

Determinants of halal cosmetic purchasing decisions: The role of halal labels, product quality, price, and promotion (evidence from Viva Cosmetics consumers in Tulungagung Regency)

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Abstract

The decision to purchase halal products is crucial, particularly given its relationship to consumers' religious beliefs and personal values. This study aims to comprehensively examine the influence of halal labeling, product quality, price, and promotion on halal cosmetic purchasing decisions in Tulungagung Regency. Using an associative quantitative approach, data were collected from 140 respondents selected through accidental sampling and analyzed using multiple linear regression. The findings reveal that all independent variables simultaneously significantly influence purchasing decisions. Partially, halal labeling, product quality, and promotion have a positive and significant effect, while price shows no significant influence. These findings imply that companies should prioritize maintaining credible halal certification, improving product quality, and designing innovative promotional strategies to strengthen consumer trust and purchasing decisions. This study contributes to the literature by providing empirical evidence on consumer behavior in the halal cosmetics sector at the regional level, particularly in emerging markets, thereby enriching the understanding of factors driving halal product consumption.

Keywords: Halal Labeling, Price, Product Quality, Promotion.

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1. Introduction

In today's modern world, cosmetics have become an integral part of people's daily lives, especially for women. The need for an attractive appearance, self-confidence, and social and professional demands make the use of beauty products a necessity for most individuals. Cosmetics no longer function only as tools for beautification, but also for caring for and protecting the condition of the skin, hair, nails, and other body parts. In order to clean, perfume, change the appearance, or keep the body in good condition, cosmetics are defined by the Food and Drug Monitoring Agency (BPOM) as substances or preparations that are meant to be applied to the external parts of the human body, such as the lips, hair, nails, and external genital organs, or to the teeth and mucous membranes of the mouth (Hikma Dillahi, Nina Nirwana, Rinda Ayu Ningsih, 2025).

The rapid development of the cosmetics industry in Indonesia has given rise to various new brands that are enlivening the market. Manufacturers are competing to offer product innovations that are not only visually appealing but also provide specific



benefits to users. Among the many cosmetic products on the market, local brands such as Emina, Wardah, Make Over, Purbasari, Viva, and others have demonstrated their presence by offering high-quality products at competitive prices. These brands can even compete with imported products. This phenomenon demonstrates the enormous potential of the Indonesian cosmetics market, which continues to grow. Data shows that by 2023, the number of cosmetic companies will increase to 1,010, up from 913 the previous year, representing a 21.9% growth (Israwati & Ningsih, 2020).

In this industry, intense competition requires companies to understand consumer behavior and the factors that influence purchasing decisions. Today's consumers consider not only a product's basic functionality but also other aspects such as safety, quality, price, and the product's inherent values. One crucial aspect in the purchasing decision-making process is the halal label. As a country with a Muslim majority of 229.62 million, or approximately 87.2% of the total population, awareness of halal product consumption is a matter of great concern. In the Islamic context, a product's halal status extends beyond food and beverages to include daily care and cosmetic products. This is reflected in the Quranic command, Surah Al-Maidah, verse 88, which directs Muslims to consume only that which is halal and good, or *thayyib* (Ai'syah Az-Zahra Azis & Mukhsin, 2024).

Halal labeling on cosmetic products serves as a guarantee that the product is free of haram ingredients and that its production process complies with Islamic law. In Indonesia, the halal certification process for cosmetics is carried out by the Indonesian Ulema Council's Food, Drug, and Cosmetics Assessment Institute (LPPOM, 2022). Some cosmetic products that have received halal certification from the MUI include Emina, Wardah, Viva, Somethinc, MS Glow, and others. This halal certification is a particular attraction for Muslim consumers who are more selective in choosing products that align with their religious values.

Product quality significantly impacts consumers' purchase decisions. High quality fosters satisfaction and trust in a brand, encouraging consumers to continue using the product. Quality also reflects the extent to which a product meets user needs and expectations. Manufacturers are required to continuously innovate, conduct research, and develop to ensure their products remain relevant to market trends and needs.

