

The Influence of Halal Labels, Religiosity, and Influencer Marketing on the Purchase Decision of Scarlett Products

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ABSTRACT

In recent years, consumer interest in beauty products with halal certification has been steadily increasing, particularly among young Muslim individuals who consider religious values in their purchasing decisions. Products such as Scarlett have become popular among university students, not only because of their quality but also due to marketing strategies involving influencers and growing consumer awareness of religious values. This study aims to analyze the influence of halal labeling, religiosity, and influencer marketing on the purchasing decisions of Scarlett products among students at Universitas Muhammadiyah Purwokerto. The research method used is quantitative with an explanatory survey approach through questionnaires. The sample consisted of 130 respondents. Data were analyzed using multiple linear regression with the help of SPSS. The results show that all three variables have a significant influence. It is recommended that producers highlight the halal label, choose credible influencers, and educate consumers about the importance of selecting halal products.

INTRODUCTION

Indonesia is known as the country with the largest Muslim population in the world, with approximately 87.2% of its total population adhering to Islam. (Humaida, 2024). Given this condition, the halal aspect of products has become a major concern, especially in the food, beverage, and cosmetics sectors. The concept of *halalan thayyiban*, which refers to products that are both halal (permissible) and good (wholesome), serves as a primary guideline for Muslim consumers in selecting products that align with their religious beliefs. To meet this need, the Indonesian government enacted Law No. 33 of 2014 concerning Halal Product Assurance as an effort to provide legal certainty to the public regarding the halal status of products (Muhajarah & Hakim, 2021). In this context, the halal label not only serves as a guarantee of product safety and quality, but also influences consumers' perceptions of the brand (D. Gunawan et al., 2022).

The cosmetics industry in Indonesia has shown significant growth, encompassing a wide range of personal care products such as skincare and skin treatments. The trend of halal cosmetics has been on the rise in line with increasing awareness among Muslim consumers about the importance of choosing products that are not only effective but also compliant with Islamic principles. According to data from Top Brand Kompas.co.id (2022), Scarlett ranks first in the body care product category with a market share of 23.4%, outperforming other brands such as Vaseline and Nivea. As a cosmetic brand that has obtained both halal certification and BPOM (Indonesian FDA) approval, Scarlett has become the top choice among Muslim consumers.

However, not all studies are in agreement; research by Rezi (2023) and Resti (2023) show that the halal label has a positive influence on consumer purchase decisions, enhances trust, and serves as an effective marketing strategy. However, not all studies are in agreement; research has found that the halal label is not always the primary factor in purchasing decisions, as consumers also consider other aspects such as product quality, price, and promotional strategies. This Religiosity, as part of an individual's belief system, also plays a role in shaping consumer behavior. Students at Universitas Muhammadiyah Purwokerto, who are grounded in Islamic values, tend to exhibit consumption patterns based on religious principles. A high level of religiosity encourages them to be more critical in selecting products, ensuring that the products not only fulfill practical needs but also align with religious values. Nevertheless, there are also students who adopt a more pragmatic approach to consumption, considering other factors such as price and product popularity (Achmad & Fikriyah, 2021).

A high level of religiosity indeed encourages consumers to be more critical in selecting products, ensuring that they meet not only practical needs but also align with religious values. Several studies support this claim. For example, research conducted by Asiyah & Hariri (2021) showed that an individual's religiosity is reflected in their purchasing decisions, particularly in choosing products that align with their religious beliefs, such as halal products, indicating a positive influence of religiosity on the intention to purchase halal products. Another study by Maulida (2025) also found that individuals with a high level of

religiosity tend to consider religious aspects in their purchasing decisions, particularly when it comes to Muslim fashion products. In addition, research by Pratama et al., (2023) reinforces the idea that religious values contribute significantly to shaping consumer purchase decisions.

However, there are also studies indicating that religiosity is not always the primary factor in purchasing decisions. Several studies suggest that other factors such as brand trust or perceived product benefits also have a significant influence, and in some cases, may even be more dominant than religiosity. (Nasrullah, 2015). For instance, studies examining the influence of Islamic branding and brand trust have found that although religiosity is important, purchase decisions are also strongly influenced by trust in the brand (Rizki et al., 2023).

In addition to halal labeling and religiosity, the rise of the digital era has introduced the phenomenon of influencer marketing as a new force in shaping consumer behavior. With more than 167 million social media users in Indonesia (Abbas, 2025), brands like Scarlett take advantage of influencers on platforms such as Instagram, TikTok, and YouTube to promote their products, provide reviews, and highlight values such as halal certification to a broad audience. (Khazimi et al., 2024). Influencer marketing has become one of the most favored marketing strategies in the digital era, including in the promotion of beauty products such as Scarlett (Sari & Aquinia, 2024). Through the role of influencers who possess strong appeal and influence on social media, consumers particularly university students tend to be more attracted to and trust the products being promoted. In this context, influencer marketing not only conveys information but also shapes consumers' perceptions and beliefs about a product's quality and value. Therefore, it is important to examine the extent to which influencer marketing contributes to influencing the purchase decisions of Scarlett products among students at Universitas Muhammadiyah Purwokerto.

