

Determinants of Decisions To Purchase Halal Cosmetics In Indonesia

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Informasi Artikel		Abstract
Tanggal masuk	10 Maret 2024	<p>Research aim: This research aims to determine the influence of halal awareness, halal brand image, television advertising, and brand ambassadors on purchasing decisions for Wardah cosmetics in Indonesia.</p> <p>Method: The research method uses a quantitative approach. The study population consisted of 200 Muslim women, consumers of Wardah cosmetic products in Indonesia. The research sample consisted of 200 respondents. The research sampling technique used was purposive sampling. Research data were analyzed using path analysis using SmartPLS version 3.3.</p> <p>Research Finding: The findings show that television advertisements significantly impact on purchasing decisions for Wardah cosmetics in Indonesia, followed by halal awareness and brand image. While brand ambassadors also have a positive influence, their impact is the least among the four variables.</p> <p>Theoretical contribution: The R-Square value shows that the decision to purchase Wardah cosmetics in Indonesia is influenced by halal awareness, halal brand image, television advertising and brand ambassadors by 61.8%, while 38.2% is influenced by other variables that are not measured in this study.</p> <p>Practical implication: Television advertising is the most influential variable in purchasing Wardah cosmetics in Indonesia. Despite technological advancements making information easier to access, television advertising remains highly influential. Brand ambassadors can also influence purchasing decisions, but their effectiveness varies based on brand values, consumer awareness, trust, and preferences. Companies should choose ambassadors who align with target consumer expectations.</p> <p>Research limitation: This research was only carried out specifically for Wardah cosmetic products because the Wardah brand is one of the halal cosmetic brands in Indonesia.</p>
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<p>Keywords: Halal Awareness; Halal Brand Image; Television Advertisements; Brand Ambassadors; purchasing decisions</p>		



Abstrak

Tujuan penelitian: Penelitian ini bertujuan untuk mengetahui pengaruh kesadaran halal, citra merek halal, iklan televisi, dan brand ambassador terhadap keputusan pembelian kosmetik Wardah di Indonesia.

Metode: Metode penelitian menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah wanita muslim, konsumen produk kosmetik Wardah di Indonesia. Sampel penelitian sebanyak 200 responden. Teknik pengambilan sampel penelitian menggunakan purposive sampling. Data penelitian dianalisis menggunakan analisis jalur dengan menggunakan Smart-PLS versi 3.3.

Temuan Penelitian: Hasil penelitian menunjukkan bahwa iklan televisi memiliki pengaruh paling signifikan terhadap keputusan pembelian kosmetik Wardah di Indonesia, diikuti oleh kesadaran halal dan citra merek halal. Sementara duta merek juga memiliki pengaruh positif, namun pengaruhnya paling kecil di antara keempat variabel.

Kontribusi teoritis: Nilai R-Square menunjukkan bahwa keputusan pembelian kosmetik Wardah di Indonesia dipengaruhi oleh kesadaran halal, citra merek halal, iklan televisi dan duta merek sebesar 61,8%, sedangkan 38,2% dipengaruhi oleh variabel lain yang tidak diukur dalam penelitian ini.

Implikasi Praktis: Variabel yang paling berpengaruh dalam pembelian kosmetik Wardah di Indonesia adalah iklan televisi. Meskipun kemajuan teknologi membuat informasi lebih mudah diakses, iklan televisi tetap sangat berpengaruh. Duta merek juga dapat memengaruhi keputusan pembelian, tetapi efektivitasnya bervariasi berdasarkan nilai merek, kesadaran konsumen, kepercayaan, dan preferensi. Perusahaan harus memilih duta merek yang selaras dengan harapan konsumen sasaran.

Keterbatasan penelitian: Penelitian ini hanya dilakukan khusus untuk produk kosmetik Wardah karena merek Wardah merupakan salah satu merek kosmetik halal di Indonesia.

Introduction

Cosmetics are currently very popular among women, women consider cosmetics as a tool that can help improve their appearance, express themselves, improve their mood/feel better, and can fulfill social expectations, many women even consider cosmetics as a basic need that is considered important. Apart from supporting your appearance and beautifying yourself, cosmetics are also considered a way to highlight your identity [1].

The increasing use of cosmetics is indicated by the increasing number of cosmetic sales in Indonesia from year to year [2].

In 2020, Muslim spending on halal products and services in Indonesia reached USD 184 billion, and is predicted to increase by USD 281.6 billion in 2025 (ekon.go.id). According to The State of The Global Islamic Economy Report 2022, Indonesia is ranked 4th in the world in the halal cosmetics sector.

