



## The Influence of Halal Label, Brand Image, and Lifestyle on Purchase Decisions for Wardah Products

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### ABSTRACT

This study aims to analyze the influence of halal labels, brand image, and lifestyle on purchasing decisions for Wardah products. The method used in this study is a quantitative method using purposive sampling techniques, involving 100 respondents who are consumers of Wardah products. Data collection was conducted using a structured questionnaire designed to measure the indicators of each studied variable. Data processing was conducted using SPSS software, utilizing multiple linear regression analysis. The results of the study indicate that: (1) Halal labels have a positive and significant effect on purchasing decisions, (2) Brand image has a positive and significant effect on purchasing decisions, (3) Lifestyle has a positive and significant effect on purchasing decisions, and (4) simultaneously, the three variables have a positive and significant effect on purchasing decisions.

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## INTRODUCTION

Indonesia's beauty industry has seen substantial growth in recent years, with revenue expected to rise by 48% between 2021 and 2024 (Kusuma, 2024). This growth is driven by factors such as increased awareness of self-care, lifestyle changes, and advancements in cosmetic technologies. Alongside this growth, the number of cosmetic businesses has increased, with 1,200 players in 2024 compared to 1,039 in 2023 (Deny, 2024). The rising competition in the cosmetic industry highlights the importance of understanding consumer behavior, particularly in maintaining customer loyalty and encouraging repeat purchases through purchase decisions.

Purchase decision is a multi-step process where customers evaluate, select, and buy products or services to meet their personal, group, or organizational needs (Wati & Mukhroji, 2024). This process is shaped by internal and external factors, such as personal preferences, brand reputation, and product attributes (Afriyadi et al., 2024). To remain competitive, businesses must identify consumer needs and preferences to enhance product development and market positioning. Among the key factors affecting purchase decisions are halal labeling (Afriyadi et al., 2024; Ariyono, 2017; Ulfia et al., 2022), brand image (Al-Ayubi et al., 2024; Putera & Sumadi, 2023; Wati & Mukhroji, 2024), and lifestyle (Triwardhani et al., 2023; Viorentina & Santoso, 2023; Wahyuni & Irfani, 2019).

Indonesia, as the second-largest Muslim-majority country with 236 million people (Dwi, 2024), places great importance on halal certification beyond religious aspects, making it a key factor in customers purchasing decisions. The Badan Penyelenggara Jaminan Produk Halal (BPJPH) is responsible for regulating and ensuring product compliance with halal standards in Indonesia. Products that meet these standards receive an official halal label, which serves as a written certification guaranteeing their compliance (Handayani, 2022).

Halal label not only reassures Muslim customers but also provides a competitive advantage for businesses (Afriyadi et al., 2024). Halal label builds consumer trust, enhances brand reputation, and provides market access to a growing halal economy. Research confirms that halal labeling has a significant effect on consumer purchase decisions, reinforcing its role as a crucial factor in the marketplace (Afriyadi et al., 2024; Ariyono, 2017; Ulfia et al., 2022). However, other studies by Handayani (2022) and Nurrahmanita & Imaningsih (2023) indicate that halal certification does not significantly impact purchasing decisions. These conflicting findings highlight a research gap, making it essential to further examine the influence of halal certification on consumer purchasing decisions.

Brand image is a key factor in influencing customer purchasing decisions. Brand image is a crucial element in shaping consumer perceptions, influencing purchasing behavior, and driving long-term business success. A well-known and trusted brand is a valuable asset, as customers often associate strong brand recognition with quality and reliability (Handayani, 2022). According to Dewi et al. (2020), brand image reflects customer's perceptions of a brand, shaping their overall impression and trust in its products (Al-Ayubi et al., 2024). A

strong brand image is essential for building trust, enhancing customer loyalty, and differentiating a company from competitors.

A positive brand image has a straight influence on customer purchase decisions. Research supports this claim, showing that brand image significantly influences customer's purchase decision (Al-Ayubi et al., 2024; Putera & Sumadi, 2023; Wati & Mukhroji, 2024). However, differing findings from Handayani (2022) and (Viorentina & Santoso, 2023) suggest that brand image does not significantly affect purchasing decisions. These inconsistencies indicate a research gap, emphasizing the need for further investigation into the influence of brand image on consumer purchasing decisions.