Price is also a crucial factor in purchasing decisions. Price is an indicator of a product's value in consumers' eyes: high prices are perceived as reflecting premium quality, while affordability appeals to a broader market segment. Consumers tend to choose products that offer optimal benefits at a comparable price, so pricing strategies must be carefully crafted to compete in the market without sacrificing quality.

Promotion is also a crucial element in influencing purchasing decisions. Through promotion, manufacturers can effectively convey product information to consumers, build brand image, and persuade consumers to make purchases. In today's digital era, promotions are carried out not only through conventional print or electronic media, but also through social media, which has a wide reach and can quickly disseminate information. The right promotional strategy can increase product visibility and expand the consumer base (Bao & Dwiarti, 2025).

Despite extensive research on the influence of halal labeling, product quality, price, and promotion on purchasing decisions, several limitations remain. First, prior studies have generally examined only a limited number of variables, often focusing on two or three factors, thus lacking a comprehensive perspective. Second, many studies have been conducted across different contexts, objects, or regions, limiting their generalizability, particularly for local halal cosmetic products at the regional level. Therefore, a research gap exists that necessitates a more comprehensive investigation by integrating these four variables within a single model and focusing on a specific local context.

This study addresses the gap by examining the influence of halal labeling, product quality, price, and promotion on purchasing decisions for Viva Cosmetics in Tulungagung Regency. Viva Cosmetics was selected as the research object due to its status as one of the oldest local cosmetic brands in Indonesia, maintaining its relevance since 1961. The brand has obtained halal certification, offers affordable pricing, maintains competitive quality, and utilizes digital promotional strategies to strengthen its market position. These characteristics make Viva Cosmetics a relevant case for analyzing consumer behavior in halal cosmetic purchasing decisions.

2. Literature Review

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is a widely applied framework for explaining and predicting individual behavior, particularly in consumer decision-making. According to TPB, behavior is primarily driven by behavioral intention, which is influenced by three main constructs: attitude toward the behavior, subjective norms, and perceived behavioral control. Recent studies have confirmed TPB's continued relevance in understanding halal consumption behavior, especially in the cosmetics sector, where consumers' attitudes toward halal compliance, social pressures, and perceived ease of access significantly influence purchasing intentions and decisions (Elseidi, 2018). Furthermore, TPB has been increasingly expanded to include additional variables, such as religiosity and halal awareness, better to capture the complexity of consumer behavior in halal markets (Pratama et al., 2023).

Purchasing Decision

Before choosing a product to purchase, buyers go through a process of cognitive and emotional judgments. According to (Schiffman, L. G., & Kanuk, 2015) and (Indrasari, 2019), this decision occurs when an individual chooses between two or more alternatives, making the availability of options a key requirement in decision-making. Starting with need identification, information search, alternative evaluation, and post-purchase behavior, Kotler and Armstrong go on to say that purchasing decisions are an important step in the consumer decision-making process (Uraon, 2020) This decision is influenced not only by prior motivation and satisfaction, but also by internal factors (motivation, perception, experience, emotions) and external factors (economic conditions, market trends, technology, social and cultural norms) that shape consumers' mindsets before choosing a product.

Halal Labeling

Halal labeling is a marker on product packaging that indicates the product complies with Islamic law. It can take the shape of writing or symbols. In Indonesia, halal certification is issued by BPJPH (Indonesian Food and Drug Authority), after previously being managed by LPPOM MUI (Indonesian Ulema Council), and the new logo officially came into effect in March 2022. Functionally, halal labeling not only guarantees that products are free from haram ingredients but also serves as a consumer protection instrument and a promotional tool for producers. The presence of a halal label facilitates Muslim customers' selection of goods consistent with their religious principles. According to Aniza Che Wel et al. (2022), adding a halal label can boost brand credibility and set items apart in increasingly competitive markets.

