THE INFLUENCE OF HALAL AWARENESS, HALAL LABELS, AND CONSUMER SATISFACTION ON THE PURCHASE DECISION OF HALAL COSMETIC PRODUCTS
(CONSUMER SURVEY AT BEAUTY STORE KENDARI MANDONGA BRANCH)

PENGARUH KESADARAN HALAL, LABEL HALAL, DAN KEPUASAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK HALAL
(SURVEI KONSUMEN DI TOKO KECANTIKAN CABANG KENDARI MANDONGA)

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ABSTRACT
This research aims to analyze the influence of halal awareness, halal labels, and consumer satisfaction on purchasing decisions for halal cosmetic products (Consumer Survey at the Kendari Beauty Shop, Mandonga Branch). The method used is quantitative by distributing questionnaires to halal cosmetic consumers at the Kendari Beauty Shop, Mandonga branch. The research results show that halal awareness has a significant influence on purchasing decisions, where consumers who are more aware of the importance of halal products tend to choose halal cosmetics. The halal label has also been proven to play an important role in attracting consumers' buying interest, because it provides a guarantee about the safety and halalness of the product. In addition, consumer satisfaction with the products they have purchased contributes positively to repurchase decisions. This research provides insight for halal cosmetics producers and marketers to improve marketing strategies that emphasize awareness and education about halal products
Keywords: Halal Awareness, Halal Label, Consumer Satisfaction, Purchasing Decisions

ABSTRAK
Penelitian ini bertujuan untuk menganalisis pengaruh kesadaran halal, label halal, dan kepuasan konsumen terhadap keputusan pembelian produk kosmetik halal (Survei Konsumen Pada Toko Beauty Kendari Cabang Mandonga). Metode yang digunakan adalah kuantitatif dengan melakukan penyebaran kuesioner kepada konsumen kosmetik halal pada Toko Beauty Kendari cabang Mandonga . Hasil penelitian menunjukkan bahwa kesadaran halal berpengaruh signifikan terhadap keputusan pembelian, di mana konsumen yang lebih sadar akan pentingnya produk halal cenderung memilih kosmetik halal. Label halal juga terbukti berperan penting dalam menarik minat beli konsumen, karena memberikan jaminan tentang keamanan dan kehalalan produk. Selain itu, kepuasan konsumen terhadap produk yang telah dibeli berkontribusi positif terhadap keputusan pembelian ulang. Penelitian ini memberikan wawasan bagi produsen dan pemasar kosmetik halal untuk meningkatkan strategi pemasaran yang menekankan pada kesadaran dan edukasi tentang kehalalan produk.
Kata Kunci: Kesadaran Halal, Label Halal, Kepuasan Konsumen, Keputusan Pembelian

INTRODUCTION

Indonesia is the country with the largest Muslim population in the world, where more than 86% of its population adheres to Islam (BPS, 2020). This condition provides a significant opportunity for the development of the halal product market, including in the cosmetics industry. The Muslim community today not only pays attention in the purchasing decision-making process in religious understanding and concern over daily usage.

In the context of cosmetic products, halal is not only interpreted as the absence of haram elements such as pork or alcohol, but also encompasses a

clean production process that adheres to Sharia principles. Cosmetic product considered halal must meet various aspects starting from raw materials, manufacturing processes,stroge, distribution, ti the presentation to consumers. The increasing consumer awareness of these aspects has made products labeled halal more sought after, sepecially by Muslim female consumers who are the primary target of the cosmetics market.

The halal label on product packaging serves as an important visual indicator in attracting consumer interest and trust. This label is not just a symbol; it represents a guarantee that the product has undergone verification by a legitimate halal certification body. The existence of this label helps consumers make confodents and informed decisions when purchasing product, especially in a highly competitive market filled with various similar product options.

In addition to awareness and halal labels, consumer satisfacation also plays a central role in shaping purchasing decisions. Satisfaction is influenced by various factors, including product quality, service, reliability of information, and how well their expectations are met.

METHOD
1.1 Research Design
This research uses a quantitative approach with an associative type of research, which aims to identify the causal relationship between several independent variables and a dependendt variable. The model of this study aims to test the influence of halal awareness (X1), halal labelling (X2), and costumer satisfaction (X3) on the purchase decision (Y) of halal cosmetic products.

1.2 location and Time of Research
The research was conducted at the Beauty Store Kendari Mandonga Branch. This location was selected based on the consideration that the store is one of the major centers for cosmetics sales, prticuraly among Muslim female consumers, the research was carried out over a period of two months, covering the data collection process, analysis, amd the preparation of the research report.