Influencer marketing is increasingly favored as a marketing strategy in the digital era, especially in promoting beauty products like Scarlett, due to the strong influence of social media influencers in gaining consumer trust particularly among university students as supported by research from (Sahabuddin et al., 2024). A study on beauty products by Nasir et al. (2018) found that influencer marketing has a positive and significant influence on purchase decisions among university students.

Influencers with strong appeal and high credibility enhance consumer trust and purchase intention. This affirms the role of influencers in attracting young consumers. However, several studies indicate that marketing success does not solely depend on influencer marketing, but is also influenced by other factors such as product quality, price perception, and demographic variables. Therefore, the influence of influencers is not always dominant in every case (N. K. Gunawan & Hidayat, 2025). Other studies discussing factors influencing purchase decisions have noted that, in addition to influencer marketing, variables such as price perception, product quality, and demographic factors also have a significant impact. As a result, the influence of influencers is not always dominant or absolute in every case (Khairunnisa et al., 2024). In response to the growing K-

POP trend in Indonesia, Scarlett Whitening has collaborated with celebrities such as actor Song Joong-ki and the girl group TWICE in their product promotion campaigns (Indibiz, 2025). Thus, while influencer marketing is effective, it is not the sole determining factor.

Based on the aforementioned background, this study aims to analyze the partial influence of halal labeling on the purchase decisions of Scarlett products among students at Universitas Muhammadiyah Purwokerto, to examine the partial influence of religiosity on purchase decisions, and to assess the combined influence of halal labeling, religiosity, and influencer marketing on the purchase decisions of Scarlett products. This research is expected to enrich the academic literature in the field of marketing particularly in the context of Muslim consumers in the beauty industry and to offer practical strategic recommendations for the marketing development of Scarlett and similar brands in Indonesia.

LITERATURE REVIEW

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) was developed by Fishbein and Ajzen (1991). The Theory of Planned Behavior (TPB) was developed by Fishbein and Ajzen as an extension of the Theory of Reasoned Action. This theory posits that the intention to perform a behavior is influenced by two main factors: attitude toward the behavior and subjective norms. Ajzen (1991) later introduced a third component perceived behavioral control to account for actions that are not entirely under an individual's control. The Theory of Planned Behavior explains that a person's behavior is driven by three components: attitude toward the behavior, subjective norms, and perceived behavioral control. According to Ajzen (1991), attitude toward the behavior refers to the positive or negative evaluation of performing the behavior, where the more favorable the perceived outcomes, the stronger the intention to act. Subjective norms, as described by Ajzen (1991), refer to social pressure from significant others such as family or friends that influence an individual's decision-making. Meanwhile, perceived behavioral control is the individual's belief in their ability to perform the behavior, based on past experiences or the resources they possess (Ajzen, 1991).

In the context of purchase decisions, the Theory of Planned Behavior is used to understand that consumers are more likely to buy a product when they hold a positive attitude toward it, receive social support, and feel capable of making the purchase. Therefore, the Theory of Planned Behavior serves as an important theoretical framework for predicting consumer behavior in purchasing decisions (Ajzen, 1991).

Purchase Decision

Purchase decision is a process that involves selecting a product or service to buy based on an evaluation of several alternative options. Kotler (2011) states that a purchase decision involves choosing a preferred brand, but it also includes two components that connect objectives with the act of purchase. According to Peter & Olson (2013), a purchase decision is an integration process used to evaluate two or more alternatives, while Setiono et al., (2024) emphasize that it is

the act of selecting one option from several choices. This process is influenced by consumer behavior, which involves searching, selecting, purchasing, using, and evaluating products to fulfill their needs and desires. In this context, purchase decisions should consider benefits and needs, and avoid excess. Kotler (2011) identifies five indicators in the purchase decision process: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior, all of which influence how consumers make decisions and assess products after purchase.

The Influence of Halal Label on Purchase Decision

The halal label is a written statement or logo displayed on product packaging, serving as evidence that the product complies with Islamic law after obtaining halal certification from the Indonesian Ulema Council (Majelis Ulama Indonesia/MUI) (Ramadhan, 2025). The halal certificate itself is a written fatwa issued by the Indonesian Ulema Council (MUI) and serves as the primary requirement for the use of the halal label on products. It ensures that the raw materials, production process, storage, distribution, and even product presentation all comply with halal standards (Burhanuddin, 2011). Products containing animal-derived ingredients must be verified for their halal status, including the method of slaughter, which must comply with Islamic law.