Product Quality

The capacity of a product or service to satisfy customer demands and expectations in terms of performance, dependability, and durability is known as product quality. (Tjiptono, 2016) explains that performance quality includes durability, ease of repair, and other physical characteristics that can satisfy users. According to Kotler and Keller, high-quality products not only meet but also exceed customer expectations. However, they can also exceed them, thereby creating loyalty and encouraging repeat purchases (Philip Kotler, 2016). Consumers assess quality through product features, design, packaging, and brand reputation, all of which contribute to their perception of value (Diputra et al., 2021).

Price

The single variable in the marketing mix is price, which can be adjusted at any time in line with business strategy and market conditions. In transactions, price serves as a means of exchange (Indrasari, 2019). Philip T. Kotler & Gary Armstrong (2017) define price as the value or money customers pay to receive the benefits of a product or service. In contrast, Ramli defines pricing as the relative value of a product that does not immediately reflect manufacturing costs. Therefore, affordability, the fit between price and quality, competitiveness relative to rival products, and customer perceptions of the product's advantages are all crucial factors to consider when developing an efficient pricing plan.

Promotion

Promotion is a marketing strategy aimed at conveying information to consumers, persuading them, and influencing their purchase decisions. Boone and Kurtz define promotion as a form of communication about product advantages aimed at consumers (Boone, L. E., & Kurtz, 2017), while Tjiptono focuses on the promotional function of expanding the market and building loyalty (Tjiptono, 2016). In the context of modern marketing, promotions are conducted through various channels such as print, electronic, and digital media, including social media, to create a strong psychological effect on purchasing decisions (Prananta et al., 2024). Promotion effectiveness can be measured by increasing sales, growing brand awareness, and long-term consumer loyalty.

3. Research Method

This study employs a quantitative approach with an associative design to examine the relationship between the dependent variable, namely purchasing decisions, and the independent variables of halal labeling, product quality, price, and promotion. The research was conducted in Tulungagung Regency, which was selected for its relatively high consumer awareness, particularly among those aged 13–50 years, regarding cosmetics and halal labeling. Data were collected using a structured Likert-scale questionnaire, with measurement items developed from established indicators in prior studies and adapted to the context of halal cosmetics.

The study population consists of consumers who use Viva Cosmetics in Tulungagung Regency. A population refers to a generalization area comprising objects or subjects with specific characteristics determined by the researcher. Due to the absence of an exact sampling frame, this study uses accidental sampling. This method is considered appropriate because respondents are selected based on their availability and relevance to the research criteria (i.e., individuals who have used Viva Cosmetics), allowing efficient data collection in situations where the population is difficult to enumerate. The sample size was determined using the LEMESHOW formula, yielding a sample of 140 respondents.

The measurement indicators for each variable are presented in Table 1 to ensure transparency and facilitate future research replication.

Table 1. Operational Variables and Indicators

Variable	Definition	Indicators	Source
Halal Labeling (X1)	Consumer perception of halal certification on cosmetic products in accordance with Islamic law	Halal logo clarity, trust in certification, compliance with Islamic law	(Aniza Che Wel et al., 2022)
Product Quality (X2)	The ability of a product to meet consumer expectations in terms of performance, reliability, and durability	Performance, reliability, durability, features	(Tjiptono, 2016)(Philip Kotler, 2016); (Diputra et al., 2021)
Price (X3)	The value paid by consumers to obtain product benefits	Affordability, price fairness, competitiveness, value for money	(Philip T. Kotler & Gary Armstrong, 2017)(Indrasari, 2019)
Promotion (X4)	Marketing communication activities to inform and persuade consumers	Advertising, promotion, digital sales and information accessibility	(Boone, L. E., & Kurtz, 2017); (Tjiptono, 2016); (Prananta et al., 2024)
Purchasing Decision (Y)	The process of selecting and purchasing a product	Need recognition, information search, evaluation, purchase	(Schiffman, L. G., & Kanuk, 2015);

based on the evaluation of alternatives decision, and post-purchase behavior. (Indrasari, 2019); (Uraon, 2020)

Source: Author's elaboration, 2026.