1.3 Population and Sample
The population in this study consists of all consumers who have ever purchased halal cosmetic product at the Beauty Store Kendari Branch Mandonga. Since the axact number of the population is not known, the sampling technique was conductes using non-probability sampling with a purposive sampling method, the sample was determined based on specific criteria, namely:
1. Consumers who have ever shopped at that store
2. Have used halal cosmetic products
3. Reside in the city of Kendari
The total sample taken was 100 respondents

1.4 Types and Sources of Data
The data used consists of primary and secondary data. Primary data is obtained through the distribution of online questionnaires to respondents who meet the criteria. Meanwhile, secondary data is obtained form scientific literature, journals, books, and documents relevant to the focus of the research.

1.5 Data Collection Techniques
Data collection was carried out using a Google Form-based questionnaire shared through social media (WhatsApp and Instgram). The

questionnaire consist of a number of statements measured using a 5-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). This scale is used to measure consumer perceptions of each research variable.

1.6 Operational Definition of Variabels

- Halal Awareness (X1): The level of consumer understanding of the importance of choosing halal products. Indicator include: knowledge of halal ingredients, awaremess as a religious obligation, production processes, and product cleanliness
- Halal Label (X2): Consumer perception of the presence of a halal label on product packaging. Indicators include: halal images/logos, halal writing, and label placement
- Consumer Satisfaction (X3): Consumer evaluation of the products consumed, with indicators: reliability, responsiveness, trust, empathy, and physical evidence (tangible).
- Purchase Decision (Y): The actions of consumers in deciding to purchase a product. Measured through: recognition of needs, information search, alternative evaluation, and purchase confidence.

1.7 Data Analysis Techniques

The data were analysed using multiple linear regression methods with the help of SPSS software. This technique is used to test simultaneous and partial relationships between variables. The testing was conducted through:
- Validity and Reliability Test: To ensure that the research instrument (questionnaire) truly measures what is intended and produces consistent data.
- Classical Assumption Test: Including normality, multicollinearity, and heteroscedasticity tests to ensure the suitability of the data before regression analysis is performed.
- Multiple Linear Regression Test: To determine the influence of variables X1, X2, and X3 on Y simultaneously and partially.
- F-Test and t-Test: Used to test the significance of the simultaneous and partial influences.
- Coefficient of Determination (R^2): To find out how much contribution the independent variables make to the dependent variable.

RESULTS AND DISCUSSION
2.1 Overview of the Research Location

This research was conduted at the Beauty Stor in Kendari, Mandonga branch, which is one of the largest cosmetic sales centers in the Kendari City area. This store is part of CV Anugrah Bhakti Sentosa, wich originally started as a salon business in 2005 and has continued to grow to have several branches in Southeast Sulawesi. This store has become a strategic place due to the high public interest in cosmetic products, including those labelled halal.

2.2 Characteristics of Respondenta

In this study, the number of respondents analyzed was 100 people who were purposively selected based on the criteria of having bought and used halal cosmetics at Beauty Store Kendari.

Gender:
Most respondents are female (75%),

while the remainsing are male (25%). This is in line with the general characteristicts of cosmetic consumers, who are predominantly female.

Age:

The majority of respondents are in the age range of 21-25 (46%), followed by the age group thet tends to be more concerned with appearance and beauty trends.

Last Education:

64% of respondents are high school/vocational school graduates, while the rest have educational backgrounds from diploma (D3) to bachelor's degree (S1). This indicates that halal cosmetics consumers come from various educational backgrounds, with a predominance of secondary education.

Table2.2 Characteristics of respondents

No	Category	Sub-Category	Number of respondenta	Precentage(%)
1	**Gender**	Women	75	75%
		Man	25	25%
2	**Age**	21–25 years old	46	46%
		26–30 years old	24	24%
		Others	30	30%
3	**Last Education**	High School/equivalent	64	64%
		D3–S1	36	36%

2.3 Descriptions of Research Variables

a. Halal Awareness (X1)

This variable indicates the level of consumer understanding and attention to the halalness of the products used. The average response score of respondents to the halal awareness indicators falls into the very good category, with the highest score on the statement regarding the importance of halal raw materials (mean = 4.51). this shows that consumers are becoming increasingly selective about the halalness of ingredients in cosmetics.

b. Halal Label (X2)

respondents showed a positive response to the presence of halal labels, with an average score falling into the very good category (mean= 4.45). The halal label is considered a guarantee of quality and trust in product purchases. The strongest indicator in attracting consumer attention is the presence of the halal logo from MUI on the packaging.

c. Consumer Satisfaction (X3)

The level of consumer satisfaction is also measured and shows an average score of 4.31, indicating that the majority of consumers are satisfied with the cosmetics purchased. Aspects of service and product quality are important points that enhance customer loyalty.

d. Purchase Decision (Y)

The average score is 4.18, which is categorized as good. The majority of respondents stated that they tend to make purchasing decions based on halal label information and previous satisfactory experiences.