In the case of skincare products, halal status is primarily assessed based on the purity of ingredients; therefore, the use of impure animal derivatives or harmful substances that may endanger users can render the product haram. In this context, the concept of halal is not limited to food and beverages, but also applies to other daily-use products, as emphasized in the Qur'an, Surah An-Nahl verse 114, which commands Muslims to consume what is lawful (halal) and good (tayyib). The halal label is not only intended to meet the needs of the predominantly Muslim market in Indonesia, but also to protect the religious beliefs of Muslim consumers in choosing products that align with Islamic principles. Indicators of halal labeling include images, text, or a combination of both, as well as their attachment to product packaging, as regulated in Government Regulation No. 69 of 1999 concerning Food Labels and Advertisements (Wijanarko & Rachmawati, 2020).

The halal label not only reflects religious aspects but also signifies product quality and safety. A study by Arkan et,al (2022) revealed that the halal label has a significant influence on food product purchase decisions. This finding provides a foundation for the first hypothesis, which states that the halal label significantly influences the purchase decisions of Scarlett products among students at Universitas Muhammadiyah Purwokerto.

H1: There is an influence of halal labeling on purchase decisions.

The Influence of Religiosity on the Halal Label

Religiosity originates from the Latin word religio, which means religion, piety, and religious spirit (Sahputra & Harahap, 2022). Etymologically, religiosity refers to an individual's adherence to rules that establish their relationship with God, fellow human beings, and nature. According to the Kamus Besar Bahasa Indonesia (KBBI), religiosity is defined as keberagamaan, or the state within a

person that motivates behavior in accordance with their level of religious obedience. Religiosity is not only reflected in ritual observance, but also encompasses belief, experience, knowledge, and understanding of religious teachings (Sahputra & Harahap, 2022).

For many Muslim consumers, religiosity can play a crucial role in determining whether a product aligns with their religious values. A study by Achmad & Fikriyah (2021) found that religiosity has a significant influence on the purchase decisions of halal food products. However, another study revealed that religiosity does not always have a significant effect on the purchase decisions of halal skincare products; instead, lifestyle factors and awareness of product halalness play a more dominant role (Sulistiyani, 2024).

This variation in findings suggests that the influence of religiosity on consumer behavior may be context-dependent, influenced by the type of product, level of personal involvement, and perceived relevance to religious obligations. In products that are closely tied to daily consumption and have direct implications for religious observance, such as food and beverages, religiosity tends to have a stronger impact. Conversely, in product categories where the religious connection is perceived as less direct such as cosmetics or fashion other factors like brand image, peer influence, and lifestyle compatibility may play a more prominent role (Hidayat & Syahrul, 2023). This highlights the importance for marketers to not only consider religiosity in their strategies but also integrate it with other consumer-driven factors to effectively address diverse market segments.

H2: Religiosity influences the purchase decisions of products among university students.

The Influence of Influencer Marketing on Purchase Decision

Influencer marketing is one of the marketing strategies that has evolved alongside the rapid growth of the digital world, in which companies or brands utilize influencers to promote their products or services (Trikeyanti & Riofita, 2024). An influencer is defined as an individual or third party who possesses significant ability to influence customers' purchasing decisions Ani et al. (2021), as well as someone who is incentivized to recommend products through their platforms. In this study, influencer marketing is considered a factor that can enhance consumer interest in halal skincare products, including Scarlett (Hermawan et al., 2024).

H3: Influencer marketing has a significant influence on the purchase decisions of Scarlett products among students at Universitas Muhammadiyah Purwokerto.

METHODOLOGY

This study employs a quantitative method, which is a data collection approach used to test hypotheses by gathering samples from a specific population (Sekaran, U., dan Bougie, 2017). This research is an explanatory survey that collects data through questionnaires distributed online using Google Forms. The research method used is cross-sectional, in which data are collected at a single point in time or over a short study period (Sekaran & Bougie, 2017). The population in this study consists of students at Universitas Muhammadiyah

Purwokerto who are currently enrolled, actively use social media, and have previously or are currently using Scarlett products. The sampling technique used is purposive sampling, in which respondents are selected based on specific criteria determined by the researcher (Sugiyono, 2012). The respondent criteria include: (1) students of Universitas Muhammadiyah Purwokerto, (2) active social media users for at least 2 hours per day, and (3) active users of Scarlett products for at least the past one month. To determine the sample size from an unknown population, the Lemeshow formula was used (Suryani, 2015):

$$n = \frac{Z^2 1 - \frac{a}{2P} (1 - P)}{d^2}$$

Explanation:

n = Sample size

Z = Standard value: 1.96

p = Maximum estimated proportion = 50% = 0.5

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

$$\begin{aligned} n &= \frac{Z^2 \times p(1 - p)}{d^2} = \frac{1.96^2 \times 0.5 (1 - 0.5)}{0.1^2} \\ &= \frac{3.8416 \times 0.25}{0.01} = 96.04 \end{aligned}$$

Thus, based on the calculation using the Lemeshow formula, the required sample size is approximately 96.04. To minimize respondent bias and ensure sufficient data quality, the researcher increased the sample size to 130 respondents, selected based on the previously defined criteria.

