

Original Research Article **To Buy or Not to Buy: A Study of Halal Labelling and Celebrity Endorser on Purchase Decision**

ABSTRACT

Aims: This study aims to determine the effect of Halal Labelling and Celebrity Endorser on Wardah Cosmetics Purchasing Decisions at students of the Faculty of Economics, Makassar State University.

Study design: Quantitative descriptive

Place and Duration of Study: Makassar City, from January to April 2023

Methodology: The population in this study were active female students of the Faculty of Economics UNM class of 2022 with a population of 861 female students. Sampling using purposive sampling technique and obtained a sample size of 100 respondents. The coming analysis technique used is multiple linear regression analysis using SPSS

Results: The results of this study obtained a value of the Correlation Coefficient Test of 0.716 which indicates that there is a strong relationship between the two variables. Based on T test, it is found that the Halal Labelling has the strongest influence on purchasing decision. And R square of 0.503 means that the halal labelling variable and celebrity endorser have an influence of 50.3% on purchasing decisions, and the rest is influenced by other variables. This study shows that: 1) Halal labelling has a positive and significant effect on purchasing decisions; 2) Celebrity Endorser has a positive and significant effect on purchasing decisions.

Conclusion: There is an influence between Halal Labelling and Celebrity Endorser partially and simultaneously on Wardah Cosmetics Purchasing Decisions on students of the Faculty of Economics, Makassar State University.

Keywords: Halal Labelling, Celebrity Endorser, Purchasing Decision

1. INTRODUCTION

Beauty products today have developed along with changes in individual lifestyles and cosmetics have the ability to meet consumer needs to appear more attractive and more confident so that cosmetics cannot be separated in this modern life. Especially for women or female students who in their daily lives really need cosmetics to support their appearance in carrying out several activities such as lecture activities and other activities.

According to the Director General of Small, Medium and Miscellaneous Industries of the Ministry of Industry said that the cosmetics sector grew significantly in 2020, as seen from the growth performance of the chemical, pharmaceutical and traditional medicine industries, where cosmetics are included, grew by 9.39%. The sector contributed 1.92% to the Gross Domestic Product.

Based on the Top Brand Award, it is noted that Wardah ranks first in sales of lipstick products and compact powder products in 3 consecutive years, 2019-2021 with the following percentages:

Table 1 Top Brand Award Phase 1 2020-2022 (Personal Use Category)

Product Type	2020		2021		2022	
	Brand	TBI	Brand	TBI	Brand	TBI
Lipstick	Wardah	33.4%	Wardah	33.5%	Wardah	31.9%
	Revlon	9.2%	Revlon	8.8%	Maybelline	11.6%
	Maybelline	7.7%	Maybelline	6.1%	Revlon	7.5%
	Pixy	6.0%	Pixy	5.4%	Pixy	5.6%
	Viva	4.5%	Viva	4.1%	Viva	3.3%
Solid Powder	Wardah	34.6%	Wardah	27.6%	Wardah	26.7%
	Pixy	10.1%	Pixy	10.8%	Pixy	10.8%
	Caring	5.5%	Caring	7.5%	Make Over	7.8%
	Viva	5.1%	Maybelline	4.7%	Maybelline	7.4%
	Maybelline	4.3%	Viva	4.3%	Caring	6.7%

Source: *Top Brand Award, 2023 (Data Processed)*

It can be seen from Table 1 above, which contains data from the Top Brand Award website, that Wardah still ranks first in the highest sales in the last 3 years. Among them are Wardah lipstick with a percentage of 31.9% and Wardah compact powder with a percentage of 26.7% in 2022. However, Wardah included a decrease in the percentage of TBI from the previous year, namely 33.5% for lipstick products and 27.6% for compact powder products in 2021. In contrast to Maybelline brand cosmetics, it can be said that it experienced a significant percentage increase for its lipstick products in 2022 of 11.6% from the previous year which only reached 6.1% in 2021. Meanwhile, Pixy cosmetics brand solid powder products have been able to maintain the second position for the last 3 years with a fairly stable percentage.

As one of the countries that has a majority Muslim population, halal will be important in marketing studies in Indonesia, because currently consumers will pay attention to the halal label listed on the products traded in the market. Halal is the main point for Muslims to do business so that humans are always on the right path, besides that halal is commanded in the book of Muslims, namely the Al-Qur'an. This makes producers come up with a halal labelling strategy, namely a strategy by using Muslim identity in marketing a product and making the product distinctive by promoting a halal brand.

