THE INFLUENCE OF HALAL LABELIZATION AND BRAND IMAGE ON WARDAH COSMETIC PURCHASING DECISIONS UMSU SHARIA BUSINESS MANAGEMENT STUDENT PROGRAM

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Abstract: The aim of this research is to determine the influence of halal labeling and brand image on purchasing decisions for Wardah cosmetics among 2021 Stambuk Sharia Business Management Students at Muhammadiyah University, North Sumatra. This research approach used uses a quantitative approach. The population in this study was 90 people. The sample used was 30 students representing the entire population. Research data collection was carried out using a questionnaire distributed using a nonprobility sampling technique with a purposive sampling approach. Based on the research results, it shows that the variable t-test results (partial) Halal Labeling simultaneously states that it has no significant effect, and the t-test results (partial) Brand Image simultaneously state that there is a significant influence on purchasing decisions for Stambuk 2021 Sharia Business Management Students Muhammadiyah University of North Sumatra as indicated by an F value of 33.471. Because the value 33.471 > 3.35 with a significance level of 0.000 because the significant value is much smaller than 0.05, H0 is rejected . Ha is accepted. It can be concluded that Halal Labeling (X_1) simultaneously has no significant effect and Brand Image (X_2) simultaneously has a significant effect on the Purchasing Decision (Y) of Wardah cosmetics among Syariah Business Management Students Stambuk 2021 Muhammadiyah University of North Sumatra. It is known that the value of the coefficient of determination or (R^2) Square obtained is 0.713, this result means that 71.3% of the Wardah cosmetic purchase decision variable among the 2021 Syariah Business Management Students of the Muhammadiyah University of North Sumatra. Meanwhile, the remaining 18.7% was influenced by other variables not studied.

Keywords: Halal Labeling, Brand Image, Purchasing Decisions

INTRODUCTION

Cosmetics are nothing new, efforts to improve or beautify appearance began thousands of years ago. Since 6000 years ago, the people of Ancient Egypt have known about cosmetics which were used as accessories for those on their way to god. Additional color pigments are used at that time. Designed as green eyeliner and eyeshadow which symbolizes the god Horus Also Re and is used by both women and men.

Different needs and demands motivate companies to compete to create the best products in various variations according to market needs. Demographic differences encourage cosmetic companies to try to meet customer needs, even with specific technical requirements.

For example, even though all of them are women, Muslim customers tend to choose Halal cosmetics compared to non-Muslim customers.

(Khofifah & Supriyanto, 2022) Purchasing decisions involve choosing from a series of two or more alternatives. The decision-making process as a consumer involves solving problems with specific goals. The term "Consumer Decision Making" refers to the entire process by which a customer recognizes a problem, seeks a solution, evaluates alternatives, and makes a choice among available options.

Nowadays, when people buy or consume a product, they ignore the halal labeling and the expiration date is the first thing people pay attention to. The current situation of Indonesian society is that they are not yet aware of haram products and things, and some are even indifferent to consuming different products on the market. Apart from that, there is a lack of socialization regarding products labeled halal. Only a few people are aware of the importance of halal labels on the products they will consume, where they will know in advance about the halalness of the products they will consume.

The halal lifestyle has recently spread throughout the world, not only in Muslim-majority countries but also in non-Muslim countries. The halal industry is experiencing progress and development, so that the halal industry has become an important contributor to the total sales output and income of the country's economy and Indonesia. The growth of the halal industry has an impact on the development of the industry as a whole. Public interest, especially halal cosmetics lovers in Indonesia, is increasing towards various issues related to halal aspects. The section most related to the halal aspect of society includes halal products and halal brands.

According to the Research, Development and Training Agency of the Ministry of Religion of the Republic of Indonesia in its policy document, the current Muslim millennial generation still has low awareness of the criteria for halal products. This was taken from the survey "Halal Awareness of the Muslim Millennial Generation in Indonesia", which found that the average Muslim Millennial generation does not yet understand the criteria for halal products.

Buyer or consumer decision making is basically a problem solving process. Research uses this purchasing decision variable because studies regarding purchasing decisions are always worth researching because the increasing number of products in circulation causes differences in the needs of society when conducting research. Most consumers, both individual consumers and institutional buyers, experience almost the same mental process when deciding which products and brands to buy.