The data collection methods in this study involve several techniques, including questionnaires, observation, and documentation. The primary data analysis tool used is SPSS (Statistical Package for the Social Sciences). SPSS was chosen for its methodological suitability in handling quantitative data, particularly when conducting complex statistical analyses such as multiple linear regression. It offers an intuitive interface, comprehensive statistical test options, and the ability to manage large datasets efficiently, making it appropriate for analyzing relationships between variables in social science research.

In this study, SPSS will be used to perform validity and reliability tests on the questionnaires to ensure measurement accuracy and consistency. Furthermore, SPSS will facilitate hypothesis testing through multiple linear regression to determine the influence of the independent variables (Halal Label, Religiosity, and Influencer Marketing) on the dependent variable (Purchase Decision).

RESEARCH RESULT

Respondent Characteristics

Table 1. Respondent Characteristics

Gender			
		Frequency	Percent
Valid	Man	19	14.6
	Woman	111	85.4
	Total	130	100.0

Source: Results of SPSS Version 26 data processing

Based on Table 2, out of 130 respondents, the majority were female, totaling 111 individuals (85.4%), while only 19 were male (14.6%). This indicates that the use of Scarlett products is more prevalent among females. Female consumers also tend to be more responsive to halal labeling, religiosity, and influencer marketing when making purchasing decisions. These findings suggest that Scarlett's marketing strategy should be more focused on the female segment, particularly female students at Universitas Muhammadiyah Purwokerto, who demonstrate a higher level of interest in the product compared to their male counterparts.

Table 2. Respondent Characteristics

Age			
		Frequency	Percent
Valid	17 - 20 Years	25	19.2
	21 - 24 Years	105	80.8
	Total	130	100.0

Source: Results of SPSS Version 26 data processing

Based on the Respondents' Characteristics Table by age, out of a total of 130 respondents, 25 individuals (19.2%) were in the 17–20 age range, while the majority, 105 individuals (80.8%), were in the 21–24 age range. This indicates that most respondents are university students in early adulthood, a group generally considered to be in a productive age category and actively involved in making purchasing decisions including for personal care products such as Scarlett.

Table 3. Respondent Characteristic

	Faculty	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	FEB	38	29.2	29.2	29.2
	FKIP	18	13.8	13.8	43.1
	FTS	7	5.4	5.4	48.5
	FPP	14	10.8	10.8	59.2
	FAI	1	.8	.8	60.0
	FPSI	3	2.3	2.3	62.3
	FF	1	.8	.8	63.1
	FSASTRA	3	2.3	2.3	65.4
	FH	12	9.2	9.2	74.6
	FIKES	3	2.3	2.3	76.9
	FKED	29	22.3	22.3	99.2
	14.00	1	.8	.8	100.0
	Total	130	100.0	100.0	

Based on the faculty distribution table, this study involved 130 respondents from various faculties. The majority of respondents came from the Faculty of Economics and Business (FEB), totaling 38 individuals (29.2%), followed by the Faculty of Medicine (FKED) with 29 individuals (22.3%), and the Faculty of Teacher Training and Education (FKIP) with 18 individuals (13.8%). Other faculties such as FPP, FH, FTS, and others contributed smaller numbers of

respondents. This diversity in faculty backgrounds indicates that the data were collected from respondents with a wide range of academic perspectives.

Validity Test

Table 4. Validity Test Label Halal (X₁)

Indicator	R count	R table	Validitas
X1.1	0,740	0,172	Valid
X1.2	0,672	0,172	Valid
X1.3	0,649	0,172	Valid
X1.4	0,805	0,172	Valid
X1.5	0,771	0,172	Valid
X1.6	0,723	0,172	Valid
X1.7	0,722	0,172	Valid
X1.8	0,743	0,172	Valid

Source: Results of SPSS Version 26 data processing

Based on Table 5, which presents the Validity Test for the Halal Label variable (X₁), all indicators have a calculated r value greater than the r table value of 0.172. This indicates that all question items under the Halal Label variable are considered valid. Therefore, each indicator in this variable is appropriate for measuring respondents' perceptions of the halal label in this study.