In addition to capitalizing on the halal label, cosmetic manufacturers in Indonesia also aggressively promote their products through the appearance of celebrity endorsers who are considered effective in influencing consumers to reach their target market. Given the relatively strong emotional or feeling factor in stimulating women's buying interest, the appearance of a famous endorser figure is often used as an effective brand ambassador for cosmetic products to stimulate purchasing decisions.

According to Shimp (2003) celebrity endorsers are supporters of an advertisement or commonly known as advertising stars to support a product. Meanwhile, a celebrity is someone who is commonly called an actor, athlete, entertainer who is known in a different field from the product he supports. So, it can be concluded that celebrity endorsers are a marketing process carried out in various media by using the services of celebrities.

Using the right celebrity makes it easier for manufacturers to build product images, target consumers and target consumers effectively for their products (Sathish et al., 2020). The use of advertising stars (endorsers) in an advertisement is in line with the theory of consumer behaviour. (Stephanie et al., 2013) say that currently both large and small, new and old companies compete with each other in seizing the market. Small companies also spend considerable capital so that their products can survive in Indonesia. Celebrities play a very important role in helping smooth marketing activities. Celebrity endorsers can indirectly build a self-image process in consumers (Ahmed et al., 2012).

Table 2 Wardah Cosmetics Sales Level Data 2018 - 2022

Year	Total Sales (Billion)	Sales Percentage	Growth
2018	5,7	18.50%	
2019	5,5	17.80%	-0.70%
2012	6,5	20.10%	2.30%
2021	6,9	21.10%	1%
2022	6,2	22.40%	1.30%

Source: PT Paragon *Technology and Innovation*, 2022 (Data Processed)

Based on Table 3, it can be seen that there were fluctuations in sales data for Wardah cosmetic products from 2018-2022, in 2018-2019 there was a decrease in sales of 0.2 billion, in 2019-2020 there was an increase of 1.4 billion and decreased again in 2021-2022 by 0.7 billion.

Wardah always makes its brand philosophy, namely *Earth, Love, Life* as the life of every promotion. Wardah, one of the cosmetic brands that claims in its advertisement as a halal cosmetic product, received the halal award in 2012. This category is assessed based on its socialization and promotion programs that put the halal aspect as a selling point. Wardah's straightforward communication and promotion strategy is also easily captured by the public because it uses several celebrities who have a religious impression such as Dewi Sandra, Lisa Namuri, Dian Pelangi and Ayana. Celebrities chosen by Wardah as endorsers in campaigning the message of halal cosmetics are considered quite successful.

Puter (2021) states, if a product uses a famous celebrity who has many fans, a good brand image will be created in the community because they think the celebrity has good taste. Research conducted by (Nasir et al., 2016) states that celebrity endorsers have a significant effect on brand image and product purchasing decisions.

Wardah cosmetic products are in great demand by students of the Faculty of Economics, Makassar State University, because they have a halal label, use celebrities who have a religious impression such as Dewi Sandra, Dian Pelangi, Lisa Namuri, the quality is not inferior to other well-known cosmetics. Based on this, in this study the researcher intends to find out how the use of halal labels and celebrity endorsers affects purchasing decisions both partially and simultaneously.

2. LITERATURE REVIEW

2.1. HALAL LABELLING

Along with the rapid development of the times, science and technology are developing very rapidly, including how food processing is very varied. In the market, you can find a variety of products of various types, either made by local food companies or imported from outside companies. Even today, there is a lot of food processing that is ready to eat and the food is made from various ingredients, not all of which are clearly halal.

According to Qhardawi (2007) In language, halal comes from Arabic, namely halal, which means "permitted" or "permissible". In terms, halal means things that are allowed and can be done because they are free or not bound by provisions that prohibit them. Based on the definition, it can be concluded that halal labelling is the inclusion of a halal statement on the packaging of a product to give the intention that a product has halal status.

A label is a simple etiquette affixed to the product or an elaborately designed graphic that is part of the packaging. The label may include only the brand name or a lot of information Kotler & Keller (2009).

The halal label is a circular letter made by the Central or Provincial Indonesian Muslim Scholar Council (Majelis Ulama Indonesia / MUI) regarding the halalness of a food, beverage, medicine and cosmetics product produced by a company that has been researched and declared halal. The holder of the power to issue halal product certification is MUI which is technically handled by the Institute for Food, Drug and Cosmetic Studies.