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(Tinggi & Pasaman, 2021) The purchasing decision is a stage in the final product selection process, before making a decision, research information about the product and evaluate the quality of each product alternative.

Purchasing decisions according to (Kotler & Armstrong, 2016) Purchasing decisions are part of consumer behavior, consumer behavior is the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and experiences.

From the definition above, it can be concluded that a purchasing decision is a series of cognitive processes carried out by a person to arrive at a choice regarding the product they will buy, thereby encouraging them to buy that product.

(Faradhilla, 2021) The rapid growth of the halal industry is now able to attract the attention of many groups. Data from the State of the Global Islamic Economic Report (2020) shows that the halal business trend indicators observed in six industrial sectors continue to progress. One of them is cosmetics which are currently widely used by young people. The above is one of the causes of the Muslim community, especially among students at the Muhammadiyah University of North Sumatra (UMSU), including the 2021 stampbuk incident in the field of halal cosmetics. Purchasing decisions based on information regarding the usefulness of a Wardah cosmetic product are formulated in such a way that it creates pleasant feelings in certain consumers, so that it will attract students' interest in buying Wardah cosmetic products.

(Putri, 2020) The product brand image is very important for the company. And now many companies are competing to find brands to sell the products they make. Manufacturers now use brands as a weapon to sell their products. Therefore, brands can be used as an element of very strong competitive advantage, making them difficult for competitors to imitate. Even though a product can be easily imitated by competitors, a brand still has qualities that are difficult to imitate because it is a strong brand in the minds of customers, a product that you can create associations with based on product attributes that attract customers, such as price and packaging, or product attributes such as pattern, size, pattern, logo, or other characteristics.

Companies need to consider their brand image to ensure consumer satisfaction with their products and services. When consumers buy Wardah products, they feel satisfied with the first purchase and then consumers will buy Wardah products again. Brand image is also the result of consumers' opinions and expectations of a particular brand, based on consideration and comparison with several other brands with similar products. Brand image is an accurate perception of the brand itself, and consumer satisfaction is very important for companies, especially marketing managers. Usually this is a measure of a company's performance.

(Kayawati & Kurnia, 2021) A strong brand for your product forms a solid brand foundation and further develops your brand presence over time. As time goes by, companies increasingly realize that their brand is an invaluable asset. Currently, the company is focusing on creating a differentiated brand to strengthen the brand image of its products. Brand image is a set of beliefs, ideas and impressions that a person has towards a brand. Therefore, it is necessary to understand how to build a good brand with sharia concepts.

(Putri, 2020) Wardah is a cosmetic product with a brand image that is widely known. Affordable prices, quality and halal, this is one of the best local brands. This local band is certainly not immediately known, but has many fans, especially among Muslim women. Different Wardah Cosmetics under the management of PT. Paragon Technology and Innovation (PTI) together with two other brands, Make Over and Emina, were founded in 1995. At that time, perhaps even now Wardah cosmetics is known as the only halal cosmetics brand.

Literature Review

A. Halal Labeling

1. Understanding Halal Labeling

According to (Hidayatullah, 2020) halal certification and labeling are two different but related activities. The result of halal certification activities is the issuance of a halal certificate if the product in question meets the requirements for halal products. In fact, the purpose of certification is to provide official legal recognition that the product delivered meets halal requirements, in order to reassure consumers during the consumption process. Meanwhile, halal labeling means including halal text or statements on the product packaging to show that the

product in question has halal product status.

According to (Ninla Elmawati Falabiba et al., 2014) halal labeling is the provision of a halal mark or written evidence to guarantee a halal product with Halal writing in Arabic letters, other letters and a ministry machine code issued based on halal inspection from the halal inspection agency established by MUI, MUI Halal Fatwa, MUI Halal certificate functions as a legal guarantee that the product in question is halal for public consumption and use in accordance with the provisions of sharia law.

2. The Legal Basis of the Koran Concerning Halal Labeling

According to (Ilyas, 2018) in the Al-Quran, Allah commands humans to consume food and drinks that are not only halal but must also be good. Allah SWT says in QS. Al-Maidah verse 5: 88:

$$وَكُلُواْ مِمَّا رَزَقَكُمُ ٱللَّهُ حَلَٰلًا طَيِّبًا ۚ وَٱتَّقُواْ ٱللَّهَ ٱلَّذِىٓ أَنتُم بِهِۦ مُؤْمِنُونَ$$

Meaning: "And eat food that is halal and good from what God has provided for you, and fear God in whom you believe.