Another factor influencing purchasing decisions is lifestyle, which reflects an individual's activities, interests, and opinions closely related to their self-image (Viorentina & Santoso, 2023). It is also interpreted as an individual's way of living, including how they spend their time and money (Triwardhani et al., 2023). Lifestyle not only represents personal preferences but also impacts consumption patterns and buying behavior. Lifestyle is a powerful determinant of consumer choices, shaping brand preferences and market trends.

Businesses that effectively integrate lifestyle segmentation into their marketing strategies can build strong brand-consumer relationships, increase market share, and create lasting brand loyalty. Research by Triwardhani et al. (2023), Viorentina & Santoso (2023), and Wahyuni & Irfani (2019) confirms that lifestyle has a significant effect on customer's purchase decisions. Conversely, research conducted by Al-Ayubi et al. (2024) and (Mandagi et al., 2024) argues that lifestyle does not have a significant impact on purchasing decisions. The divergence in research findings suggests an existing research gap, reinforcing the need for further studies on the relationship between lifestyle and purchasing decisions.

This study focuses on Wardah, a leading halal cosmetic brand in Indonesia. As demand for halal products continues to grow, particularly in cosmetics, Wardah has successfully captured attention through its commitment to halal principles, product innovation, and effective marketing strategies. Given the increasing importance of halal products and the gaps in current research, further studies are needed to explore factors influencing purchase decisions for Wardah products.

## LITERATURE REVIEW

### *Purchase Decision*

According to Wirakanda (2020), a purchase decision is the process in which consumers recognize their needs and desires for a product by evaluating available information, setting purchase goals, and considering alternatives (Permatasari et al., 2023). It involves a cognitive journey where consumers assess different options before selecting a product or brand (Mandagi et al., 2024). This process encompasses recognizing needs, accumulating knowledge, weighing up products, forming a decision, and reflecting on satisfaction after the purchase (Afriyadi et al., 2024). It is a comprehensive journey of choosing, purchasing, and evaluating a product to meet personal or group needs (Handayani, 2022).

Kotler and Armstrong (2008) in Afriyadi et al. (2024) categorize purchase decisions into four types. Complex buying behavior happens when customers are highly engaged in a purchase and recognize significant disparities between brands, usually for expensive or high-risk products. Dissonance-reducing buying behavior occurs when customers make high-entanglement purchases however perceive minimal brand differentiation, potentially causing after buying dissonance. Habitual buying behavior involves low customer engagement and minimal brand differentiation, with purchases driven by habit rather than brand preference. Lastly, variety-seeking buying behavior happens when customers have low involvement, but they notice distinct differences between brand, motivating them to switch and try different brands.

### ***Halal Label***

A label is an essential part of a product that provides information about both the product and its producer (Ariyono, 2017). Halal label is a certification mark that signifies a product's compliance with halal standards after undergoing verification by an authorized body (Afriyadi et al., 2024). It serves as an assurance that the product is free from non-halal substances and is produced following ethical and religious guidelines (Permatasari et al., 2023). In Indonesia, halal certification is governed by Law No. 33 of 2014 about Halal Product Assurance, with oversight from the Halal Product Assurance Agency (BPJPH) (Afriyadi et al., 2024). The primary purpose of halal labeling is to provide customers with confidence in their product choices, ensuring they align with halal requirements.

Labeling offers several benefits beyond certification. According to Kotler & Keller (as cited in Afriyadi et al., 2024), it functions as an identifier, distinguishing a product from competitors; a classifier, categorizing products based on quality and specifications; an information provider, detailing essential product attributes such as ingredients, production date, and usage instructions; and a promotional tool, highlighting key product features to attract consumers.