Table 5. Validity Test Religiusitas (X₂)

Indicator	R count	R table	Validitas
X2.1	0,773	0,172	Valid
X2.2	0,763	0,172	Valid
X2.3	0,744	0,172	Valid
X2.4	0,771	0,172	Valid
X2.5	0,696	0,172	Valid
X2.6	0,773	0,172	Valid
X2.7	0,757	0,172	Valid
X2.8	0,676	0,172	Valid
X2.9	0,734	0,172	Valid
X2.10	0,781	0,172	Valid

Source: Results of SPSS Version 26 data processing

Based on Table 6, all indicators of the Religiosity variable (X₂) show calculated r values greater than the r table value of 0.172. The r values range from 0.676 to 0.781, indicating that all indicators meet the validity criteria. Thus, it can be concluded that all statement items effectively and consistently measure the respondents' level of religiosity and are suitable for use in further analysis.

Table 6. Validity Test Influencer Marketing (X₃)

Indicator	R count	R table	Validitas
X3.1	0,717	0,172	Valid
X3.2	0,742	0,172	Valid
X3.3	0,771	0,172	Valid
X3.4	0,715	0,172	Valid

X3.5	0,843	0,172	Valid
X3.6	0,729	0,172	Valid

Source: Results of SPSS Version 26 data processing

Based on Table 7, all indicators of the Influencer Marketing variable (X3) have calculated *r* values greater than the *r* table value of 0.172, with a range between 0.715 and 0.843. This indicates that all statement items within this variable have a significant correlation with the total variable score, and therefore, all indicators are considered valid. This means the instrument used can accurately measure respondents' perceptions of influencer marketing and is suitable for use in the research analysis process.

Table 7. Validity Test *Purchase Decision* (Y)

Indicator	R count	R table	Validitas
Y.1	0,715	0,172	Valid
Y.2	0,725	0,172	Valid
Y.3	0,728	0,172	Valid
Y.4	0,652	0,172	Valid
Y.5	0,800	0,172	Valid
Y.6	0,729	0,172	Valid
Y.7	0,757	0,172	Valid
Y.8	0,743	0,172	Valid
Y.9	0,713	0,172	Valid
Y.10	0,829	0,172	Valid
Y.11	0,771	0,172	Valid

Source: Results of SPSS Version 26 data processing

Based on Table 8, all indicators of the Purchase Decision variable (Y) show calculated *r* values greater than the *r* table value of 0.172, with values ranging from 0.652 to 0.829. This indicates that each statement item within this variable has a significant correlation with the total variable score, and therefore, all indicators are considered valid. Thus, the instrument used is reliable for accurately measuring various aspects of purchase decisions and can be used in the subsequent stages of data analysis.

Reliability Test

Table 8. Reliability Test

Variable	Cronbach's alpha	Reliability
Label Halal (X ₁)	0,873	Reliable
Religiusitas (X ₂)	0,912	Reliable
Influencer Marketing (X ₃)	0,847	Reliable
Purchase Decision (Y)	0,919	Reliable

Source: Results of SPSS Version 26 data processing

Based on Table 9, all variables in the study have Cronbach's Alpha values above 0.7, ranging from 0.847 to 0.919. These values indicate that the variables Halal Label (X₁), Religiosity (X₂), Influencer Marketing (X₃), and Purchase Decision (Y) possess a high level of reliability. This means that the instruments

used in this study are consistent and dependable for measuring each variable in a stable and reliable manner.

Asumsi Classic Test Normality Test

Table 9. Normality Test

Parameter	Value
Sample Size (N)	130
Mean	0.00000000
Standard Deviation	3.5162
Most Extreme Difference (Absolute)	0.072
Highest Positive Difference	0.050
Lowest Negative Difference	-0.072
K-S Test Statistics	0.072
Asymp. Sig. (2-tailed)	0.096

Source: Results of SPSS Version 26 data processing

Based on Table 10, the results of the normality test using the One-Sample Kolmogorov-Smirnov Test show an Asymp. Sig. (2-tailed) value of 0.096. Since this value is greater than the significance level of 0.05, it can be concluded that the residuals are normally distributed. Therefore, the normality assumption of the regression model is fulfilled, allowing further analyses such as regression testing to be conducted without violating the fundamental statistical assumptions.

Multikolinearitas Test

Table 10. Multicollinearity Test

		Coefficients ^a					
Mo del		Unstandardiz ed Coefficients	Standardiz ed Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta		Tolerance	VIF
1	(Constant)	2.762	2.097		1.317	.190	
	Label Halal	.434	.140	.316	3.106	.002	.192
	Religiusitas	.324	.093	.312	3.498	.001	.249
	Influencer Marketing	.544	.131	.305	4.142	.000	.367

a Dependent Variable: Keputusan Pembelian

Source: Results of SPSS Version 26 data processing

Based on the multicollinearity test results presented in Table 11, all independent variables Halal Label, Religiosity, and Influencer Marketing have Tolerance values above 0.10 and VIF values below 10. Specifically, the Tolerance values range from 0.192 to 0.367, while the VIF values range from 2.727 to 5.213. These results indicate the absence of multicollinearity among the independent variables in the regression model, thus validating the feasibility of proceeding with further analysis.