In this verse, God commands his servants to eat halal food and give them good food. Halal here refers to halal goods and the halal way of obtaining them. While the good is in terms of its usefulness, that is, it contains nutrients, benefits for the body, contains nutrients, vitamins, proteins, and others. Food that is not good, does not contain nutrients, if eaten will be dangerous for health.

According to (Hidayatullah, 2020) basically, Allah commands in the Al-Quran to eat halal food preferably. Allah SWT says in QS. Al-Baqarah: 168-169:

$$يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ$$

$$إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ، إِنَّمَا يَأْمُرُكُمْ بِالسُّوءِ وَالْفَحْشَاءِ وَأَنْ تَقُولُوا عَلَى اللَّهِ$$

$$مَا لَا تَعْلَمُونَ$$

Meaning: "O people, eat what is halal and good from what is found on earth, and do not follow the steps of the devil, for indeed the devil is a real enemy for you. In fact, the devil only commands you to do evil and abominable things, and to say about Allah what you do not know."

This verse commands to eat what is halal and good. The meaning of this sentence is not only limited to food but also other products such as cosmetics, medicines and other useful items that must be halal. However, currently with the development of food, beverage, cosmetic and pharmaceutical processing technology, it involves complex processes and contains many different ingredients, so the problem of food, cosmetics, medicinal drinks and halal goods becoming unbalanced is that determining the halalness of a product is not easy.

3. Purpose of Halal Labeling

Halal labeling and halal certificates have important objectives, namely providing protection to consumers, providing or informing legal certainty, and can increase the competitiveness of domestic products in order to provide an increase in national income (Ghina Kamilah, 2017).

The aim of halal certification is that MUI halal certification of food, medicines, cosmetics and other products is carried out to provide certainty of halal status, so that it can reassure consumers' minds when consuming them (LPPOM MUI, 2021).

(Aeni & Lestari, 2021) Halal labeling aims to guarantee that consumers receive halal protection and comfort when using products. Halal labeling includes the inclusion of halal text or statements on the product packaging which shows that the product has halal product status. Law Number 33 of 2014 concerning Product Halal Guarantees regulates that halal labeling means an indication of the halal status of a product.

4. Halal Labeling Indicators

(Ninla Elmawati Falabiba et al., 2014) Government Regulation Number 69 of 1999 concerning Food Labels and Advertisements regulates that labels contain all information about food in the form of pictures, writing, a combination of both or other forms placed on food, including those placed on or is a part that forms food, placed on the packaging of goods.

Therefore, halal labeling must at least contain the following information:

a. Images are the result of imitations in the form of shapes or patterns (animals, people, plants, etc.) made with writing utensils.
b. Writing, the result of writing for the purpose of reading.
c. A combination of images and writing, a combination of images and writing combined into one part.
d. Sticking to the packaging, which is something that is attached to the packaging (product box). Halal labels must be visible, easy to read, and not easily removed, thrown away, or damaged.
e. Assessment of halal labeling is the process, method, action, assessment, giving given to halal labeling.

To guarantee the halalness of products that have received halal certification, the MUI determines and confirms that if at any time it is found that the product contains haram (impure) ingredients, the MUI has the right to revoke the halal certificate for the product. Apart from that, every product that has received a halal certificate must also pay attention to or renew its halal certification every two years using similar procedures and mechanisms. If two years after the validity of the halal certificate, the company concerned does not apply for (renew) the halal certificate, then the company is deemed no longer entitled to a halal certificate and the halal nature of its products exceeds the MUI's responsibility.

B. Brand Image

1. Understanding Brand Image

Quoting from (Salimun & Sugiyanto, 2019) , brand image is a consumer's perception of a brand which reflects the associations that exist in the consumer's mind. Brand image is an association that appears in consumers' minds when they think of a particular brand. These associations may only appear in the form of certain thoughts or images associated with the brand. That company image is a perception of external interests based on accumulated experience with the organization.