Determining whether a product is halal or haram, be it food, medicine or cosmetics, is not easy. On the other hand, scholars may not fully realize that there are many food, medicine and cosmetic products today. The origin of the ingredients can go through a difficult path, even in some cases it is difficult to determine the origin of the ingredients. On the other hand, scientists' understanding of Islamic law, ushul fiqh and the methodology of determining the halal haram of a food ingredient is relatively minimal. Thus, scholars should try to understand how complex food, medicine and cosmetic products are. Meanwhile, Muslim scientists should re-explore their knowledge of sharia to help scholars understand the complexity of the problem.

2.2. CELEBRITY ENDORSER

"Celebrity endorsers are the use of artists as advertising stars in media, ranging from print media, social media, and television media" (Shimp, 2003). In addition, celebrities are used because of their celebrity attributes including good looks, courage, talent, elegance, strength, and sexual appeal which often represent the appeal desired by the brands they advertise.

Sisnuhadi & Sirait (2021) explains that "endorsers are divided into three. Ordinary people are people who do not come from celebrities. Celebrities are figures (actors, entertainers, athletes) who are known to the public in various fields. Experts are people who have opinions about certain products that are followed by people who do not know them. Celebrities are more effective when they are the personification of the product attributes".

The credibility of the advertising star is also not inferior to the source. The source's message will be more persuasive when it is highly credible (Borzooei & Asgari, 2015). The use of advertising stars in television media is an appropriate alternative strategy to introduce products. Endorsers are often referred to as sources. Belch & Belch (2009) explicitly defines endorsers as advertising supporters. Public figures have strong character and strong appeal, according to Kotler and Keller (2009).

Shimp in (Kurniawan & Kunto, 2014) classifies two general attributes and five specific attributes of celebrity endorsers. TEARS consists of Trustworthiness and Expertise which are two dimensions of credibility (Andriani, 2021). "Physical Attractiveness, Respect and Similarity are the general concepts of Attractiveness" (Khan, 2016). Good and effective

advertisements contain ideal messages that can attract attention, arouse further curiosity, arouse desire, and stimulate real action. The success of an advertisement is inseparable from the role of the advertising star. The use of advertising in television commercials is an alternative strategy to introduce products to consumers (Darmansyach et al., 2014). Celebrities are believed to be able to influence consumer buying interest in order to boost product sales. The use of celebrity endorsers who have millions of fans, brilliant careers, and increasing popularity, of course, will be very easy to create audience awareness of the endorsed brand (Zahra, 2018).

2.3. PURCHASING DECISION

“Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviours and choose one of them” (Kamilah, 2017). “Purchasing behaviour implies direct individual activities involved in exchanging money for goods and services” (Elly, 2018).

Purchasing decisions are the selection of two or more alternative purchasing decisions, meaning that if someone can make a decision, several alternative choices must be available (Schiffman & Kanuk, 2000). Decisions about the type of product, brand, sale, quantity and time of purchase are some indicators of purchase (Romla & Ratnawati, 2018). Buyer decisions are also influenced by characteristics, including age, occupation, economic circumstances (Melpiana & Sudarajat, 2022).

“Purchasing is the stage of the decision-making process where consumers actually buy products” (Kristanto et al., 2017). A product has the ability to satisfy a need and be the best available. In the buying process, marketers try to determine consumers' protective buying motives. Protective purchase motives are the reasons consumers shop at certain stores or places (Andrianto et al., 2016). There are indicators in the purchasing decision process, namely Problem Recognition, Information Research, Alternative Evaluation, Purchase Decision, and Post-Purchase Decision (Hikmawati, 2019). At this stage, consumers recognize a problem or need that must be met (Fristiana, 2012). After evaluating several alternatives, customers can decide whether a product will be purchased or decide not to buy at all (Kalangi et al., 2019; Haeruddin, 2021).

3. RESEARCH HYPHOTESIS

“The hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been stated in the form of a question sentence. It is said to be temporary, because the answers given are only based on empirical facts obtained through data collection. Hypothesis can also be stated as a theoretical answer to the formulation of research problems, not yet an empirical answer” (Sugiyono, 2016).

Based on the literature review and the description above, the following hypothesis can be presented:

H1: It is suspected that Halal Labeling has a positive and significant effect on Purchasing Decisions for Wardah Cosmetic Products.