This research on purchasing decisions for halal cosmetics is specifically for Wardah products, because Wardah is one of the most famous halal cosmetic brands in Indonesia. Wardah was founded in 1995 by Nuhayati Subakat and operates under PT. Paragon Technology and Innovation [3]. Based on data from the official Top Brand Awards website, several Wardah products managed to achieve the highest ranking. These Wardah products can be seen in Table 1 below:

Table 1. Top Brand Award

Wardah Product	Top Brand Indonesia	Rangking
<i>Lipstick</i>	27,20%	1
<i>Blush On</i>	26,60%	1
<i>BB Cream</i>	25,70%	1
<i>Loose Face Powder</i>	20,50%	1
<i>Pressed Face Powder</i>	24,70%	1

Source: www.topbrand-award.com (accessed June 6, 2023)

Since its inception, Wardah has established a commitment to provide cosmetics that comply with halal principles, which include halal ingredients, alcohol-free and free from contamination with haram ingredients. Wardah also pays attention to the safety and quality aspects of its products by carrying out controlled production processes and meeting strict safety standards [4].

Wardah products cover various types of cosmetics, including skin care, facial makeup, hair care and other products. This brand continues to develop and launch new innovations according to trends and consumer needs. By focusing on halal cosmetics, Wardah has won the hearts of many Muslim consumers in Indonesia and in various other countries [5].

Several Wardah products have succeeded in achieving the top position in achieving product sales performance in phase 1 in 2022 based on the results of a survey conducted by the Top Brand Award [6], however, there are still several types of Wardah products that have not been able to occupy the top position, as presented in Table 2 below:

Table 2. Top Brand Award in Indonesia

Product	Top Brand Indonesia				
	1	2	3	4	5
Lip Gloss	18,20%	13,80%	11,30%	5,20%	1,50%
	Maybelline	Wardah	La Tullipe	Oriflame	Sariayu
Maskara	43,80%	12,50%	10,60%	6,40%	5,00%
	Maybelline	Wardah	La Tullipe	Oriflame	Mirabela
Eyeliner	35,20%	13,10%	12,10%	7,00%	6,30%
	Maybelline	La Tulipe	Wardah	Revlon	Oriflame
Eyebrow	33,40%	17,50%	8,10%	6,30%	5,30%
pencil	Viva	Maybelline	Wardah	La Tulipe	Revlon
Foundation	25,80%	15,70%	12,90%	12,30%	10,00%
	Revlon	Wardah	L'Oreal	La Tulipe	Make Up For Ever

Source: www.topbrand-award.com (accessed June 6, 2023)

Based on the survey results, it shows that several Wardah products have not been able to reach the highest position to compete with several of its competitors' products. Consumers tend to choose to use other brands that do not carry a halal theme in their products. This requires Wardah to further improve its strategy and innovation in introducing its products as halal cosmetic products that are safe for consumers to use, so that consumers are interested in buying.

Awareness of using halal cosmetic products is important for Muslim consumers. Halal cosmetic products refer to products that are produced in accordance with Islamic principles and meet the halal criteria set by religious authorities. Halal awareness is important for a Muslim consumer in purchasing and consuming various products, including cosmetics.

Various studies examining the determinants of Wardah product purchases related to halal have mostly investigated label halal [3,4,5], halal certification [6,7], halal lifestyle [8, 9, 10], and Islamic branding [11, 12]. Meanwhile, the variable of halal awareness is rarely used in these studies.

Halal awareness is the awareness and cognitive response of a Muslim in knowing, understanding, tasting and choosing halal products, whether food, drink or other products for consumption and use based on information and knowledge about halal that a Muslim consciously obtains [17].

Apart from halal awareness, brand image is one of the important things in influencing consumer purchasing decisions. Wardah has a strong brand image as halal cosmetics brand image [13, 14, 5]. Since its inception, Wardah has identified itself as a brand that provides cosmetic products that comply with halal principles. This brand has built a reputation as one of the leading halal cosmetic brands in Indonesia.

Wardah is consistently committed to providing products that meet halal standards. They use halal ingredients, are alcohol-free, and use a production process that ensures the product is not contaminated by haram ingredients. Wardah has also received halal certification from the Indonesian Ulema Council (MUI) as proof of their seriousness in complying with halal principles.

Brand image plays an important role in influencing consumer purchasing decisions. Brand image refers to the perceptions, associations and assessments that consumers have towards a brand. For an industry, a brand not only functions as a means of identification, but can also increase business volume if a brand image has been formed in the minds of consumers.

Wardah has a strong halal brand-image, with this brand image Wardah has succeeded in building the trust of Muslim consumers and gaining widespread popularity in Indonesia and in several other countries. If a business industry aggressively forms an appropriate brand image, it will influence consumers' assessment that it not only fulfills their needs, but can provide more value or maximum satisfaction [20].

Another factor that influences consumer purchasing decisions is television advertising. Advertising functions as an important sales promotion tool to increase product awareness in the minds of potential customers so that they will make purchasing decisions [21]. Until now, television is still one of the media that plays a major role in disseminating information and providing entertainment to all levels of society in Indonesia, even being able to reach various geographically distant areas, so that information about goods or services can be easily known directly through advertising broadcasts on television [22].

The various advertisements that are displayed will be more attractive to consumers if they use brand ambassadors who are attractive and liked by consumers. A brand ambassador is someone who has a passion for a brand, wants to introduce it, and volunteers to provide information related to the brand itself [23].