2. The Legal Basis of the Koran Concerning Brand Image

(Kayawati & Kurnia, 2021) In an Islamic perspective, a brand is a good name or identity owned by a person or company. Building a brand into a good name that consumers can trust must be done in accordance with sharia principles. For example, a good description of the Prophet Muhammad SAW. who was given the title Al-Amin means someone who can be

trusted. Therefore, companies need to build a good brand image in order to give consumers a sense of trust and encourage them to buy products and services.

Below are verses from the Koran related to brand image found in QS. Ash-Syu'ara verses 181-183, namely:

$$\text{اَوْفُوا الْكَيْلَ وَلَا تَكُوْنُوْا مِنَ الْمُخْسِرِيْنَ ۙ - ١٨١}$$

Meaning: "Perfect the measure and do not harm others."

$$\text{وَزِنُوْا بِالْقِسْطَاسِ الْمُسْتَقِيْمِ ۚ - ١٨٢}$$

Meaning: "And weigh it with the right balance."

$$\text{وَلَا تَبْخَسُوا النَّاسَ اَشْيَآءَهُمْ وَلَا تَعْثَوْا فِى الْاَرْضِ مُفْسِدِيْنَ ۙ - ١٨٣}$$

Meaning: "And do not harm people by reducing their rights and do not cause damage on earth."

The Quranic verse above states that the ethics of maintaining consumer trust in a brand is to be honest and not to do manipulation that can result in loss or consumer dissatisfaction, such as fraud or reducing the scale. Because if we do that then we will lose the trust of consumers and they will not want to buy the products we offer.

According to Syafi'i Antonio in (Kayawati & Kurnia, 2021) , to create a good brand image in accordance with Islamic law, the characteristics of the Prophet Muhammad SAW can be applied, namely righteous (shiddiq), trustworthy (amanah), intelligent (fathanah), responsible (tabligh). When naming a product, manufacturers need a meaningful and appropriate name that conveys the product's identity, quality and image. A short and good name is easy for consumers to remember, so that your product is quickly accepted and recognized by them.

3. Brand Image Objectives

(Ii et al., 2011) The brand image that is built by a company and becomes the perception of consumers will bring good profits to the company. The brand image objectives are as follows:

a. For Companies According to Tjiptono (2011)
    -   Facilitate the process of handling and tracking company products, especially when organizing and recording accounting.
    -   Creating unique associations and meaning that differentiates a product from its competitors.
    -   Improving the quality of a product or service so that consumers are satisfied, easy to choose, and motivated to buy again in the future.
    -   The source of competitive advantage is mainly due to customer retention, customer loyalty and the brand image formed in the minds of consumers.
    -   A source of financial gain, especially regarding future income.
b. For Consumers According to Suntoyo (2012)

- Make it easier for consumers to research products and services. Consumer trust in well-known product brands seems to be increasing, especially in terms of product or service quality, service and price.
- Helping consumers obtain quality products or services, services where consumers repurchase or reuse products or services.
4. Indicators - Brand Image Forming Indicators

According to (Ii et al., 2011) , brand image has several indicators that characterize it, including:

a. Recognation (Introduction)

Consumer awareness of the brand, if the brand is not yet well known, it is better to sell the product or service at the lowest price. By introducing a logo, tagline, product or service design at the lowest price.

b. Reputation (Reputation)

This is a fairly high level of brand reputation and status. This is because a product or service that has a good track record, is liked by consumers, is easy to sell, and is considered to be of good quality has a good reputation and high reputation. For example, consumer perceptions and the quality of the products and services provided.

c. Affinity (Attraction)

It is an emotional connection built between the brand and the consumer. This can be seen from price, consumer satisfaction, and level of relevance.

d. Loyalty (Loyalty)

Problems regarding consumer loyalty to products or services that use the brand in question. If a brand is widely known and has a good track record in the eyes of consumers, then these consumers will become loyal consumers of that brand.

e. Consumer Benefit

Consumer benefit is the use of the brand's products.

C. Factors That Influence Purchasing Decisions

1. Price

    a. Understanding Price

According to (Aeni & Lestari, 2021) , price is the amount of money consumers pay to obtain a product. Saladin in Amilia (2017) states that price is the amount charged by a business unit to buyers or customers for goods or services sold or delivered. Price is a unit of currency or other measure (including goods and services) that is exchanged for the ownership or use of goods and services. According to Mahanani (2018).

