)	X2.1	0,688	0,2006	0,000	Valid
	X2.2	0,803	0,2006	0,000	Valid
	X2.3	0,851	0,2006	0,000	Valid
Purchasing Decision (Y)	Y1	0,690	0,2006	0,000	Valid
	Y2	0,697	0,2006	0,000	Valid
	Y3	0,608	0,2006	0,000	Valid
	Y4	0,622	0,2006	0,000	Valid
	Y5	0,623	0,2006	0,000	Valid

Source: Processed SPSS 25 Output

Based on Table 1, all questionnaire items for the variables Halal Label (X_1), Brand Image (X_2), and Purchasing Decision (Y) are valid. This is evidenced by significance values of 0.000, which are below 0.05, and calculated r-values that exceed the critical r-table value (0.2006). Therefore, all indicators are considered valid and suitable for further analysis.

b. Reliability Test

The reliability test was performed to assess the consistency of the research instrument. A variable is considered reliable if its Cronbach's Alpha value exceeds 0.60.

Table 2. Reliability Test Results

Variable	Reliability Standard	Cronbach's Alpha	Description
Halal Label (X1)	0,60	0,824	Reliable
Brand Image (X2)	0,60	0,628	Reliable
Purchasing Decision (Y)	0,60	0,652	Reliable

Source: Processed SPSS 25 Output.

Based on Table 2, the Cronbach's Alpha values for Halal Label (0.824), Brand Image (0.628), and Purchasing Decision (0.652) are all greater than 0.60. Therefore, all research variables are considered reliable, indicating that the questionnaire consistently measures the intended constructs.

c. Normality Test

The normality test was conducted using the One-Sample Kolmogorov-Smirnov (K-S) Test to determine whether the research data were normally distributed. Data are considered normally distributed when the significance value exceeds 0.05.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,42750424
Most Extreme Differences	Absolute	,080
	Positive	,049
	Negative	-,080
Test Statistic		,080
Asymp. Sig. (2-tailed)		,146 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Processed SPSS 25 Output.

The test results indicate an Asymp. Sig. (2-tailed) value of 0.146, which is greater than 0.05. Therefore, the residual data are normally distributed, indicating that the normality assumption required for multiple linear regression analysis has been satisfied.

d. Multicollinearity Test

The multicollinearity test was conducted to determine whether there was a high correlation among the independent variables. The regression model is considered free from multicollinearity when the Tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) is less than 10.

Table 4. Multicollinearity Test Results

Coefficients^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	TOTAL_X2	,730	1,370
	TOTAL_X3	,730	1,370

a. Dependent Variable: TOTAL_Y

Source: Processed SPSS 25 Output

The results show that both independent variables, Halal Label and Brand Image, have a Tolerance value of 0.730 and a VIF value of 1.370. Since the tolerance values exceed 0.10 and the VIF values are below 10, it can be concluded that no multicollinearity exists in the regression model.

e. Uji Heteroskedastisitas

The heteroscedasticity test was conducted using the Glejser Test to examine whether the residual variance remained constant across observations.

Table 5. Heteroscedasticity Test Results

Coefficients^a					
Unstandardized Coefficients			Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	,510	1,052		,485	,629
TOTAL_X2	,002	,033	,006	,048	,962
TOTAL_X3	,043	,072	,072	,595	,553

a. Dependent Variable: Abs_RES

Source: Processed SPSS 25 Output

The significance values for Halal Label (0.962) and Brand Image (0.553) are both greater than 0.05. These findings indicate that the regression model does not suffer from heteroscedasticity. Therefore, the model satisfies the classical assumption of homoscedasticity, and the regression estimates can be interpreted reliably.

f. Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the influence of Halal Label (X_1) and Brand Image (X_2) on Consumer Purchasing Decision (Y).

Table 6. Multiple Linear Regression Results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	6,637	1,744		3,805	,000
TOTAL_X2	,236	,054	,389	4,356	,000
TOTAL_X3	,520	,119	,390	4,368	,000

a. Dependent Variable: TOTAL_Y

Source: Processed SPSS 25 Output

The resulting regression equation is:

$$Y = 6,637 + 0,236 X_1 + 0,520 X_2 + e \quad (1)$$

g. Partial Significance Test (t-test)

The t-test was conducted to determine the partial effect of each independent variable on consumer purchasing decisions. The test used a significance level of 5% with a t-table value of 1.986 (df = 93).

Table 7. t-test Results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	6,637	1,744		3,805	,000
TOTAL_X2	,236	,054	,389	4,356	,000
TOTAL_X3	,520	,119	,390	4,368	,000

a. Dependent Variable: TOTAL_Y

Source: Processed SPSS 25 Output

The results indicate that both Halal Label and Brand Image have positive and statistically significant effects on consumer purchasing decisions. This is evidenced by significance values of 0.000, which are below 0.05, and t-values greater than the critical t-value. Therefore, each independent variable individually has a significant influence on purchasing decisions for Wardah cosmetic products in Solo Raya.

h. Simultaneous Significance Test (F-test)

The F-test was conducted to examine whether the independent variables simultaneously influence consumer purchasing decisions.