Table 2.3 Statistical Description of Research Variables

No	Variable	Key Indicators	Average (Mean)	Category
1	Halal Awareness (X1)	The importance of halal raw materials	4.51	Very Good
2	Halal Label (X2)	The presence of the halal logo from MUI on the packaging	4.45	Very Good
3	Customer	Service and product quality	4.31	Good

	Satisfaction (X3)			
4	Purchasing Decisions (Y)	Halal label information and previous experiences	4.18	Good

2.4 Classic Assumption Test

Normality Teat:

Based on the Asymp. Sig. value of 0.0016, the data distribution in this study can be considered normal.

Multicollinearity Test:

The analysis result show that the VIF values for all independent variables are < 5, which means that there is no multicollinearitu in the regression model.

Heteroscedasticity Test:

The scatterplot result do not show any specific pattern indicating the presence of heteroscdedasticyti, thus the regression model can be said to be free from that issue.

Table 2.4 Classical Assumption Test

No	Type of test	Test Results	Conclusion
1	Normality Test	Asymp. Sig. = 0,016	Normally distributed data
2	Multicollinearity Test	VIF < 5 for all independent variables	No multicollinearity occurs
3	Heteroscedasticity Test	The scatterplot does not show a specific pattern	No heteroscedasticity occurred

2.5 Results of Multiple Linear Regression Alanysis

The regression model obtained from the SPSS analysis is:

$$Y = 0,495 + 0,303X1 + 0,355X2 + 0,255X3$$

Where:

Y= Purchasing Decisions
X1= Awereness of Halal
X2= Halal Label
X3= Customer Satisfaction Interpretation:

The coefficient of 0,303 on variable X1 indicates that an increase in halal awareness by one unit will increase the purchase decision by 0,303 units.

The halal label has a greater influence, with a coefficient value of 0,355.

Consumer satisfaction also influences, although with a smaller coefficient of 0,255.

Table 2.5 Results of Multiple Linear Regression Analysis

Independent Variable	Regression Coefficient (B)	Interpretation
Constant	0,495	The value of the purchase decision when all independent variables are valued at zero
Halal Awareness (X1)	0,303	Every increase of 1 unit in X1 → Y inreases by 0,303
Halal Label (X2)	0,355	Every increase of 1 unit in X2 → Y inreases by 0,355
Costumer Statisfaction (X3)	0,255	Every increase of 1 unit in X3 → Y inreases by 0,255

2.6 Hypothesis Testing

F Test (Simultaneous):

The calculated F value is 39,512 and the sidnificance level is 0,000 < 0.05, indicating that halal awareness, halal labeling, and consumer statisfaction simultaneously have a significant effect on purchasing decisions.

T Test (Partial):

X1 (Halal Awareness): t = 3.491; Sig. = 0.001

X2 (Halal Label): t = 3.947; Sig. = 0.000

X3 (Customer Satisfaction): t = 3.418; Sig. = 0.001

All independent variables were proven to have a significant partial effect on the dependent variable.

Coefficient of Determination (Adjusted R²)

The Adjusted R² value of 0.549 indicates that 54.9% of the variation in purchasing decisions can be explained by the three variables, while the remaining is explained by other factors outside the model.

Table 2.6 Hypothesis Test Results

Type Test	Test Results	Conclusion
Test F (Simultaneous)	F Calculated = 39,512; Sig. = 0,000	The three independent variables have a significant simultaneous effect on Y
Test t (Pertial)		
- Halal Awareness (X1)	t = 3,491; Sig. = 0,001	Significantly influences the Purchese Decision
- Halal Label (X2)	t = 3,947; Sig. = 0,000	Significantly influences the Purchese Decision
- Customer Satisfaction (X3)	t = 3,418; Sig. = 0,001	Significantly influences the Purchese Decision
Coefficient of Determination	Adjusted R² = 0,549	54,9% of the variation in purchasing decisions is explained by the three variables

2.7 Discussion

The Influence of Halal Awareness, Halal Labels, and Consumer Satisfaction on Purchase Decisions

Based on the research results, variables X1, X2, and X3 collectively have a significant effect on purchasing decisions, with a significance level of 0.000. This is reinforced by the hypothesis testing results showing that the calculated F value is greater than the table F value.

Multiple linear regression analysis shows that the halal awareness variable has a coefficient of 0.303, indicating a positive influence on purchasing decisions, with a significance of 0.001 which is smaller than 0.05. This means that halal awareness significantly affects purchasing decisions at the Beauty Store Kendari branch in Mandonga.

The results of the simultaneous test (F test) on 100 respondents confirm that halal awareness, halal labeling, and consumer satisfactions collectively have a positive and significant effect on purchase decisions. These factors are key in enhancing consumer purchase decisions. Therefore, changes in these three variables will directly impact purchase decisions at the Beauty Store Kendari Branch Mandonga.