According to Alma (2016), price is the value of an item in exchange for another product. Price has two main roles in the buyer's decision-making process, such as the role of allocation and the role of information.

    b. Price Indicators

According to Kotler in Amilia (2017), price indicators are as follows:

1. Price affordability is consumers' expectations before they make a purchase. Consumers will look for products whose prices they can afford.

2. Price competitiveness: Companies determine the selling price of a product by considering the prices of products sold by their competitors so that their products can compete in the market.
3. Matching price with benefits. Consumers sometimes ignore the price of a product but are more concerned with the benefits of the product.

   2. Product quality

      a. Understanding Product Quality

When a company runs a business, the products or services it sells must have good quality or match the price offered so that the company or business can survive in the face of competition, especially in terms of quality.

According to (Mardiana et al., 2022) Product quality is a measure to assess that a good or service has useful value as desired, or in other words, a good or service is considered to have quality if it functions or has useful value as desired. Kotler and Armstrong, (2008) while a product is anything that can be offered to the market to get attention, be purchased, used and consumed that satisfies a want or need, while quality is a characteristic of the product in its ability to meet predetermined needs.

Quality issues are important to consumers and businesses. There are several concepts related to quality, namely:

1. Objective quality or actual quality, namely the quantity of goods and services that shows the superiority of the product to consumers.
2. Quality is based on the product, the nature and quantity of materials, the physical aspects of the product, including service as well.
3. Quality from a consumer's perspective (quality that consumers accept), quality is the consumer's perception of the overall quality or superiority of a product compared to its intended use.

This shows that the quality received by consumers is the most important concept, especially if all the company's attention is directed solely to achieving its goals from the consumer's perspective. Consumer expectations of a product also influence the quality of the product.

      b. Product Quality Indicators

According to Garvin quoted (Faradhilla, 2021) , product quality has indicators, namely:

1. Performance: Is a characteristic of the activities and goods purchased. For example, speed, ease and comfort of use.
2. Durability: The length of time a product can continue to be used, including its technical life and economic life.
3. Reliability: There is little risk of damage or non-use.
4. Perceived quality: This is the consumer's perception of the overall quality or superiority of a product.

   3. Product knowledge

      a. Understanding Product Knowledge

Product knowledge is a collection of precise information stored in consumers' memories, which can then be used to determine next actions. According to (Nugroho, 2015)

Product knowledge is important for marketers to convey when providing guidance about the products they offer to consumers.

      b. Product Knowledge Indicators

According to (Solihin, 2020) there are four indicators of product knowledge, namely product attributes, attribute benefits, psychological benefits, and values obtained by consumers. Explanation for each of these indicators, namely:

1. Product attributes are all physical aspects of a product or service that can be seen or suggested. Examples of product attributes are the color of a computer bag, the appearance of a car, the style of women's clothing, price, and so on. In the case of services, attributes can be observed, such as reputation and the price paid to obtain the service.

2. Psychological benefits are the social impacts that consumers obtain when interacting with products and services. An example of psychological benefits is when consumers experience an increase in their social skills with other people after attending a teaching program at a particular educational institution.

3. The latter are the values obtained after consumers use the product or service. An example is that consumers will feel more competitive in the workplace after participating in a tax training program.

D. History of Wardah Cosmetics

Wardah is one of the products produced by PT. Paragon Technology and Innovation (PTI). This company specializes in the production of cosmetic products. Initially this company was founded under the name PT. Mother's Tradition Heritage, then in 2012 changed its name to PT. Paragon technology and innovation. The founder of this company is Dra.Hj. Nurhsysti Subakat, on February 28 1985. She obtained her pharmacist degree in 1976. With her experience, PT PTI made Wardah the local brand with the highest sales in the Matahari area. Shops other than Wardah, PT. PTI also has other high end brands like make over,putri,ix,vivre,hair addict,nusillk.

This company has more than 2000 employees in 26 operating areas, so in the last 4 years this company has achieved a growth rate of more than 80%.

Wardah operates in the beauty industry. Wardah is produced by PT. Paragon Technology and Innovation (PTI). PT Paragon Technology and Innovation (PTI) markets its products through television advertisements, events, outdoor advertising and more. In this research, researchers will discuss the relationship between the use of "Halal" label messages such as awareness of the Wardah brand and consumer purchasing preferences.