H2: It is suspected that Halal Labeling and Celebrity Endorser simultaneously have a positive and significant effect on Purchasing Decisions for Wardah Cosmetic Products.

H3: It is suspected that the Halal Labelling and Celebrity Endorsers have a positive and significant effect on Purchasing Decisions for Wardah Cosmetic Products.

4. METHODOLOGY

4.1 Population and Sample

“Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics, which are applied by researchers to study and then draw conclusions” (Sugiyono, 2016). The population is not only people, but also objects and other natural objects. Population is also not just the number of objects / subjects studied, but

includes all the characteristics / properties possessed by the subject or object. The population in this study were all female students of the Faculty of Economics, Makassar State University class of 2022 who used Wardah cosmetic products as many as 861 students.

According to Kuncoro (2013) "the sample is part of the population that is expected to represent the research population. In order for the information obtained from the sample to truly represent the population, the sample must represent the characteristics of the population it represents to obtain a sample that can represent the characteristics of the population, an appropriate sample selection method is needed".

The method used is a non-probability sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample member. Sampling was carried out using purposive sampling technique. Purposive sampling is a technique for determining research samples with certain considerations that aim to make the data obtained later bias more representative (Sugiyono, 2016). The requirements to become a respondent in this study are:

- a. Active female student of Faculty of Economics of Makassar State University.
- b. Have / use Wardah Cosmetic Products.
- c. Using social media.

Determination of the sample according to Roscoe in the book Research Methods for Business (1982) provides suggestions on the appropriate sample size in research is between 30 and 500. Based on this, the sample used in this study amounted to 100 female respondents.

4.2. Validity Test

"The validity test is a testing tool for questionnaire instruments that are formed in such a way as to measure the accuracy, accuracy and validity of a questionnaire instrument. The validity test is carried out by comparing the value of r count with r table" (Kusumah, 2016).

The criteria used are:

- a. If r count $>$ r table, then the indicator is said to be valid
- b. If r count $<$ r table, then the indicator is said to be invalid.

4.3. Reliability test

This test is needed to determine the level of reliability of the questionnaire in this study. A reliable questionnaire is one that if used repeatedly to the same group, it will produce data that remains the same. Testing is done by comparing the reliability coefficient with the reliability coefficient table. Cronbach's alpha was used for the reliability test with the following criteria:

1. Less than 0.6: Not reliable
2. 0,6 - 0,7: Acceptable
3. 0,7 - 0,8: Good
4. More than 0.8: Reliable

4.4. Normality test

"The normality test is a test conducted to determine whether the research has a normal distribution or not. This normality test uses the Kolmogorov-Smirnov technique. If the residual variables are not normally distributed, the t and f statistical tests will be invalid. Data is said to be normally distributed if it has a significance level greater than 0.05 or 5%" (Noor, 2017)

4.5. Heteroscedasticity test

"The heteroscedasticity test is to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. If the variance of the residuals of one observation to another observation is constant, it is called homoscedasticity and if the

variance is different, it is called heteroscedasticity. A good regression model is homoscedasticity or no heteroscedasticity” (Ghozali, 2017).

4.6. Multicollinearity test

“The multicollinearity test is to test whether the regression model found a correlation between independent variables. In a situation where multicollinearity occurs in a multiple regression model, the coefficient value changes. If there is a correlation, it is called a multicollinearity problem” (Ghozali, 2017). A good regression model should not have a correlation between the independent variables.

4.7. Multiple Linear Analysis

Multiple linear regression analysis is an analysis of the relationship between two or more independent variables with one dependent variable in this case it aims to determine the effect of halal labeling (X1), and celebrity endorsers (X2), on purchasing decisions (Y) on Wardah cosmetics.

4.8. Hypothesis Test

- a. Partial Test (t Test)
The t test (partial regression coefficient test) is used to determine the effect of each independent variable on the dependent variable.
- b. Simultaneous Test (F Test)
The F test is used to test the effect together or simultaneously between the independent variables consisting of the halal labelling variable and the celebrity endorser variable on the dependent variable, namely the purchase decision.
- c. Correlation Coefficient Analysis (R²)
The coefficient of determination (R²) or called R square is used to determine and predict how much the contribution of the influence of independent variables consisting of halal labeling variables and celebrity endorsers explains the dependent variable, namely purchasing decisions. To obtain the results of the coefficient of determination analysis, SPSS 25.0 was used. The requirement that must be met in order to interpret the value of the coefficient of determination or R square is that the results of the F test in multiple linear regression analysis are significant, where there is a simultaneous or joint influence of the independent variables on the dependent variable. However, if the results of the F test are not significant, then the coefficient of determination or R square cannot be used to determine how much the influence of the independent variable contributes to the dependent variable.