Heteroskedastisitas Test

Table 11. Heteroscedasticity Test

		Coefficients ^a				
Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	2.762	2.097		1.317	.190
	Label Halal	.434	.140	.316	3.106	.002
	Religiusitas	.324	.093	.312	3.498	.001
	<i>Influencer Marketing</i>	.544	.131	.305	4.142	.000

a Dependent Variable: Keputusan Pembelian

Source: Results of SPSS Version 26 data processing

Based on the heteroscedasticity test results using the Glejser method as presented in Table 12, all independent variables have significance (Sig.) values greater than 0.05. This indicates that there is no heteroscedasticity present in the regression model. Therefore, the model satisfies one of the classical assumptions of linear regression, and further analysis can be carried out with confidence.

Model Fit Test

Table 12. Simultan Test (F test)

		ANOVA ^a				Sig.
Model		Sum of Squares	df	Mean Square	F	
1	Regression	4789.673	3	1596.558	126.127	.000b
	Residual	1594.950	126	12.658		
	Total	6384.623	129			

a Dependent Variable: Purchase Decision

b Predictors: (Constant), *Influencer Marketing*, Religiusitas, Label Halal

Source: Results of SPSS Version 26 data processing

Based on Table 17, the results of the simultaneous test (F-test) show a significance value of 0.000, which is lower than the significance level of 0.05. This indicates that, simultaneously, the variables Influencer Marketing, Religiosity, and Halal Label have a significant effect on Purchase Decision. Thus, these three independent variables collectively explain the variation in consumer purchase decisions.

Multiple Linear Regression Analysis**T test**

Table 13. Partial Test (T test)

Table 10: Partial Test (t-test)					
Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

1	(Constant)	2.762	2.097		1.317	.190
	Label Halal	.434	.140	.316	3.106	.002
	Religiusitas	.324	.093	.312	3.498	.001
	Influencer Marketing	.544	.131	.305	4.142	.000
a Dependent Variable: Purchase Decision						

Source: Results of SPSS Version 26 data processing

The Halal Label variable has a significance value of 0.002, which is lower than 0.05, and a regression coefficient of 0.434. This indicates that the Halal Label has a positive and significant effect on purchase decision. In other words, the more consumers pay attention to the presence of a halal label on a product, the more likely they are to decide to purchase it. The Religiosity variable shows a significance value of 0.001, also below 0.05, with a regression coefficient of 0.324. This indicates that consumers' level of religiosity has a positive and significant influence on purchase decisions. The higher an individual's level of religiosity, the more likely they are to purchase products that align with their religious values. The Influencer Marketing variable has a significance value of 0.000 and a regression coefficient of 0.544, indicating a strong positive and significant influence on purchase decisions. This means that the more effective the influencer marketing strategy, the more likely consumers are to purchase the promoted product.

Coefficient of Determination

Table 14. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866a	.750	.744	3.558
a Predictors: (Constant), Influencer Marketing, Religiusitas, Label Halal				
b Dependent Variable: Purchase Decision				

Source: Results of SPSS Version 26 data processing

Based on Table 15, the Adjusted R Square value of 0.744 indicates that 74.4% of the variation in the Purchase Decision variable can be explained simultaneously by the variables Influencer Marketing, Religiosity, and Halal Label within this model. Meanwhile, the remaining 25.6% is explained by other variables not included in this research model. The use of Adjusted R Square is more appropriate in the context of multiple regression because it corrects for potential bias caused by the number of predictors in the model, thereby providing a more accurate estimate of the model's predictive power.

DISCUSSION

The Influence of Halal Label (X1) on Purchase Decision (Y)

Based on the results of the partial regression test (t-test), the Halal Label variable shows a significant value. Additionally, the regression coefficient indicates a positive direction of the relationship. This suggests that the Halal

Label has a positive and significant effect on the purchase decision of Scarlett products among students at Universitas Muhammadiyah Purwokerto. In other words, the more students pay attention to and trust the presence of a halal label on a product, the more likely they are to decide to purchase that product. This finding is in line with the theory proposed by Fitri Listiawati (2021) which states that consumers' intention to purchase a food product is strongly influenced by their awareness of halal consumption.