### ***Brand Image***

According to Darmansyah & Yosepha (2020), brand image pertains to the judgement and impression that customers hold about a product or service, as stored in their memory (Wati & Mukhroji, 2024). It represents a product's identity, encompassing its features, uniqueness, and services offered by the company (Handayani, 2022). Shi & Jiang (2022) emphasize that brand image is a crucial element of a strong brand, maintaining its uniqueness and shaping customer's overall mental perception of it (Viorentina & Santoso, 2023). A well-established brand image helps consumers recognize a product, assess its quality, reduce purchase risks, and enhance their overall experience and satisfaction (Permatasari et al., 2023). Companies that build a positive brand image can differentiate themselves from competitors, strengthen customer trust, and influence purchasing decisions (Putera & Sumadi, 2023).

According to Kotler et al. (2013) in Permatasari et al. (2023), brand image consists of three key components. Brand attributes refer to tangible and intangible characteristics that define a brand's identity. Brand benefits represent

the functional, emotional, or symbolic advantages customers gain from using a brand. Brand attitudes reflect customer's overall evaluation of a brand, indicating their level of trust and satisfaction.

### ***Lifestyle***

Kotler & Keller (2012) define lifestyle as a customer's way of living and purchasing behavior, influenced by their activities, interests, and opinions (Wahyuni & Irfani, 2019). It reflects how individuals interact with themselves and their environment, shaping their daily choices, consumption habits, and preferences (Triwardhani et al., 2023). According to Shiffman & Kanuk (2010), lifestyle encompasses behavioral patterns seen in everyday activities, including shopping, hobbies, and decision-making, which align with personal values, attitudes, and beliefs (Al-Ayubi et al., 2024). It portrays a crucial role in determining customer preferences for products and services that match their identity and needs (Mandagi et al., 2024). Beyond personal choices, lifestyle influences broader aspects of life, including consumption patterns and purchasing decisions.

Pratama & Sugiyono (2023) in Al-Ayubi et al. (2024) identify three key dimensions of lifestyle. Activity refers to customer's actions, including their purchasing habits and time allocation. Interest reflects their preferences and priorities in areas such as fashion, media, social interactions, career, and recreation. Opinion involves customer's views and perceptions on various topics, including global events, economics, morality, and social issues.

### ***Previous Research and Hypothesis***

#### ***The Influence of Halal Label on Purchase Decision***

Previous studies have consistently shown that halal labels significantly influence purchase decisions. Research by Afriyadi et al. (2024), Ariyono (2017), Putera & Sumadi (2023), Ulfia et al. (2022), and Permatasari et al. (2023) demonstrates that halal labeling plays a crucial role in shaping customer behavior. These studies emphasize that halal labels not only assure customers of the product's compliance with religious standards but also enhance trust and confidence in the product. The presence of a halal label positively impacts consumers' decision-making processes, encouraging them to choose, purchase, and even recommend the product.

H<sub>1</sub>: Halal labels have a positive and significant effect on the purchase decision of Wardah products.

#### ***The Influence of Brand Image on Purchase Decision***

Previous studies consistently demonstrate that brand image significantly influences purchase decisions. Research by Al-Ayubi et al. (2024), Permatasari et al. (2023), Putera & Sumadi (2023), and Wati & Mukhroji (2024) highlights the critical role of brand image in shaping customer behavior. A positive brand image enhances customer's trust, recognition, and perception of product quality, which, in turn, influences their decision-making process. Customers are more likely to choose, purchase, and even recommend products with a strong and favorable brand image.

H<sub>2</sub>: Brand image has a positive and significant effect on the purchase decision of Wardah products.

### ***The Influence of Lifestyle on Purchase Decision***

Previous studies have consistently shown that lifestyle significantly influences purchase decisions. Research by Nurrahmanita & Imaningsih (2023), Triwardhani et al. (2023), (Viorentina & Santoso, 2023), and Wahyuni & Irfani (2019) highlights the role of lifestyle in shaping customer behavior. Lifestyle, reflected in activities, interests, and opinions, affects how individuals prioritize products, make purchasing decisions, and interact with brands. A customer's lifestyle influences preferences, buying habits, and choices related to product types, brands, and purchasing methods.

H<sub>3</sub>: Lifestyle has a positive and significant effect on the purchase decision of Wardah products.