5. RESULTS AND DISCUSSION

5.1. RESULTS

1. Validity Test

In the validity test, it is calculated by comparing the r table value, if $r_{count} > r_{table}$ (r table value for $n = 100$). So that all indicators of this research variable are valid. Based on data processing using the SPSS (Statistical Product Standard Solution) 25 for windows computer program, the calculated r value $> r_{table} = 0.1966$ (table r value for $n = 100$) at a significant level of 5%. So that all indicators of this research variable are valid.

After testing the validity of the data, it was found that all statement items were declared valid, both on the halal labelling variable, celebrity endorser, and purchasing decisions.

2. Reliability test

The results of the reliability test show that all variables in this study have a Cronbach's Alpa coefficient greater than 0.6 so that it can be said that all

measurement concepts of each variable from the questionnaire are reliable, which means that the questionnaire used in this study is a good questionnaire.

3. **Normality test**

The normality test is carried out to see whether the dependent variable and the independent variable in the regression model both have a normal distribution or not. A good regression model is a normally distributed regression model. How to detect normality is done by looking at the histogram graph.

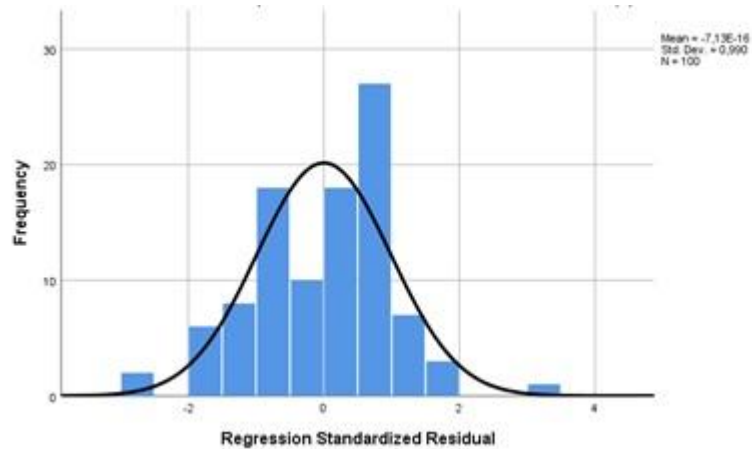


Figure 1. Normality Test Results

The histogram graph above shows that the data distribution pattern is close to normal, this is evidenced by seeing that the graph is symmetrical and follows the diagonal line. However, this histogram graph the results are not very accurate especially when the number of samples used is small. A reliable method is to look at the normal probability plot. In the normal plot graph, it can be seen that the points spread around the diagonal line and the distribution follows the direction of the diagonal line.

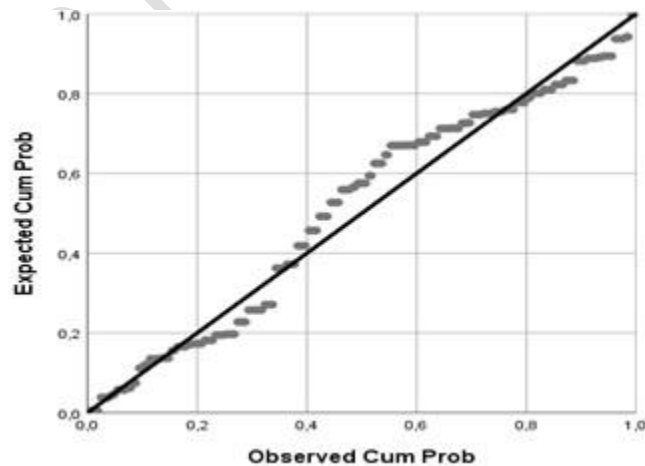


Figure 2. Normality Test Results (P-Plot)

The normal probability plot graph, shows that the points spread around the diagonal line and the distribution follows the diagonal line, so it can be said that the distribution pattern is normal. Looking at the two graphs above, it can be concluded

that the regression model in this study can be used because it fulfils the assumption of normality.