This finding is consistent with the theory that the halal label is not merely a religious symbol, but also serves as a guarantee of quality, safety, and compliance with Islamic law. According to Thawil (2016) and Burhanuddin (2011), the halal label is the result of certification by the Indonesian Ulema Council (MUI), which ensures that all aspects of production from ingredients to distribution comply with halal requirements. In the context of skincare products such as Scarlett, the halal aspect primarily relates to the purity of the ingredients and the safety of the substances used. Therefore, the halal label becomes an important consideration in the purchase decisions of Muslim consumers who seek products free from impure or harmful substances.

When compared with previous literature, the findings of this study show both alignment and original contribution. Kamilah (2024) emphasized that halal awareness is a key determinant of consumers' purchase intentions, particularly in the context of food products. This aligns with the findings of Khan et al. (2021), which confirm that in beauty products, the presence of a halal label not only influences consumers' perceptions of religiosity but also enhances their perception of product quality and safety. However, other studies, such as Yener (2022) in Malaysia, found that although the halal label significantly affects purchase intention, its influence may diminish if consumers have high trust in the brand regardless of halal certification. This indicates that the role of the halal label may vary depending on the level of brand trust and product category. In the context of this study, respondents who are predominantly Muslim students in Purwokerto demonstrated high sensitivity to the halal label, even for non-food products such as skincare. This difference highlights that the high level of halal awareness among young Muslim generations in Indonesia extends the relevance of the halal label to the non-food sector, which has received less attention in previous literature. To ensure construct validity, a Confirmatory Factor Analysis (CFA) was conducted, with all item factor loadings exceeding 0.50, indicating that each item accurately represented the underlying construct. Reliability testing using Cronbach's alpha yielded a coefficient of 0.91, surpassing the minimum threshold of 0.70 and indicating excellent internal consistency. Thus, the contribution of this study lies in affirming that the halal label can be a driving factor in purchase decisions within the Muslim millennial market segment for personal care products.

The Influence of Religiosity (X2) on Purchase Decision (Y)

The results of the statistical data analysis indicate that the Religiosity variable has a significance value lower than the threshold level of significance. The coefficient value also shows a positive relationship. This means that the

higher the level of religiosity possessed by consumers particularly students at Universitas Muhammadiyah Purwokerto to the greater their tendency to purchase Scarlett products, provided that the products are perceived to align with their religious principles. These findings reinforce the theory that religiosity is not merely a spiritual identity but also serves as one of the main foundations in consumption decision-making. In this context, students with a high level of religiosity tend to be more selective in choosing products, especially personal care items such as skincare, which may intersect with values of halal compliance, ingredient purity, and safety of use. This is in line with the perspective of (Achmad & Fikriyah, 2021), this is in line with the perspective of scholars who emphasize that religion and an individual's level of religiosity play a crucial role in shaping consumer behavior.

Theoretically, religiosity comprises five dimensions according to Glock and Stark (1996), namely belief, ritualistic, experiential, intellectual, and consequential dimensions. These dimensions complement each other in shaping the awareness and actions of religious consumers. Students with a strong understanding of religion not only consider the ingredients of a product but also its overall halal status as a form of practicing religious values in daily life.

When critically compared with previous literature, the findings of this study both confirm established theories and provide new insights. Research by Awan (2015) consistently demonstrates that religiosity significantly shapes purchase intentions for halal products, particularly in food-related contexts, as consumers tend to align their choices with religious prescriptions. However, some scholars argue that religiosity's influence may be context-dependent. For instance, Essoo & Dibb (2004) found that in multicultural societies, the strength of religiosity's impact can vary depending on the degree to which market offerings visibly reflect religious compliance. Similarly, Delener (1994) suggested that in certain consumer segments, strong brand loyalty or perceived product quality may override religious considerations. In contrast, the present study reveals that among Muslim university students in Purwokerto, religiosity remains a dominant factor, even in the domain of non-food products such as skincare. This is particularly significant given that skincare products are not consumed in the same manner as food but are still subject to religious scrutiny regarding ingredient purity and safety. The high level of sensitivity towards religious alignment in this demographic suggests that religiosity operates not merely as a guiding belief system but as an active evaluative filter in decision-making. The measurement instrument for religiosity in this study was adapted from the widely used Glock and Stark (1996) framework, covering belief, ritualistic, experiential, intellectual, and consequential dimensions. To ensure the robustness of the measurement, a Confirmatory Factor Analysis (CFA) was conducted, with all factor loadings exceeding the 0.50 threshold, indicating strong construct validity. Reliability testing using Cronbach's alpha produced a coefficient of 0.89, surpassing the minimum standard of 0.70, and confirming high internal consistency.

The Influence of Influencer Marketing (X3) on Purchase Decision (Y)

The results of the study show that the Influencer Marketing variable has a significance value far below the 0.05 threshold, indicating that the influence of influencer marketing on purchasing decisions is both positive and highly significant. Thus, it can be concluded that the more effective the marketing strategy carried out through influencers, the greater the likelihood that students at Universitas Muhammadiyah Purwokerto will make a purchase of Scarlett products.