Consumers with a high level of halal awareness tend to be more careful in selecting products, seeking halal assurance through labels, and prioritizing products that provide satisfaction. The halal label gives a sense of security that the product cimplies with Islamic law, while consumer satisfaction encourages loyalty and recommendations for the product.

Halal awareness itself is an understanding within a Muslim about the concept of halal, including how products are processes in accordance with sharia regulations (Zuhriyah et al., 2022). According ti Government Regulation Article 9 and 10, foof products marketed in Indonesia must include a halal label if claimed to be halal products (Izzudin, 2018). Furthermore, according to (Tjiptono

(2012),consumer satisfaction occurs when their needs and desires are met according to expectations.

This finding is in line with the research of Joharul Milah et al. (2024) which also shows that halal awareness and halal labeling have a significant effect on purchasing decisions.

The Influence oh Halal Awareness on Purchase Decisions

This research found that partially, halal awareness (X1) has a positive and significant influence on purchasing decisions. This is evident from the t_calculated value of 3.409 which is greater than t_table with a significance level of 0.001 (< 0.05). Based on the results of the partial test (t-test) on 100 respondents, it can be concluded that halal awareness individually has a positive influence on purchasing decisions at the Beauty Store Kendari Mandonga branch.

The average response of respondents for the halal awareness variable reached 4.41, falling into the very good category. This indicates that the higher the consumer's halal awareness, the stronger its influence on purchasing decisions.

Awareness of halal among Muslim consumers greatly influences their product choices. They prefer products that are halal certified because they feel more confident about the compliance of these products with religious priciples. Halal products are also considered healthier, safer, and processed with high cleanliness standards. Additionally, the influence from social environments such as family and community further renforces the importance of choosing halal product. Consumers with a high level of halal awareness also tend to become loyal customers of halal certified products. This finding is supported by research from Dwi Putri Pratiwi and Adrial Falahi (2003), which found that halal awareness has a positive partial effect on purchasing decisions.

The Influence of Halal Labels on Purchase Decisions.

This research shows that the halal label (X2) has a positive and significant effect on purchasing decisions. This is supported by a t_calculated value of 4.179, which is greater than t_table, with a significance of 0.000 (<0.05).

Through partial testing (t-tests) on 100 respondents, it was found that the halal label individually has a positive impact on purchasing decisions at the Beauty Stire Kendari Mandonga branch. The average score of respondents for the halal label variable is 4.24, which fallsinto the very good category. This proves that thepresence of aclear halal label on products increases consumer purchasing decisions.

The halal label provides a guarantee to consumers that the product has undergone a production process in accordance with Islamic religious standards. Not only that, but the halal label is also associated with high quality, safe, and hygienic product, which attracts the interest of not only Muslim consumers but also non-Muslim consumers. Thus the halal label significantly contributes to the market expansion of products. This finding is consistent with the research of Sri Ernawati and Iwan Koerniawan (2023), which states that the halal label partially influences purchasing decisions positively and significantly.

The Influence of Consumer Statisfaction on Purchase Decisions

This research also proves that consumer satisfaction (X3) has a

positive and significant effect on purchasing decisions partially. The t_calculated value of 3.466 with a significance of 0.001 (< 0.05) indicates a strong result.

The results of the partial test (t-test) on 100 respondents show that the level of consumer satisfaction has a direct relationship with purchasing decisions at the Beauty Store in Kendari Mandonga branch. The average score for the consumer satisfaction variable reached 4.18, which falls into the good category. This means that the higher the satisfaction felt by consumers, the greater the likelihood that they will make repeat purchases.

Consumers who feel satisfied tend to have a positive perception of the brand, are loyal to the product, and often recommend the product to others, both directly and through social media. Customer satisfaction also strengthens trust in the brand, thereby impacting an increase in purchasing decisions.

CONCLUSION

This research proves that halal awareness, halal labeling, and customer satisfaction simultaneously have a positive and significant effect on purchasing decisions at the Beauty Store Kendari Mandinga brunch. This shows that these three factors greatly influence consumer decisions in choosing product, especially for Muslim consumer who prioritize the halalness of products in accordance with religious princples.

Partially, each variable has also been proven to have a significant influence on purchising decisions. Halal awaraness (X1) has a significant positive effect on purchasing decions, wich means that the higher the level of halal awareness among consumers, the greater the likelihood they will make a purchase. The halal label (X2) also has a significant effect, providing assurance that the product complies with Islamic teachings. Finally, consumer satisfaction (X3) play a curcial role, as satisfied consumers are likely to make repeat purchases and recommend the product to others.

Overall, this research shows that halal awareness, halal labeling, and consumer satisfaction are key factors in enhanching purchasing decisions at the Beauty Store Kendari Mandonga branch. Therefore, the company needs to pay attention to these factors to attract more consumers and improve customer loyalty.

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