Table 8. F-test Results

ANOVA^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	164,912	2	82,456	39,612	,000 ^b
Residual	193,588	93	2,082		
Total	358,500	95			
a. Dependent Variable: TOTAL_Y					
b. Predictors: (Constant), TOTAL_X3, TOTAL_X2					

Source: Processed SPSS 25 Output

The analysis produced an F-value of 39.612, which exceeds the critical F-table value, with a significance level of 0.000 (< 0.05). Therefore, it can be concluded that Halal Label and Brand Image simultaneously have a positive and significant influence on consumer purchasing decisions for cosmetic products in Solo Raya.

i. Coefficient of Determination (R^2)

Table 9. Coefficient of Determination Results

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,678 ^a	,460	,448	1,443
a. Predictors: (Constant), TOTAL_X3, TOTAL_X2				
b. Dependent Variable: TOTAL_Y				

Source: Processed SPSS 25 Output

The regression analysis produced an Adjusted R^2 value of 0.448, indicating that 44.8% of the variation in consumer purchasing decisions can be explained by Halal Label and Brand Image. The remaining 55.2% is explained by other variables that were not included in this research model.

2. DISCUSSION

- a. The findings indicate that Halal Label has a positive and significant influence on consumer purchasing decisions for cosmetic products in Solo Raya. This suggests that the more positively consumers perceive the halal label displayed on cosmetic products, the greater their likelihood of purchasing those products. For consumers, a halal label not only certifies compliance with Islamic principles but also represents product safety, cleanliness, and quality, thereby strengthening consumer confidence in using cosmetic products.

These findings are consistent with the Theory of Planned Behavior (TPB) proposed by Ajzen, which explains that an individual's behavior is driven by behavioral intentions formed through beliefs about the consequences of an action. In this study, the halal label strengthens consumers' beliefs that the cosmetic products comply with halal standards and are safe for use. These beliefs foster positive attitudes toward the product, increase consumers' purchase intentions, and ultimately lead to purchasing decisions.

The findings are also consistent with the study conducted by Rahmania et al. (2024), which reported that halal labels have a positive and significant effect on purchasing

decisions for cosmetic products. Their study concluded that higher consumer confidence in a product's halal status increases the likelihood of purchasing the product.

- b. The results further demonstrate that Brand Image has a positive and significant influence on consumer purchasing decisions for cosmetic products in Solo Raya. This finding indicates that a stronger brand image increases consumers' tendency to choose and purchase a product. A positive brand image creates favorable perceptions regarding product quality, credibility, reputation, and competitive advantage, thereby enhancing consumer trust during the purchasing process.

In the increasingly competitive cosmetics industry, brand image has become one of the primary factors differentiating one brand from another. In this study, Wardah has successfully established itself as a halal cosmetic brand that is safe, trustworthy, and of high quality, enabling it to maintain strong consumer confidence despite the growing number of competing cosmetic brands.

These findings are also consistent with the Theory of Planned Behavior (TPB) proposed by Ajzen, which states that beliefs about an object shape attitudes that subsequently influence behavioral intentions. In this context, a positive brand image strengthens consumers' beliefs that the cosmetic products are reliable, of high quality, and capable of meeting their needs. These beliefs foster positive attitudes toward the brand, increase purchase intentions, and ultimately encourage purchasing decisions. Thus, brand image not only influences consumers' perceptions of a product but also plays a significant role in shaping the beliefs and intentions that lead to actual purchasing behavior.

Furthermore, these findings support the study conducted by Turnip et al. (2023), which concluded that brand image has a positive and significant effect on purchasing decisions. Their research emphasized that a strong brand image enhances consumer trust and creates favorable product perceptions, ultimately encouraging purchasing behavior. Therefore, cosmetic companies should continue strengthening their brand image through product quality improvement, continuous innovation, and effective marketing communication strategies to maintain consumer trust and increase purchasing decisions.

D. CONCLUSIONS AND SUGGESTIONS

This study aimed to analyze the influence of halal labels and brand image on consumer purchasing decisions for Wardah cosmetic products in the Solo Raya region. The findings indicate that halal labels have a positive and significant effect on purchasing decisions. This suggests that the presence of a halal label enhances consumers' trust, sense of security, and confidence in the product, thereby encouraging them to make purchasing decisions. In addition, brand image also has a positive and significant influence on purchasing decisions. A strong brand image creates positive perceptions regarding product quality, credibility, and reputation, which increases consumers' willingness to choose Wardah cosmetic products.

Overall, the results demonstrate that halal labels and brand image simultaneously have a positive and significant effect on consumer purchasing decisions. These findings indicate that both factors play an important role in influencing consumers when selecting cosmetic products. Therefore, companies should maintain consumer trust by ensuring the halal status of their products while continuously strengthening a positive brand image to enhance their competitiveness in the increasingly competitive cosmetics industry.

Future research is recommended to expand the research model by incorporating additional variables that may influence purchasing decisions, such as product quality, price, promotion, electronic word of mouth (e-WOM), and consumer trust. Including these variables is expected to provide a broader and more comprehensive understanding of the factors influencing consumer purchasing decisions for cosmetic products.

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