Wardah attracts several artists or celebrities to become brand ambassadors for Wardah cosmetic products. Several well-known artists in Indonesia were appointed by Wardah to be its brand ambassadors, such as Dewi Sandra, Dinda Hauw, Laudya Chintia Bella, Inneke Kheserawati, Raline Shah and several other well-known artists.

Consumers tend to feel confused in choosing cosmetic products if no one introduces and directly demonstrates the use of the product. By attracting several well-known artists, the hope is to influence consumers to use the product.

However, the use of talented and well-known artists in Indonesia as brand ambassadors is not the only factor that has a significant influence on consumers to purchase products. In fact, quite a few consumers think that the use of brand ambassadors is no longer considered important if the product being advertised does not function well or does not have good quality because smart consumers will still prioritize the quality of the products they consume [24].

Isa et al. (2023) in their systematic literature review on the determinants of Wardah cosmetic purchases found 14 articles that broadly discussed key points related to religiosity and product factors, including ingredients, halal logos, and halal certifications as the primary drivers influencing consumers to purchase halal cosmetics. Additionally, other factors such as price, promotions, location, social factors, and consumer characteristics were also considered [25]. Therefore, this study employed variables such as halal awareness, halal brand image, brand ambassadors, and television advertising, which have not been extensively used in promotional constructs, for further investigation in our research.

Literature Review

Consumer behavior is a science that studies the personality of individuals or groups in determining their rights to choose, buy, use and replace a product or service to achieve what

they expect from the product or service [26]. According to Bhutto et al. (2022), consumer behavior includes consumer decisions regarding what to consume, whether to buy or not, when to buy, where to buy and how to buy, how to get goods, and how to pay for them, whether in cash or credit.

Muslim Consumer Behavior

According to Sa'adiyah et al (2021), Islamic consumer behavior is a community activity related to the purchase and use of goods and services that are in accordance with the principles of Islamic teachings and can benefit society. There are characteristics of Muslim consumer behavior, namely:

1. When a Muslim fulfills his desires, realizing that needs are limited.
2. The level of satisfaction is not only determined by the number of one or two choices, but also by the level of choice or benefits received.
3. A Muslim will not consume products that are clearly prohibited.
4. A Muslim does not want to waste his wealth and does not buy things that exceed his income.
5. As a Muslim, a person reaches a level of happiness based on gratitude.

Halal Awareness

The general definition of halal awareness is experiencing something and/or understanding what processes occur in food, drinks and products that are called halal products [29]. Halal awareness is an important thing that every consumer must have. This is because, before consumers decide to buy a product, they must understand, know and find out information about the halal content of the product.

Research conducted by Nupuspitasari et al (2022), [31], and Pratiwi & Falahi (2023), stated that halal awareness has a significant positive effect on purchasing decisions for halal cosmetic products. Therefore, the hypothesis proposed is:

H₁: Halal awareness has a positive and significant effect on purchasing decisions for Wardah cosmetics in Indonesia.

Halal Brand Image

Brand image is a perception that appears in consumers' minds when they remember a brand of a particular product [33]. The halal brand image or halal brand image is prepared based on the principles of Islamic sharia, and based on the provisions of the halal certification process.

Halal brand image is a perception that appears in consumers' minds when they remember a halal product. Research conducted by Triana & Meutianingrum (2021), (Ramadhani & Masitoh (2019), and Fazirah (2022) states that there is a significant positive influence of halal brand image on cosmetic purchasing decisions. So, the hypothesis proposed is:

H₂: Halal brand image has a positive and significant influence on purchasing decisions for Wardah cosmetics in Indonesia.

Television Ads

Television advertising is a promotion with a series of shows displayed through television media to convey messages and promotions. Television advertising has strong delivery and influence through audio and visual power which is supported by creative packaging [37].

Television advertising is a strategy in marketing products, which is packaged in an attractive and creative form and then broadcast on television to provide information about a product. Research conducted by Alim & Budiarti (2021), [39], and Amrullah & Yulihardi (2020) states that there is a significant positive influence of television advertising on cosmetic purchasing decisions. Therefore, the hypothesis proposed is:

H₃: Television advertising has a positive and significant effect on purchasing decisions for Wardah cosmetics in Indonesia.

Brand Ambassador

In business competition, brand ambassadors play an important role in communicating the company brand to external audiences. According to A. Firmansyah (2019) the use of brand ambassadors aims to invite and influence consumers to buy products. A brand ambassador is a person who is a company representative to represent a product or company and can talk a lot about the thing being represented so as to have a big impact on product sales [41]. By using the right brand ambassador, it is hoped that it can influence and become a trendsetter for the products sold by the company.

A brand ambassador is a person who is a company representative to represent a product or company and can talk a lot about the thing being represented so that it has a big impact on product sales. Research conducted by Facrudin & Taufiqurahman (2022), Rejeki & Sabardini (2023), and Purwati & Cahyanti (2022), states that brand ambassadors have a positive influence on purchasing decisions for Wardah products.