4. Heteroscedasticity Test

Based on the Scatterplot graph in the figure below, it can be seen that the points spread randomly (randomly) both above and below the number 0 on the Y axis. This can be concluded that there is no heteroscedasticity in the regression model.

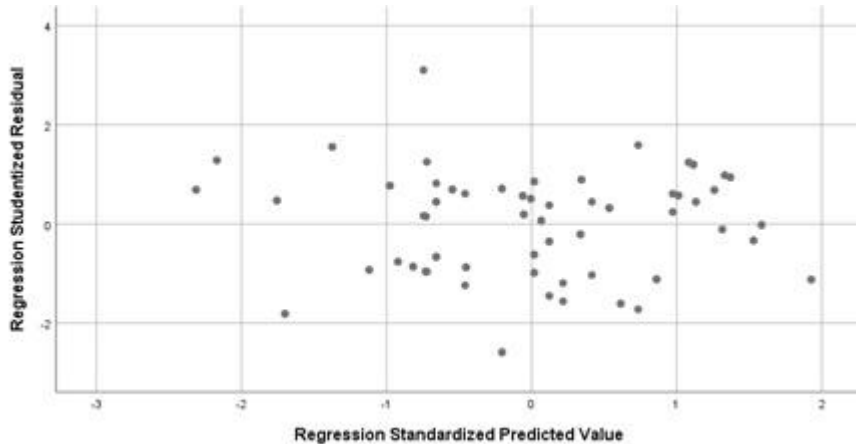


Figure 3. Heteroscedasticity Test

5. Multicollinearity Test

Based on the multicollinearity test results above, it shows that all tolerance values for the Halal Labeling variable (X1) 0.994, Celebrity Endorser (X2) 0.994, are greater than 0.1 while the VIF value of the Halal Labeling variable (X1) 1.006, Celebrity Endorser (X2) 1.006, is smaller than 10. Based on the results of this test, it can be concluded that there is no multicollinearity between the independent variables used in the study.

6. Multiple Linear Regression Analysis

Table 3 Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7,351	3,203		2,295	0,024
HALAL LABELING (X1)	0,555	0,060	0,660	9,281	0,000
CELEBRITY ENDORSER (X2)	0,200	0,061	0,233	3,284	0,001

a. Dependent Variable: PURCHASE DECISION (Y)

Source: Primary data processed using SPSS, 2023

Based on the results of the multiple linear regression analysis test above, the linear regression equation and its explanation are obtained as follows:

$$Y = 7.351 + 0.555X_1 + 0.200X_2$$

7. Hypothesis Test
a. Partial Test (t Test)

Model	Coefficients ^a			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	7,351	3,203		2,295	0,024
HALAL LABELING (X1)	0,555	0,060	0,660	9,281	0,000
CELEBRITY ENDORSER (X2)	0,200	0,061	0,233	3,284	0,001

a. Dependent Variable: PURCHASE DECISION (Y)

Source: Primary data processed using SPSS, 2023

Based on the table of partial test results (t test) above, the t_{count} value is $9.281 >$ from t_{table} (1.98472) and the t_{count} value is $3.284 >$ from t_{table} (1.98472) with a significance value (Sig.) $0.00 < 0.05$, then H_0 and H_1 and H_2 are accepted. From this it can be concluded that halal labelling and celebrity endorsers partially have a significant effect on purchasing decisions for Wardah cosmetics.

b. Simultaneous Test (F Test)

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	772,149	2	386,075	51,079	,000 ^b
Residuals	733,161	97	7,558		
Total	1505,310	99			

a. Dependent Variable: PURCHASE DECISION (Y)

b. Predictors: (Constant), CELEBRITY ENDORSER (X2), HALAL LABELISATION (X1)

Source: Primary data processed using SPSS, 2023

Based on the table of simulant test results (F test) above, the F_{count} value is $51.079 >$ F_{table} value of 3.09 and has a significant value of 0.000 or less than 0.05, so it can be concluded that the Halal Labelling and Celebrity Endorser variables simultaneously have a significant effect on the Product Purchase Decision variable.

5.2. DISCUSSION

1. The Effect of Halal Labelling on Purchasing Decisions

Based on the results of the descriptive analysis of the respondents, it is known that the indicator on the halal labelling variable gave the highest score with the statement "the existence of the word "halal" found on Wardah products helps me identify the product before making a purchase" with a total score of 428 which is on the Very Good index. This indicates that the Wardah Cosmetics company has successfully implemented a marketing strategy in the form of including halal labelling in each of its products. Where halal labelling is considered by consumers to be the main factor in making product purchasing decisions, because the halalness of a product will have a good impact on the health of these consumers. So that this has an impact on product purchasing decisions.