### ***The Influence of Halal Label, Brand Image, and Lifestyle on Purchase Decision***

Previous studies have demonstrated that halal labels, brand image, and lifestyle simultaneously influence purchase decisions. Research by Viorentina & Santoso (2023) showed that brand image and lifestyle together have a significant impact on consumer behavior, emphasizing the importance of factors such as brand popularity, confidence-boosting features, and social influence in shaping purchasing decisions. Similarly, Wati & Mukhroji (2024) confirmed that halal labels and brand image significantly affect purchase decisions when combined, highlighting the role of product trustworthiness, recognizability, and compliance with halal standards. These findings underline the combined influence of product certification, brand reputation, and consumer lifestyle on the decision-making process, affecting how consumers evaluate, choose, and recommend products.

H<sub>4</sub>: Halal labels, brand image, and lifestyle simultaneously have a positive and significant effect on the purchase decision of Wardah products.

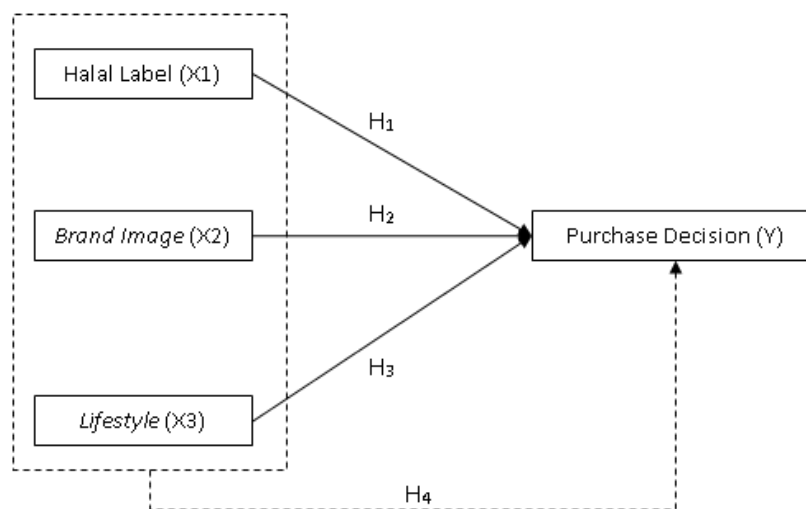


Figure 1. Conceptual Framework

## METHODOLOGY

This study adopts a quantitative research method based on positivist principles to analyze populations or samples using statistical tools. Data is systematically collected through research instruments and analyzed numerically to test hypotheses (Sugiyono, 2013). The research uses two data types: primary data directly collected from respondents via questionnaires distributed using Google Forms and secondary data gathered from books, journal articles, scientific reports, and other relevant documents.

The population consists of consumers who have previously bought Wardah products. Since the population size is unknown, it is treated as infinite. Using purposive sampling, respondents are selected based on these criteria: (1) female, aged 17 years or older; (2) purchased Wardah products at least once in the last three months; and (3) residing in Yogyakarta. The sample size is calculated using the Lemeshow formula yields a sample size of 100 respondents, ensuring sufficient representation of the population.

This investigation employs a survey method for data collection, utilizing structured questionnaire as the primary instrument. Respondents answer to a set of written statements, with their feedbacks gauged using a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5) (Sugiyono, 2013).

The study examines four key variables. The Halal Label (X1) refers to information displayed on product packaging to indicate its halal certification, ensuring compliance with religious guidelines (Ulfa et al., 2022). It is measured through indicators such as safety, religious value, health, and exclusivity (Illa et al., 2022). The Brand Image (X2) represents consumers' perceptions of a brand, encompassing its reputation, trustworthiness, and appeal (Wati & Mukhroji, 2024). It is assessed through indicators like brand recognition, product quality, trust, and attractiveness (Wati & Mukhroji, 2024).

The Lifestyle (X3) variable reflects consumer behaviors, preferences, and values that influence purchasing decisions (Al-Ayubi et al., 2024). It is evaluated using indicators such as occupation, hobbies, media exposure, family influence, personal values, culture, and product preferences (Nurrahmanita & Imaningsih, 2023). Lastly, the Purchase Decision (Y) refers to the process consumers go through in selecting and buying a product (Afriyadi et al., 2024). This is measured through indicators such as product confidence, purchasing habits, recommendations, and repeat purchases (Permatasari et al., 2023).