H₄: Brand ambassadors have a positive and significant influence on purchasing decisions for Wardah cosmetics in Indonesia.

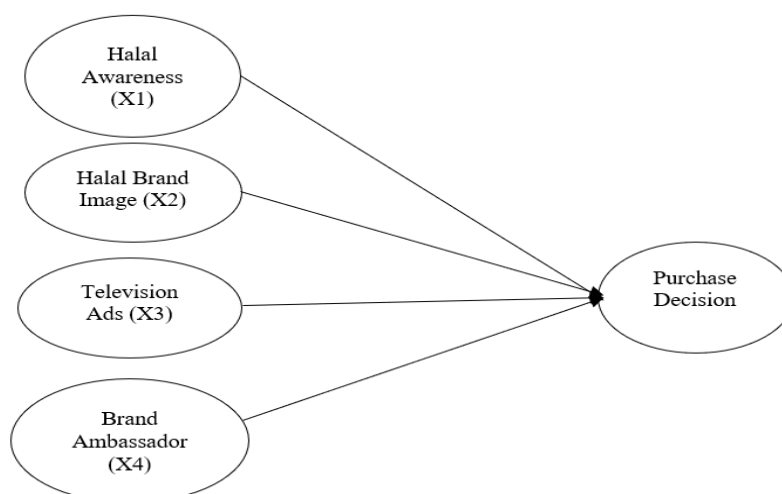


Figure 1. Conceptual Framework of the Antecedents of Purchase Decision

Research Method

This study uses a quantitative approach. Quantitative research is a research method based on the philosophy of positivism, which studies certain populations or samples, using quantitative/statistical data analysis tools, the aim is to test hypotheses [45].

The population in this research is Muslim women consumers who use Wardah cosmetic products in Indonesia. The sampling method in this research uses non-probability sampling, that is, it does not provide equal opportunities for each member of the selected population [46]. The sampling technique in this research is purposive sampling. Purposive sampling is a technique for determining sampling using certain considerations.

The population in this study is unknown or too large to be counted precisely, so the Lemeshow formula is used. This formula helps in estimating the minimum number of samples needed to represent a large and infinite population. To calculate the number of samples using the Lemeshow formula when the population is unknown, the following formula is used [47]:

$$n = Z^2 \times p \times (1-p) / d^2$$

Where:

n is the calculated number of samples

Z is the z-score for the desired confidence level (i.e., 1.96 for a 95% confidence level)

p is the estimated proportion of the population (i.e., 0.5)

$(1-p)$ is the proportion of the population that is not estimated (i.e., 0.5)

d = alpha (0.10) or sampling error = 10%

Given:

The z-score for a 95% confidence level is 1.96.

The estimated proportion of the population is 0.5.

The proportion of the population that is not estimated is also 0.5.

Calculate the number of samples:

$$n = (1.96)^2 \times 0.5 \times 0.5 / (0.10)^2$$

$$n = (3.8416) \times 0.25 / 0.01$$

$$n = 0.9604 / 0.01$$

$$n = 96.04$$

The calculated number of samples is approximately 96.04, which is then rounded up to 100 individuals. Therefore, the calculated number of samples using the Lemeshow formula is approximately 100 individuals. This is the minimum number of samples required for this study. The sample size used in this research was 200 respondents.

The data collection technique used is to use a non-test instrument, namely by distributing questionnaires to respondents. To obtain valid data, researchers used a digital questionnaire distribution technique via Google Form, which was distributed to respondents using various social media.

The type of data used in this research is primary data. Primary data is a type of data that is collected by obtaining it directly from the source by taking measurements, calculating it yourself in the form of questionnaires, observations, interviews and so on [48].

The primary data source used in this research is the respondents' answers to several questions listed in the questionnaire. This, research uses four independent variables, namely, Halal Awareness (X_1), Halal Brand Image (X_2), Television Advertising (X_3), and Brand

Ambassador (X₄). Meanwhile, the dependent variable in this research is Purchase Decision (Y).

The data analysis method in this research uses Structural Equation Modeling (SEM), using Smart-PLS as a tool for data analysis. The data analysis techniques in this research are outer model analysis (measurement model), inner model analysis (structural model), and bootstrapping test. Outer model analysis is carried out to test validity and reliability, the rule of thumb for convergent validity testing is, factor loading value > 0.7 and average variance extracted (AVE) value > 0.5 . Meanwhile, the rule of thumb for discriminant validity testing is, cross loading value > 0.70 . Measuring reliability can be done in two ways, namely with Cronbach's alpha and composite reliability > 0.70 [49].

Inner model analysis is carried out to determine the relationship between the variables to be tested. The inner model can be measured by looking at the R-square coefficient of determination (R²). The R-Square values obtained are 0.75, 0.50 and 0.20, indicating that the model is strong, moderate and weak [50]. Hypothesis testing (bootstrapping) is used for probability values and statistical values [51]. In hypothesis testing in this research, the conditions for accepting a hypothesis are to see that the original sample value is positive, the t-statistic value is > 1.65 and the p-value must be < 0.05 .