Before hypothesis testing, the instrument's validity and reliability were assessed to ensure data quality. Validity was tested using Pearson's correlation, where all items showed correlation coefficients exceeding the critical value, indicating that the instrument is valid. Reliability was evaluated using Cronbach's Alpha, with all variables exceeding the minimum threshold of 0.70, confirming that the instrument is reliable and internally consistent.

The collected data were analyzed using classical assumption tests, including tests for normality, multicollinearity, and heteroscedasticity. Furthermore, multiple linear regression analysis was employed to examine the relationships between variables. Hypothesis testing was conducted using simultaneous (F-test) and partial (t-test) analyses to determine the significance of the independent variables' influence on purchasing decisions.

4. Results and Discussion

4.1. Research Result

Table 2. One-Sample Kolmogorov-Smirnov Test

N	80
Test Statistic	0.070
Asymp. Sig. (2-tailed)	0.088

Every research variable had a p-value of 0.088, which was higher than 0.05 (0.088 > 0.05), according to the normality test results. Therefore, all variables are normally distributed, as indicated by the one-sample Kolmogorov-Smirnov normality test.

Table 3. Multicollinearity Test

Model	Tolerance	VIF
X1	0.444	2.252
X2	0.483	2.071
X3	0.308	3.249
X4	0.406	2.465

Every variable in this study has a tolerance value greater than 0.10 and a VIF value less than 10, according to the multicollinearity test analysis. Therefore, multicollinearity is not an issue in the regression model that includes the independent variables, specifically product quality and price.

Table 4. Heteroscedasticity Test

Model	Coefficients	Std. Error	t	Sig.
(Constant)	0.220	0.959	0.230	0.819
Halal Labels	0,037	0.056	0.660	0.511
Product Quality	-0,074	-0.059	-1.261	0.209
Price	-0.020	0.069	-0.283	0.777
Promotion	0.147	0.073	2.019	0.045

The regression model in this study does not exhibit heteroscedasticity, as the heteroscedasticity test indicates that the significance values for each variable are greater than 0.05.

Hypothesis Test

Table 5. Hypothesis Test

Model	Coefficients	Std. Error	t	Sig.
(Constant)	4.562	1.527	2.987	0.003
X1	0.195	0.089	2.179	0.031
X2	0.310	0.094	3.308	0.001
X3	-0.001	0.110	-0.012	0.990
X4	0.302	0.116	2.614	0.010
R Square	0.432			
F	27.458			
Sig.	0.000			

Source: Data Processed

Based on the results of the partial t-test, halal labeling has a t-value of 2.987, which is greater than the t-table value (1.656), with a significance level of $0.031 < 0.05$. This indicates that halal labeling has a positive and significant effect on purchasing decisions. Similarly, product quality shows a t-value of 3.308 > 1.656 , with a significance of $0.001 < 0.05$, confirming that it also has a significant positive influence on purchasing decisions. In contrast, the price variable has a t-value of $-0.012 < 1.656$ and a significance level of $0.990 > 0.05$, indicating that price has no significant effect on purchasing decisions. Meanwhile, promotion has a t-value of 2.614 > 1.656 with a significance of $0.010 < 0.05$, demonstrating that promotion has a positive and significant influence on purchasing decisions. Overall, these findings suggest that halal labeling, product quality, and promotion are key determinants, whereas price does not significantly influence purchasing decisions in this study.