The validity test ensures that the study mechanism accurately measures what it is expected to assess. It uses Pearson's Product Moment Correlation, where the data is considered valid if  $r\text{-count} > r\text{-table}$  and  $\text{significance} < 0.05$ . Meanwhile, the reliability test evaluates the consistency of the instrument in measuring variables. This is tested using Cronbach's Alpha, with a value greater than 0.60 demonstrating reliability.

To meet the requirements for regression analysis, several classical assumption tests are conducted. The normality test, conducted using the Kolmogorov-Smirnov (K-S) test, determines whether the data adheres to a normal distribution, with normality confirmed if  $\text{significance} > 0.05$ . The

multicollinearity test identifies correlations among independent variables by assessing Variance Inflation Factor (VIF) and tolerance values, assuring no multicollinearity if  $VIF < 10$  and  $tolerance > 0.10$ . The heteroscedasticity test detects unequal variances in residuals through the Glejser test, with no heteroscedasticity present if  $p\text{-value} > 0.05$ .

Multiple linear regression analysis evaluates the relationship between the dependent variable (Purchase Decision) and independent variables (Halal Label, Brand Image, Lifestyle), using the formula  $Y = a + b_1X_1 + b_2X_2 + b_3X_3$ . Additionally, the coefficient of determination ( $R^2$ ) quantifies how much variance in the dependent variable is explained by the independent variables, with values closer to 1 indicating greater explanatory strength.

The t-test (partial test) evaluates the individual impact of each independent variable on the dependent variable. If  $t\text{-count} > t\text{-table}$  and  $significance < 0.05$ , the independent variable is considered to have a significant effect. Lastly, the F-test (simultaneous test) assesses the collective influence of all independent variables on the dependent variable. If  $F\text{-count} > F\text{-table}$  and  $significance < 0.05$ , the combined variables are determined to have a significant effect on the purchase decision.

## RESEARCH RESULTS

### *Validity Test*

Table 1. Validity Test Results

Variabel	Indicator	r-count	Sig
Halal Label (X1)	X1.1	0.823	0.000
	X1.2	0.825	0.000
	X1.3	0.753	0.000
	X1.4	0.784	0.000
Brand Image (X2)	X2.1	0.758	0.000
	X2.2	0.739	0.000
	X2.3	0.778	0.000
	X2.4	0.816	0.000
	X2.5	0.818	0.000
Lifestyle (X3)	X3.1	0.771	0.000
	X3.2	0.755	0.000
	X3.3	0.671	0.000
	X3.4	0.679	0.000
	X3.5	0.806	0.000
	X3.6	0.773	0.000
	X3.7	0.791	0.000
Purchase Decision (Y)	Y.1	0.830	0.000
	Y.2	0.745	0.000
	Y.3	0.844	0.000
	Y.4	0.878	0.000

The table shows that all indicators have r-count exceeding the r-table value (0.1966) and significance value lower than 0.05. Therefore, all indicators in this study are considered valid.

**Reliability Test**

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha
Halal Label (X1)	0.800
Brand Image (X2)	0.840
Lifestyle (X3)	0.867
Purchase Decision (Y)	0.840

The results indicate that all research variables have Cronbach's Alpha values exceeding 0.60, which is the critical threshold for reliability. Therefore, all variables in this study are reliable, meaning the research instrument consistently measures the intended constructs.

**Normality Test**

Table 3. Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters	Mean	0.0000000
	Std. Deviation	1.57000891
Most Extreme Differences	Absolute	0.059
	Positive	0.040
	Negative	-0.059
Test Statistic		0.059
Asymp. Sig. (2-tailed)		0.200

The results indicate an Asymp. Sig (2-tailed) value of 0.200, which exceed 0.05. This confirms that the data adheres normal distribution and satisfies the normality assumption.