Result And Discussion

Demographic Characteristics of Respondents

The descriptive data in this research is a description of the condition of the respondents which is described in Table 3. The total data for this research is 200 respondents, namely Muslim women in Indonesia who are at least 17 years old, and have purchased Wardah cosmetic products at least once. This characteristic aims to find out clearly and accurately about the respondents in this study.

Table 3. Demographic Characteristics of Respondents

Age	Amount	Percentage (%)
17-20	55	27,5%
21-25	127	63,5%
26-30	17	8,5%
31-35	1	0,5%
Total Amount	200	100%
Occupation	Amount	Percentage (%)
Student/ Student	139	69,5%
Employee	28	14%
Self-employed	7	3,5%
Housewife	3	1,5%
Government employees	2	1%
Etc.	21	10,5%
Total Amount	200	100%
Domicile	Amount	Persentase (%)
Banten	5	2,5%

Bengkulu	1	0,5%
DI Yogyakarta	16	8%
DKI Jakarta	11	5,5%
Jambi	2	1%
Jawa Barat	27	13,5%
Jawa Tengah	48	24%
Jawa Timur	41	20,5%
Kalimantan Barat	2	1%
Kalimantan Selatan	2	1%
Kalimantan Tengah	2	1%
Kepulauan Riau	1	0,5%
Lampung	15	7,5%
Nusa Tenggara Barat	1	0,5%
Nusa Tenggara Timur	1	0,5%
Sulawesi Tengah	2	1%
Sulawesi Tenggara	6	3%
Sumatera Selatan	8	4%
Sumatera Utara	9	4,5%
Total Amount	200	100%

Source: processed primary data (2023)

The demographic characteristics of the respondents reveal that the largest number of respondents are aged 21-25 years, totaling 127 individuals or 63.5%. The majority of respondents are students, accounting for 69.5% of the total 139 respondents. The majority of respondents are from the province of Central Java, with 24% or 48 respondents, followed by East Java with 20.5% or 41 respondents.

Outer Model Analysis (Measurement Model)

1. Validity Test

a. Convergent Validity

Table 4. Results of Loading Factor Analysis

Variable	Item Code	Item in question.	Loading Factor	Result
Halal Brand Image	CMH1	Wardah has a packaging design that is identical with blue color. <i>Wardah memiliki desain kemasan yang identik dengan warna biru.</i>	0.746	Valid
	CMH2	Wardah uses safe materials that comply with halal cosmetic standards. <i>Wardah menggunakan bahan yang aman dan sesuai dengan standar kosmetik halal.</i>	0.888	Valid
	CMH3	Wardah has been certified halal by LPPOM MUI. <i>Wardah sudah terjamin halal oleh LPPOM MUI.</i>	0.869	Valid

Variable	Item Code	Item in question.	Loading Factor	Result
Brand Ambassador	CMH4	The logo and blue color on Wardah's packaging are easy to remember. <i>Menurut saya logo dan warna biru pada kemasan Wardah mudah untuk diingat.</i>	0.816	Valid
	DM1	The artists who serve as brand ambassadors for Wardah have a good reputation. <i>Artis-artis yang menjadi duta merek Wardah memiliki reputasi yang baik.</i>	0.834	Valid
	DM2	The skills possessed by these artists can support their role as brand ambassadors. <i>Keahlian yang dimiliki oleh artis-artis dapat mendukung untuk dijadikan duta merek</i>	0.857	Valid
	DM3	The attractive appearance of Wardah's brand ambassadors and their positive influence make me interested in purchasing Wardah products. <i>Duta merek Wardah memiliki penampilan menarik dan memberikan pengaruh positif.</i>	0.913	Valid
Television Ads	DM4	The charisma of Wardah's brand ambassadors makes me inclined to buy Wardah products. <i>Kharisma yang dimiliki oleh duta merek atau brand ambassador Wardah membuat saya tertarik untuk membeli produk Wardah.</i>	0.770	Valid
	IT1	Wardah television commercials consistently convey information about their products. <i>Iklan Wardah di televisi selalu konsisten menyampaikan informasi tentang produknya</i>	0.880	Valid
	IT2	Through the airing of Wardah television commercials, I have gained knowledge about the benefits and uses of their products. <i>Iklan Wardah di televisi membuat saya mengetahui manfaat dan kegunaan produknya</i>	0.863	Valid
	IT3	The airing of Wardah television commercials influences my decision in selecting halal cosmetics to use. <i>Tayangan iklan Wardah di televisi, mempengaruhi keputusan saya dalam</i>	0.844	Valid