Coefficient Determination Test (R^2)

The coefficient of determination (R^2) is used to assess the regression model's ability to explain the variability in the dependent variable. The closer the R^2 value is to 1, the greater the explanatory power of the independent variables in predicting the dependent variable. The results show that the R^2 value is 0.432, indicating that halal labeling, product quality, price, and promotion collectively explain 43.2% of the variation in purchasing decisions. This suggests a moderate level of explanatory power, rather than a strong one. The remaining 56.8% of the variation is influenced by other factors not included in this study, such as consumer preferences, brand image, religiosity, or other external variables.

Simultaneous Test (F)

Based on the results of the F-test (simultaneous test), the calculated F-value (27.458) is greater than the F-table value (2.44), and the significance value (0.000) is lower than the significance level of 0.05. These results indicate that H_0 is rejected and H_1 is accepted. This means that, simultaneously, halal labeling, product quality, price, and promotion have a significant effect on purchasing decisions. In other words, all independent variables collectively explain variations in the purchasing decision

variable. However, this result reflects only the joint (simultaneous) effect; further analysis using partial tests (t-tests) is required to determine the individual influence of each variable.

Partial Test (T)

Based on the results of the partial t-test, halal labeling has a t-value of 2.987, which is greater than the t-table value (1.656), with a significance level of $0.031 < 0.05$. This indicates that halal labeling has a positive and significant effect on purchasing decisions. Similarly, product quality shows a t-value of $3.308 > 1.656$, with a significance of $0.001 < 0.05$, confirming that it also has a significant positive influence on purchasing decisions.

In contrast, the price variable has a t-value of $-0.012 < 1.656$ and a significance level of $0.990 > 0.05$, indicating that price has no significant effect on purchasing decisions. Meanwhile, promotion has a t-value of $2.614 > 1.656$ with a significance of $0.010 < 0.05$, demonstrating that promotion has a positive and significant influence on purchasing decisions. Overall, these findings suggest that halal labeling, product quality, and promotion are key determinants, whereas price does not significantly influence purchasing decisions in this study.

4.2. Discussion

The Influence of Halal Labeling, Product Quality, Price, and Promotion on Purchasing Decisions of Viva Cosmetics Products

The results of the F-test (simultaneous test) indicate that price, promotion, product quality, and halal labeling collectively have a significant effect on consumers' purchasing decisions for Viva Cosmetics in Tulungagung Regency. This finding suggests that consumer decision-making is influenced by multiple factors simultaneously rather than by a single dominant variable. In an increasingly competitive market and amid the rapid evolution of the digital era, companies must adopt a comprehensive marketing approach that integrates product attributes and communication strategies to influence consumer behavior effectively.

From a behavioral perspective, this result suggests that modern consumers are more selective and rational in their product evaluations. They no longer rely solely on functional aspects or price considerations, but also take into account intangible values such as trust, product image, and perceived benefits. Elements such as halal certification, product quality, and promotional strategies play an important role in shaping consumer perceptions and attitudes. Regarding operational variables, halal labeling strengthens consumer trust and aligns with religious values; product quality fulfills functional expectations; price reflects economic considerations; and promotion enhances awareness and persuasion. The integration of these factors demonstrates that purchasing decisions are multidimensional and influenced by both rational and emotional considerations.

Furthermore, these findings are consistent with previous research, such as Sukmawati & Ekasasi (2020), which found that lifestyle, product quality, and promotion have a significant, positive influence on purchasing decisions. This alignment indicates

that a combination of marketing-related variables can simultaneously shape consumer behavior across different product categories. Therefore, the results of this study reinforce the importance of integrating halal labeling, product quality, price, and promotion into a unified marketing strategy to effectively influence purchasing decisions, particularly in the halal cosmetics market.