The lowest score is in the first point of the Halal Label Knowledge indicator with the statement "I know that the ingredients contained in Wardah products are halal-tested ingredients" this indicates that students do not know for sure the ingredients or composition contained in Wardah cosmetics, the most important thing according to them is enough with

the Halal label on Wardah products in identifying and considering the quality of the cosmetic products they want to buy.

These results support the opinion of Satyahadi (2018), the existence of a label on a product is very important. This is because the label is the identity of a product. With the label included, consumers can distinguish between one product and another. In addition, consumers can also get the product they want. This research is in line with the results of previous research by Widyningrum (2016), Halal Label has a significant effect on purchasing decisions and celebrity endorsers have a significant effect on purchasing decisions.

2. The Influence of Celebrity Endorsers on Purchasing Decisions

Based on the results of the descriptive analysis of respondents, the lowest score is in the Expertise indicator with the statement "Celebrity Endorsers look very experienced in marketing products" which means that students who answer disagree already know that there are still many celebrities who advertise Wardah cosmetics who are not experts or inexperienced in promoting these cosmetics. That could be because celebrities advertise just advertising without ever trying Wardah cosmetic products before.

This is in accordance with previous research conducted by Gumelar (2016) which states that Celebrity Endorser has a positive and significant effect on purchasing decisions for Wardah cosmetics (study on undergraduate students of Yogyakarta State University).

This is also in accordance with the theory of Shimp (2003) which argues that celebrity endorsers are using artists as advertising stars in media, ranging from print media, social media, and television media. The use of celebrities is expected to attract consumer attention and make consumers confident, because the use of celebrities usually represents the characteristics of the product. Perception is a process in which individuals organize and interpret their sensory impressions to give meaning to their environment (Chalimah & Sakhowi, 2014).

3. The Effect of Halal Labelling and Celebrity Endorser on Purchasing Decisions

Based on the results of descriptive analysis, respondents with a score answering disagree are in the confidence indicator which states that "Wardah products are quality products that make me want to keep buying them". This indicates that there are still female students who answer that they are not sure about Wardah products so that they consider many things in making purchasing decisions.

This is in accordance with previous research conducted by Widyningrum (2016) which states that Halal Labelling and Celebrity Endorser have a significant positive effect on Purchasing Decisions (Survey on Wardah Consumers in Ponorogo). So, it can be concluded that Halal Labelling has an effect on consumer purchasing decisions because students do not just use or consume goods or cosmetics but they look at the health, halalness, purity and good side which will have a direct impact on consumers themselves. Celebrity Endorser here is also a factor that influences purchasing decisions for a product with influencing factors including: Trustworthiness, Expertise, Attractiveness, Respect, Similarity. Because if the celebrity used has attractiveness, and is able to explain the advantages of the product well, has many fans and a positive image, then the consumer's perception of the product will be good too.

Purchasing decisions are matters relating to all decisions that have been made (after consideration, thought, and so on) towards the purchase of a product. Purchasing decisions according to Drumood (2003) are identifying all possible options for solving this problem and choosing options systematically and objectively as well as goals that determine the advantages and disadvantages of each.

6. CONCLUSION

After discussing the data from the research results regarding the Effect of Halal Labelling and Celebrity Endorser on Purchasing Decisions for Wardah Cosmetics Products, the following conclusions can be drawn.

1. There is a positive and significant influence between Halal Labelling on Wardah Cosmetics Purchasing Decisions.
2. There is a positive and significant influence between Celebrity Endorser on Wardah Cosmetics Purchasing Decisions.
3. There is an influence between Halal Labeling and Celebrity Endorser simultaneously on Wardah Cosmetics Purchasing Decisions.

CONSENT

As per international standard or university standard, respondents' written consent has been collected and preserved by the author(s).

COMPETING INTERESTS :

AUTHORS HAVE DECLARED THAT THEY HAVE NO KNOWN COMPETING FINANCIAL INTERESTS OR NON-FINANCIAL INTERESTS OR PERSONAL RELATIONSHIPS THAT COULD HAVE APPEARED TO INFLUENCE THE WORK REPORTED IN THIS PAPER.

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