Variable	Item Code	Item in question.	Loading Factor	Result
Halal Awareness	IT4	<i>menentukan kosmetik halal yang akan saya gunakan.</i> The airing of Wardah television commercials ensures that I always recall their products. <i>Tayangan iklan Wardah di televisi membuat saya selalu teringat dengan produknya.</i>	0.808	Valid
	KH1	I will only use cosmetic products with a halal label. <i>Saya hanya akan menggunakan produk kosmetik yang memiliki label halal.</i>	0.849	Valid
	KH2	I always check the halal logo/label/certification on the packaging of cosmetic products. <i>Saya selalu memeriksa logo/label/sertifikat halal pada kemasan produk kosmetik.</i>	0.769	Valid
	KH3	In my opinion, using halal cosmetic products will avoid health risks. <i>Menggunakan produk kosmetik halal akan terhindar dari bahaya kesehatan.</i>	0.792	Valid
	KH4	Using halal cosmetics will receive blessings from Allah SWT. <i>Menurut saya, menggunakan kosmetik halal akan mendapat berkah dari Allah SWT.</i>	0.590	Not Valid
	KH5	I understand and know how to find information about the composition of ingredients in cosmetics. <i>Saya mengerti dan mengetahui cara mencari informasi komposisi kandungan bahan dalam kosmetik.</i>	0.614	Not Valid
	KH6	I always check the expiration date of the cosmetic products I use. <i>Saya selalu memeriksa masa kadaluarsa produk kosmetik yang saya gunakan.</i>	0.662	Not Valid
	KH7	I always ensure that the ingredients of halal cosmetics do not mix with prohibited ingredients. <i>Saya selalu memastikan kandungan bahan kosmetik halal tidak bercampur dengan kandungan bahan yang haram.</i>	0.816	Valid

Variable	Item Code	Item in question.	Loading Factor	Result
Purchase Decision	KP1	I purchased Wardah cosmetic products because they are guaranteed to be halal and of high quality. <i>Saya melakukan pembelian produk kosmetik Wardah karena terjamin kehalalan dan keunggulan produknya.</i>	0.845	Valid
	KP2	I purchased Wardah cosmetic products because the information about the products is easily accessible. <i>Saya melakukan pembelian produk kosmetik Wardah karena informasi produknya mudah ditemukan.</i>	0.847	Valid
	KP3	I decided to buy Wardah cosmetic products because they are better than other products. <i>Saya memutuskan membeli produk kosmetik Wardah karena lebih baik daripada produk lainnya.</i>	0.789	Valid
	KP4	I decided to buy Wardah cosmetic products because they are more affordable. <i>Saya memutuskan membeli produk kosmetik Wardah karena harganya lebih terjangkau.</i>	0.747	Valid
	KP5	I recommend Wardah products to my closest relatives because of their good quality. <i>Saya merekomendasikan produk Wardah kepada kerabat terdekat saya karena kualitas produknya yang baik.</i>	0.767	Valid

Source: processed primary data (2023)

Based on Table 4, the loading factor value is > 0.70 , while the results in Table 5 also show the average variance extracted (AVE) value > 0.50 so it can be stated that the data has good validity.

Table 5. Average Variance Extracted

Variable	Average Variance Extracted (AVE) $> 0,50$
Halal Brand Image (CMH)	0,692
Brand Ambassador (DM)	0,714
Television Ads (IT)	0,721
Purchase Decision (KP)	0,640
Halal Awareness (KH)	0,651

Source: processed primary data (2023)



b. Discriminant Validity

Table 6. Fornell-Larcker-Criterion

Halal Brand Image (CMH)	0,832				
Brand Ambassador (DM)	0,719	0,845			
Television Ads (IT)	0,626	0,614	0,849		
Purchase Decision (KP)	0,688	0,647	0,695	0,800	
Halal Awareness (KH)	0,703	0,551	0,533	0,611	0,807

Source: processed primary data (2023)

Based on Table 6, it can be seen that the square root of AVE (0.832; 0.845; 0.849; 0.800; and 0.807) is greater than any construct. So, it can be concluded that all variables are declared valid because they meet the requirements for convergent validity and discriminant validity.