The Influence of Halal Labeling (X1) on Purchasing Decisions of Viva Cosmetic Products

Based on the partial t-test results, the halal labeling variable has a positive and significant effect on purchasing decisions for Viva Cosmetics products in Tulungagung Regency. This finding indicates that halal labeling plays a crucial role in shaping consumer preferences, particularly in a predominantly Muslim market. From a theoretical perspective, this result aligns with Islamic principles, as stated in Surah Al-Maidah verse 88, which emphasizes the importance of consuming halal and thayyib (good) products. Thus, halal labeling not only represents religious compliance but also serves as a broader indicator of product safety, ethical production, and quality assurance, which ultimately enhances consumer trust.

Regarding operational variables, halal labeling is measured by indicators such as clarity of the halal logo, trust in the certification, and compliance with Islamic law. These indicators are supported by Aniza Che Wel et al. (2022), who argue that halal certification significantly influences consumer confidence and purchasing intention. A clear, recognizable halal logo helps consumers easily identify permissible products, while trust in the certification reduces uncertainty and perceived risk. Moreover, compliance with Islamic law reinforces the perception that the product adheres to ethical and hygienic standards, which consumers increasingly value beyond.

Furthermore, this finding is consistent with previous studies that emphasize the importance of halal labeling in influencing consumer behavior. Research by Asmini et al. (2021) shows that halal labeling has a significant, positive impact on purchasing decisions across different product contexts. This consistency indicates that halal labeling has become a key differentiating factor in competitive markets. Therefore, the significance of halal labeling in this study lies in its strategic role as both a religious attribute and a marketing tool that strengthens brand credibility and influences consumer purchasing decisions.

The Influence of Product Quality (X2) on the Decision to Purchase Viva Cosmetic Products

The results of the partial t-test indicate that the product quality variable (X2) has a positive and significant effect on purchasing decisions (Y) for Viva Cosmetics products in Tulungagung Regency. This finding suggests that product quality is a key determinant in influencing consumer preferences and decisions. According to Tjiptono (2016), product quality encompasses attributes such as performance, reliability, durability, and other characteristics that meet or exceed consumer expectations. In this study, the positive significance of product quality indicates that consumers perceive

Viva Cosmetics as capable of delivering satisfactory performance and reliability, which ultimately encourages purchasing decisions and repeat purchases.

Regarding operational variables, product quality is measured through indicators such as performance, reliability, durability, and product features, consistent with the perspectives of Tjiptono (2016), Philip Kotler (2016), and Diputra et al. (2021). These indicators reflect both functional and perceived aspects of quality. For instance, product performance and reliability ensure that the product functions effectively and safely, while durability and features enhance user experience and perceived value. The use of safe formulations, high-quality raw materials, BPOM certification, and halal certification further strengthens consumers' perceptions of quality, reducing perceived risk and increasing trust in the product. As a result, consumers are more likely to develop satisfaction and loyalty, leading to repeated purchasing behavior.

Furthermore, this finding aligns with previous studies that highlight the importance of product quality in shaping consumer behavior. (Nugroho, P., Christina Dewi Wulandari, Tri Damayanti, 2024) found that product quality significantly influences purchasing decisions for Emina Cosmetics, while Anam et al. (2020) reported similar results for Citra Hand and Body Lotion products. These consistent findings indicate that product quality is a critical factor in building consumer trust, satisfaction, and long-term loyalty in the cosmetics industry. In a dynamic market where consumer preferences continue to evolve due to lifestyle, technological, and informational changes, companies must continuously innovate and improve product quality to remain competitive and meet consumer expectations.

The Influence of Price (X3) on the Purchase Decision of Viva Cosmetic Products

Based on the partial t-test results, the price variable (X3) was found to have no significant effect on purchasing decisions (Y) for Viva Cosmetics products in Tulungagung Regency. This finding indicates that price is not a primary determinant of consumer decisions in this context. One possible explanation is that Viva Cosmetics adopts a relatively affordable, stable pricing strategy, positioning the brand as an economical local cosmetic brand. As a result, consumers tend to perceive the price as reasonable and acceptable, leading to little variation in price perception and ultimately reducing its statistical significance.