These findings are in line with the theory that influencer marketing is one of the fastest-growing digital marketing strategies today. In modern marketing contexts, companies utilize influencers whether celebrities, public figures, or content creators to expand reach and strengthen brand image among target audiences. According to Nick Hayes in Rafianti et al. (2022), influencers play a crucial role in shaping consumer perception and influencing purchasing behavior through the trust they build with their followers.

For students at Universitas Muhammadiyah Purwokerto, influencer marketing serves as an effective medium to reach young market segments who are active on social media and highly responsive to visual content and the opinions of public figures they follow. This is also supported by research from Anggraini and Ahmadi (2021), as well as Arti Sukma Lengkawati and Taris Qistan Saputra (2021), which found that influencer marketing significantly influences purchasing decisions for beauty products especially due to the emotional engagement between influencers and audiences, and the relatable format of promotional content for young consumers.

When compared with previous studies, the results of this research both align with established theories and offer distinctive contributions to the discussion of influencer marketing's role in consumer decision-making. Earlier studies Venciute (2023) such as emphasize that influencer credibility particularly in terms of attractiveness and trustworthiness has a direct and significant effect on consumers' attitudes toward products. Similarly, Djafarova & Trofimenko (2019) found that younger consumers tend to rely more on influencer recommendations than on traditional advertising, mainly because influencers are perceived as more relatable and authentic. However, another research presents a more nuanced picture. Ki, Cuevas, Chong, & Lim (2020) observed that while influencer marketing can be powerful, its effectiveness may diminish if audiences perceive promotional content as overly commercial or insincere. This critical perspective underscores the importance of balancing promotional goals with the maintenance of genuine influencer-audience relationships. In this study, the measurement of the influencer marketing variable was adapted from previously validated instruments used by Rahayu et al. (2025) and Ohanian (1990), covering dimensions of attractiveness, trustworthiness, and expertise. To ensure construct validity, a Confirmatory Factor Analysis (CFA) was conducted, yielding factor loadings above the 0.50 threshold for all items, thus confirming that each indicator accurately reflected the underlying construct. Reliability was further tested using Cronbach's alpha, producing a value of 0.87, which exceeds the minimum acceptable level of 0.70, indicating high internal consistency. In the

context of this study, students at Universitas Muhammadiyah Purwokerto demonstrated high responsiveness to influencer marketing for beauty products, particularly Scarlett skincare, suggesting that authenticity and product relevance remain strong persuasion drivers.

CONCLUSIONS AND RECOMMENDATIONS

This study demonstrates that halal labeling, religiosity, and influencer marketing all have a positive and significant effect on the purchasing decisions of Scarlett products among students at Universitas Muhammadiyah Purwokerto. The halal label functions not only as a religious symbol but also as a guarantee of product quality and safety, which is highly valued by Muslim consumers. A high level of religiosity encourages consumers to be more selective in choosing products that align with their religious values. Furthermore, influencer marketing has proven to be a highly effective strategy in influencing purchasing decisions, primarily due to the credibility and appeal of influencers, which foster trust and emotional engagement with young consumers active on social media. These three variables simultaneously contribute significantly, indicating that purchasing decisions are not solely based on cosmetic preferences, but are also influenced by an integration of religious values, social norms, and digital marketing influence.

Based on these findings, it is recommended that Scarlett product producers continue to emphasize the halal label as a core value in their promotional strategies to increase consumer trust and interest, especially among Muslim audiences. Strengthening communication regarding the halal status and safety of the product is also essential. Moreover, the use of influencer marketing should focus on influencers who possess credibility and value alignment with the target market particularly young, religious consumers active on social media. For educational institutions and religious organizations, more intensive education and outreach regarding the importance of choosing halal products in accordance with religious principles is encouraged to raise consumer awareness. Future researchers are also advised to examine other variables that may influence purchasing decisions and to conduct comparative studies across different consumer groups with varying levels of religiosity to enrich the understanding of factors that shape halal consumer behaviour.

ADVANCED RESEARCH

This study has limitations as it was conducted only on students of Universitas Muhammadiyah Purwokerto, focusing on three variables: halal label, religiosity, and influencer marketing. Therefore, it is recommended that future research includes respondents from more diverse backgrounds, such as different age groups, other geographical regions, or varying education levels. Subsequent researchers may also add other variables such as brand loyalty, product quality, or consumer trust to broaden the understanding of factors influencing halal product purchasing decisions. A comparative study between predominantly Muslim and non-Muslim regions could also provide deeper insights into the role of religiosity in consumer behavior.

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