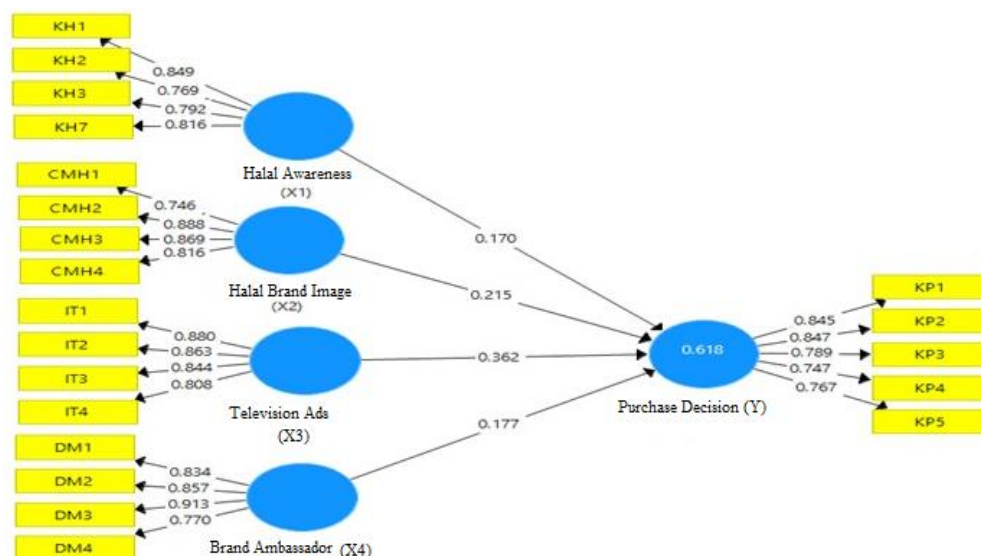
2. Reliability Test

Table 7. Cronbach's Alpha

Variabel	<i>Cronbach's Alpha > 0,70</i>	<i>Composite Reliability > 0,70</i>
Halal Brand Image (CMH)	0,852	0,899
Brand Ambassador (DM)	0,865	0,909
Television Ads (IT)	0,871	0,912
Purchase Decision (KP)	0,861	0,899
Halal Awareness (KH)	0,822	0,882

Source: processed primary data (2023)

The results of reliability testing show a Cronbach's alpha value > 0.70 and a composite reliability value > 0.70 . So, it can be concluded that all variables in this study are reliable, and can be said to have high reliability because they have a value of > 0.70 .



Inner Model Analysis (Structural Model)

1. The Result of R-Square (R²)

Table 8. R-Square Calculation Results

Variable	R-Square	Adjusted R-Square
Decision to purchase Wardah cosmetic products in Indonesia (KP)	0,618	0,610

Source: processed primary data (2023)

Table 8 shows that the R-Square value for the purchasing decision variable is 0.618 or 61.8%. From the obtained values, it can be concluded that 61.8% of the variance in purchasing decisions for Wardah cosmetics in Indonesia is influenced by halal awareness, halal brand image, television advertising and brand ambassadors. Meanwhile, 38.2% of the variance in purchasing decisions for Wardah cosmetics in Indonesia is influenced by other variables not measured in this research.

Hypothesis Testing (Bootstrapping)

Table 9. Hypothesis Test Results

	Original Sample (O)	T-Statistics (O/STDEV)	P-Value
KH (X1) → KP (Y)	0,170	3,903	0,002
CMH (X2) → KP (Y)	0,215	2,820	0,005
IT (X3) → KP (Y)	0,362	4,800	0,000
DM (X4) → KP (Y)	0,177	2,312	0,021

Source: processed primary data (2023)

Discussion of Hypothesis Test Results

In hypothesis testing, there are three key aspects to consider in structural testing using the bootstrapping method:

1. The Original Sample, used to observe the direction of positive or negative relationships between constructs.
2. The T-Statistic, used to measure the level of significance for the hypothesis.
3. The P-Value, used to examine the level of significance of the hypothesis with different significance levels for each variable.

To determine whether a hypothesis is supported or rejected, one can compare the significance values of the t-statistic and p-value. The hypothesis is supported if the t-statistic value is greater than 1.65 and the p-value is less than 0.05 [52]. Based on table 9, the original sample values of all independent variables show positive results, the t-statistic value of all variables studied is > 1.65, and the p-value of all variables is < 0.050.

H_1 : Halal Awareness (X₁) has a significant positive effect on Purchasing Decisions (Y) of Wardah cosmetics in Indonesia.

Based on hypothesis testing of the influence of Halal Awareness on Purchasing Decisions using the bootstrapping method, it has a positive influence with an original sample



value of 0.170, a t-statistic value on the halal awareness variable of 3.093 (greater than 1.65) and a p-value of 0.002 (less than 0.05), then the research hypothesis is accepted. The results of this research are in line with research conducted by [32].

H₂: Halal Brand Image (X2) has a significant positive effect on Purchasing Decisions (Y) of Wardah cosmetics in Indonesia.

Based on hypothesis testing of the influence of Halal Brand Image on Purchasing Decisions using the bootstrapping method, the test results show that the halal brand image variable has a significant positive effect with an original sample value of 0.215, the t-statistic value for the halal brand image variable is 2.820 (greater than 1.65) and p-value of 0.005 (less than 0.05). This shows that the halal brand image (X2) has a positive and significant effect on purchasing decisions (Y), so the proposed hypothesis can be accepted.

The results of this research are in line with research conducted by Triana & Meutianingrum (2021) regarding the Influence of Halal Brand Image and Celebrity Endorsers on Wardah Cosmetic Purchasing Decisions.

H₃: Television advertising (X3) has a significant positive effect on purchasing decisions (Y) for Wardah cosmetics in Indonesia.

Based on the results of testing the hypothesis of the influence of television advertising on purchasing decisions using the bootstrapping method, it is known that television advertising has a significant positive influence with an original sample value of 0.362, a t-statistic value for the television advertising variable of 4.800 (greater than 1.65) and p-value of 0.000 (less than 0.05).