Regarding operational variables, price is measured through indicators such as affordability, price fairness, competitiveness, and value for money (Philip T. Kotler & Gary Armstrong, 2017; Indrasari, 2019). In this study, these indicators are likely perceived positively and uniformly by consumers, meaning that price no longer acts as a differentiating factor in the evaluation process. Instead, consumers shift their focus toward attributes that provide greater perceived value, such as product quality, safety, and halal assurance. This is consistent with Philip Kotler (2016), who argues that in markets where products are relatively homogeneous in terms of price and quality, consumers are more likely to prioritize non-price factors, including brand trust, additional benefits, and prior experience.

Furthermore, this finding is supported by previous research, such as Sonia Cipta Wahyurini & Trianasari (2020), which also found that price does not significantly

influence purchasing decisions for Wardah cosmetics. This consistency suggests that, in the cosmetic industry, particularly for well-established, trusted brands, price is not always the primary consideration. Instead, purchasing decisions are increasingly driven by value-based factors such as quality, brand credibility, and emotional trust. Therefore, companies should not rely solely on pricing strategies; they must also strengthen product quality, halal assurance, and brand positioning to remain competitive in the market.

The Influence of Promotion (X4) on the Decision to Purchase Viva Cosmetic Products

Based on the partial t-test results, the promotion variable (X4) has a positive and significant effect on purchasing decisions (Y) for Viva Cosmetics products in Tulungagung Regency. This finding indicates that promotion plays a crucial role in influencing consumer behavior by increasing brand awareness, shaping positive perceptions, and encouraging purchase intentions. Effective promotional strategies not only attract consumer attention but also strengthen brand image and can lead to long-term loyalty. In the context of Viva Cosmetics, consistent promotional efforts and appropriate market segmentation, particularly targeting teenagers and adult women, contribute significantly to maintaining brand existence and increasing sales volume.

Regarding operational variables, promotion is measured through indicators such as advertising, digital promotion, sales promotion, and information accessibility (Boone, L. E., & Kurtz, 2017; Tjiptono, 2016; Prananta et al., 2024). These indicators reflect the role of promotion as a communication tool that connects companies with consumers. Advertising and digital promotion, especially through social media, enable wider and faster dissemination of information, while sales promotions can directly stimulate purchasing behavior. Additionally, easy access to information helps consumers better understand product benefits, reducing uncertainty and increasing confidence in making purchasing decisions. Therefore, the effectiveness of these promotional elements contributes to the significant influence of promotion on purchasing decisions.

Furthermore, this finding is consistent with previous research, such as Sani et al. (2022), which found that promotion has a significant effect on purchasing decisions for Scarlett Whitening products. This consistency indicates that promotion is a key factor in shaping consumer responses across different cosmetic brands. In an increasingly competitive market, companies must optimize both traditional and digital promotional strategies to remain relevant. Thus, promotion not only functions as a tool for delivering information but also as a strategic instrument to influence consumer perceptions and drive purchasing decisions.

5. Conclusion

This study concludes that halal labeling, product quality, price, and promotion simultaneously have a significant effect on purchasing decisions for Viva Cosmetics products in Tulungagung Regency. The coefficient of determination (R^2) of 0.432 indicates that these variables explain 43.2% of the variation in purchasing decisions, while other factors beyond the scope of this study account for the remaining 56.8%.

Partially, halal labeling, product quality, and promotion were found to have a positive and significant influence, confirming their important role as key determinants in shaping consumer purchasing behavior in the halal cosmetics sector.

Based on these findings, it is recommended that Viva Cosmetics management focus on strengthening halal certification, maintaining and improving product quality, and developing innovative promotional strategies, particularly through digital media and targeted marketing campaigns. Given that price is not a dominant factor, companies should emphasize delivering superior value and building a strong brand experience to enhance consumer trust and loyalty. By integrating these strategies, Viva Cosmetics can sustain its competitive advantage and strengthen its position in the local cosmetics market.

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