**Multicollinearity Test**

Table 4. Multicollinearity Test Results

Variabel	Tolerance	VIF
Halal Label (X1)	0.511	1.958
Brand Image (X2)	0.399	2.507
Lifestyle (X3)	0.466	2.146

As presented in Table 4, all independent variables have tolerance values above 0.10 and VIF values below 10. These results confirm the absence of multicollinearity, indicating that the independent variables do not exhibit strong correlations that could affect the regression model.

**Heteroscedasticity Test**

Table 5. Heteroscedasticity Test Results

Variabel	Sig.
Halal Label (X1)	0.956
Brand Image (X2)	0.420
Lifestyle (X3)	0.388

The results show all variables have significance values greater than 0.05, confirming that the model does not suffer from heteroscedasticity. This confirms that the residual variance remains consistent across all levels of the independent variables, satisfying the assumption of homoscedasticity.

**Multiple Linear Regression Analysis**

Table 6. Multiple Linear Regression Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	.084	1.267
	X1	.194	.092
	X2	.173	.087
	X3	.338	.056
Dependent Variable: Y			

The results produced the subsequent regression equation:

$$Y = 0.84 + 0.194X_1 + 0.173X_2 + 0.338X_3 + e$$

Where Y represents purchase decisions, X<sub>1</sub> is halal label, X<sub>2</sub> is brand image, and X<sub>3</sub> is lifestyle.

The interpretation of the coefficients is as follows:

1. The constant 0.84 suggests that if all independent variables are zero, the purchase decision value will be 0.84.
2. The halal label (X<sub>1</sub>) coefficient of 0.194 indicates a positive impact on purchase decisions, meaning a one-unit increase in the halal label will raise purchase decisions by 0.194.
3. The brand image (X<sub>2</sub>) coefficient of 0.173 shows that a positive impact on purchase decision, meaning one-unit increase in brand image will enhance purchase decisions by 0.173.
4. The lifestyle (X<sub>3</sub>) coefficient of 0.338 suggests that lifestyle positively affects purchase decisions, with a one-unit increase leading to a 0.338 rise in purchase decisions.

**Coefficient of Determination (R<sup>2</sup>)**

Table 7. Coefficient of Determination (R<sup>2</sup>) Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.807	0.651	0.640	1.59435

The adjusted R<sup>2</sup> value of 0.640 suggests that 64% of the variance in purchase decisions is accounted by the independent variables (halal label, brand image, and lifestyle), while the remaining 36% is influenced by factors outside the scope of the research.

*t*-test (Partial Test)

Table 8. *t*-test Results

Model	t-count	Sig
Halal Label (X <sub>1</sub> )	2.110	0.037
Brand Image (X <sub>2</sub> )	2.000	0.048
Lifestyle (X <sub>3</sub> )	5.992	0.000

The results exhibit:

1. Halal Label (X<sub>1</sub>) has t-count of 2.110, which is exceeding t-table (1.984), and significance of 0.037, which is below 0.05. This indicates that H<sub>1</sub> is accepted, confirming a significant impact on purchase decisions.
2. Brand Image (X<sub>2</sub>) has t-count of 2.000, which is exceeding t-table (1.984), and significance of 0.048, which is below 0.05, meaning H<sub>2</sub> is accepted, confirming a significant effect on purchase decisions.
3. Lifestyle (X<sub>3</sub>) has t-count of 5.992, which is greater than t-table (1.984), and significance of 0.000, which is lower than 0.05, meaning H<sub>a3</sub> is accepted, proving a strong and significant effect on purchase decisions.

*F*-test (Simultaneous Test)

Table 9. *F*-test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	455.972	3	151.991	59.793	0.000
	Residual	244.028	96	2.542		
	Total	700.000	99			

The results indicate *F* value of 59.793, which is above *F*-table (2.699), and significance value of 0.000, which is below 0.05, leading to acceptance of H<sub>4</sub>. This confirms that the halal label, brand image, and lifestyle collectively have a significant impact on purchase decisions.