This shows that television advertising (X3) has a positive and significant effect on purchasing decisions (Y), so the hypothesis is accepted. The results of this research are in line with research conducted by Nova & Nurdin (2020) regarding Analysis of the Influence of Television Advertising, Celebrity Endorsers, and Product Quality on Purchasing Decisions for Wardah Cosmetic Products. Television advertising in this study has the strongest influence in influencing the decision to purchase Wardah brand halal cosmetics compared to other variables.

H₄: Brand Ambassadors have a significant positive effect on Purchasing Decisions (Y) of Wardah cosmetics in Indonesia.

Based on the results of testing the hypothesis of the influence of brand ambassadors on purchasing decisions using the bootstrapping method, it is known that brand ambassadors have a positive influence with an original sample value of 0.177, a t-statistic value for the brand ambassador variable of 2.312 (greater than 1.65) and a p-value of 0.021 (less than 0.05). This shows that brand ambassadors (X4) have a positive and significant influence on purchasing decisions for Wardah cosmetics, so the hypothesis is accepted.

The results of this research are not in line with previous research conducted by Fazirah (2022) and Sasongko & Setyawati (2022), which stated that brand ambassadors do not have a positive and significant influence on purchasing decisions for Wardah cosmetics. So further research needs to be done as to why the influence of brand ambassadors on purchasing decisions for Wardah cosmetics may be different.

Analysis Discussion

The findings indicate that television advertisements have the most significant influence on the purchasing decision for Wardah cosmetics, followed by halal awareness, and then halal brand image and brand ambassador, which have the least impact among the three variables. The findings indicate that television advertisements, halal awareness, halal brand image, and brand ambassador all have a significant positive impact on the purchasing decision for Wardah cosmetics.

Halal awareness and halal brand image both have a significant positive influence on the decision to purchase halal cosmetics, in this case Wardah cosmetic products, this shows that halal has become an important factor in purchasing decisions for many Muslim consumers [11]. For devout Muslim consumers, it is important for them to use cosmetics that comply with halal principles so that they feel comfortable and confident that they are not violating religious rules. This is related to awareness of maintaining religious values in daily life [54].

A good halal brand image and a trustworthy reputation in producing halal products can build Muslim consumers' trust [55]. Consumers will feel more comfortable and confident using products from brands that are considered trustworthy in meeting halal standards. Brands that prioritize product halalness and collaborate with trusted halal certification bodies can gain consumer trust and build long-term relationships with consumers.

One of the assumptions often associated with halal products is that they tend to be of higher quality and safety. The halal certification process involves strict supervision of the ingredients used and hygienic production processes [56]. This gives consumers additional confidence that the product is safe to use. In addition, several halal brands also use natural ingredients that are known to have benefits for the skin, so consumers feel more confident that they are using products that are good for their skin health.

Despite changes in media consumption and increasingly popular digital platforms, television advertising still has a significant influence in influencing halal cosmetic purchasing decisions in Indonesia, including potential consumers of halal cosmetics.

In Indonesia, television is still one of the main media used by many people [57]. With television advertising, brands can reach a wider audience, including those who may not be active online or unfamiliar with using social media. Television advertising has the advantage of conveying messages through strong visual and audio elements [58].

Halal cosmetic brands such as Wardah use television advertising to showcase their products in an attractive way, highlighting the benefits and characteristics that differentiate their halal products. The music, sound, and narration used in television advertisements can also create an atmosphere that supports their halal brand message. So television advertising has a very significant positive influence on the decision to purchase halal cosmetics [40].

Although brand ambassadors can be an effective marketing strategy, they do not necessarily have a direct influence on the purchase of halal cosmetics. This depends on the selection of brand ambassadors, whether the brand ambassadors match the values and brand image with the halal cosmetic products they are promoting [43].

Consumers need to feel that a brand ambassador is someone who can be trusted and has the competence to provide recommendations or support for halal products. The credibility and integrity of brand ambassadors can play an important role in influencing consumers to buy halal products.



Conclusion

Halal brand image and halal awareness significantly influence the purchase of halal cosmetics, this is influenced by increasing religious compliance, trust, quality and safety, religious identity, as well as market growth related to halal products. Muslim consumers tend to look for products that meet halal criteria and brands that are considered to fulfill the need for halal products.

The way consumers get information about the products they want is getting easier with technological developments. However, this research finds that television advertising still has a large and significant influence on purchasing decisions for halal cosmetics (Wardah) in Indonesia.

Meanwhile, although brand ambassadors can have an influence on purchasing halal cosmetics, their effectiveness can vary depending on the suitability of brand values and image, level of consumer awareness and knowledge, consumer trust, and differences in consumer preferences as well as the influence of other factors in decision making. Companies that want to use brand ambassadors in their promotions should pay attention to this and look for the right brand ambassadors who can portray the company brand in accordance with the expectations of target consumers. It is hoped that further research can examine brand ambassador variables more specifically.

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