**DISCUSSION**

*The Influence of Halal Label on Purchase Decision*

The *t*-test results confirm that the halal label has a positive and significant influence on purchase decisions. This means that the higher customer's perception of the halal label, the greater their likelihood of purchasing Wardah products. Based on questionnaire results, shows that customer awareness of the halal label is high, particularly regarding safety, religious value, health, and exclusivity. One of the key factors driving this strong perception is the sense of security the halal label provides. Wardah's commitment to Halal Beauty strengthens consumer confidence, as the brand ensures that its products comply with Islamic guidelines. These findings align with previous research (Afriyadi et al., 2024; Ariyono, 2017; Ulfia et al., 2022), which also confirmed that the halal label significantly influences purchase decisions.

### ***The Influence of Brand Image on Purchase Decision***

The t-test results further indicate that brand image has a positive and significant impact on purchase decisions. A strong brand image in customer's minds leads to a greater likelihood of purchasing Wardah products. The questionnaire results reveal that Wardah's brand image is highly rated, encompassing brand recognition, product quality, popularity, trustworthiness, and attractive appearance. A primary reason behind Wardah's strong brand image is its halal certification and use of high-quality ingredients. Wardah's commitment to halal cosmetics, combined with BPOM certification, reassures customers about the safety and reliability of its products. These results are consistent with previous studies (Al-Ayubi et al., 2024; Putera & Sumadi, 2023; Wati & Mukhroji, 2024), which confirmed that brand image significantly affects purchase decisions.

### ***The Influence of Lifestyle on Purchase Decision***

The t-test also confirms that lifestyle has a positive and significant effect on purchase decisions. Customers with a stronger lifestyle orientation tend to make more frequent purchases of Wardah products. Questionnaire results shows that customer's lifestyle ratings are high, covering occupation, hobbies, media exposure, family influence, self-identity, culture, and product preferences. A key factor driving this influence is product suitability with individual needs and preferences. Wardah offers a wide range of innovative products tailored to different skin needs, such as Wardah White Secret for brightening, Wardah Renew You for anti-aging, and Wardah Nature Daily for sensitive skin, free from alcohol and artificial fragrances. These findings align with previous studies (Triwardhani et al., 2023; Viorentina & Santoso, 2023; Wahyuni & Irfani, 2019), which established that lifestyle significantly influences purchase decisions.

### ***The Combined Influence of Halal Label, Brand Image, and Lifestyle on Purchase Decision***

The F-test results indicate that halal label, brand image, and lifestyle collectively have a positive and significant impact on purchase decisions. This suggests that when these three factors improve, consumers' purchasing decisions for Wardah products increase simultaneously. Questionnaire results reveal that purchase decision ratings are high, including confidence in the product, purchasing habits, recommendations to others, and repeat purchases. A key factor reinforcing these decisions is consumer trust in Wardah's credibility. Wardah has received the Top Brand Award in the halal cosmetics category in Indonesia, with BPOM certification and a recognized halal label, further strengthening consumer confidence in the brand.

## **CONCLUSIONS AND RECOMMENDATIONS**

### ***Conclusions***

Based on the research findings, the following conclusions can be drawn:

1. The halal label has a positive and significant influence on purchase decisions for Wardah products. This indicates that higher consumer

awareness of halal certification leads to an increased likelihood of purchasing Wardah products.

2. Brand image also has a positive and significant effect on purchase decisions. A stronger brand perception enhances consumer confidence, resulting in higher purchase intentions for Wardah products.
3. Lifestyle plays a key role in influencing purchase decisions, as consumers with a more lifestyle-oriented mindset are more inclined to buy Wardah products.
4. The halal label, brand image, and lifestyle collectively have a positive and significant impact on purchase decisions. When consumer perceptions of halal certification, brand reputation, and lifestyle alignment improve, purchase decisions for Wardah products increase simultaneously.

### **Recommendations**

Wardah in Yogyakarta should strengthen consumer perception of its halal-certified products, enhance its brand image, and improve marketing strategies that align with Islamic lifestyle trends to attract and retain customers.

### **ADVANCED RESEARCH**

This study has some limitations, primarily due to the relatively small sample size and its restriction to respondents in Yogyakarta, which may not fully represent Wardah's overall consumer base. Additionally, based on the coefficient of determination test, halal label, brand image, and lifestyle contribute 64% to purchase decisions, leaving 36% influenced by other factors that were not examined in this research.

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