Wardah Cosmetics is one of the well-known cosmetic brands in Indonesia with a target market of Muslim women and women who want to use ingredients that are safe, hazard-free and halal certified. Wardah cosmetics' motto is "EXCELLENT BEAUTY". Since its inception.

Wardah cosmetics is committed to prioritizing quality to help women look beautiful according to their personality. Every cosmetic and skin care product produced by Wardah is produced using modern technological processes under the strict supervision of experts and dermatologists.

Wardah products are made from safe and halal raw materials. This product is designed to provide comfort and peace of mind for the women who use it. Before marketing its products, Wardah is required to carry out a blind test to ensure product safety and quality. Because Wardah's main priority is consumer safety and this is important. Wardah has a vision of becoming a company that benefits society.

Method

A. Types of research

According to (Sumarsan, 2021) , research methods are scientific methods for obtaining data for a specific purpose or use. This research method uses a type of quantitative research method, according to Sugiyono (2017) quantitative research methods can be interpreted as methods that lead to positive discoveries and are used to study certain populations or samples, the data collection achieved or obtained using data is quantitative or statistical techniques by means of quantification and other measurements. In another definition, quantitative research is research that is objective, involves collecting data, analyzing quantitative data, and using statistical testing techniques. There are three variables studied, namely the first is the independent variable (X), namely Halal Labeling and Brand Image, while the second variable is the dependent variable (Y), namely the Decision to Purchase Wardah Cosmetics among students of Syariah Business Management Stambuk 2021, Muhammadiyah University, North Sumatra.

B. Place and time of research

1. Research Place

This research was conducted on students of Syariah Business Management standard 2021, Muhammadiyah University of North Sumatra, whose address is Jl. Captain Muchtar Basri No.3, Glugur Darat II, Kec. East Medan, Medan City, North Sumatra. This research is focused on all active students of Syariah Business Management standard 2021 at the Muhammadiyah University of North Sumatra.

2. Research time

In this research, the research period was carried out from 06 December 2023 to 13 December 2023 at the Muhammadiyah University of North Sumatra.

C. Research Population and Sample

1. Population

(Sugiyono, 2017) Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study was the 2021 Stambuk Syariah Business Management students of the Muhammadiyah University of North Sumatra, totaling 90 Sharia Business Management students, this number was taken from the 2023 academic year. The researcher chose the 2021 Stambuk Syariah Business Management students of the Muhammadiyah University of North Sumatra to be respondents because it was appropriate. with the variables examined, namely Halal Labeling, Brand Image, and Purchasing Decisions. Where students of Syariah Business Management stambuk 2021, Muhammadiyah University of North Sumatra can understand and consider the applicable laws regarding Halal Labeling and Brand Image in the Decision to Purchase a product.

2. Sample

The sample is part of the population used for research. According to (Sugiyono, 2017) a sample is defined as part of the number and characteristics of a population. The sampling

technique used was a *nonprobability sampling technique* with a *purposive sampling approach.* This is because sampling is carried out with certain considerations or criteria. The sample in this study consisted of 30 respondents from the 2021 Syariah Business Management students of the Muhammadiyah University of North Sumatra with the following:

a. Active student of Syariah Business Management standard 2021, Muhammadiyah University, North Sumatra

b. Get to know Wardah cosmetic products

      In this research, to determine the sample size using the Slovin formula (Sujarweni, 2019), as follows:

$$n = \frac{N}{1 + N\,(e)^2}$$

$$n = \frac{90}{1 + 90 \times (0{,}18)^2}$$

$$n = \frac{90}{1 + (90 \times 0{,}0324)}$$

$$n = \frac{90}{2{,}916}$$

$$n = 30$$

Information :

   n = Sample Size

   N = Population Size

   e = Margin of Error is the amount of error applied

   By using the e value which is 18%

D. Research Variables and Indicators

  1. Research variable

      A research variable is an attribute, trait or value of a person, object or activity that has variations determined by the researcher as an object of study about which information can be obtained and conclusions can be drawn. In this research, there are two variables used, namely the independent variable and the dependent variable.

    a. Independent Variable

      Independent variables are often also called independent variables. An independent variable is a variable that can influence or be the cause of the change or emergence of the dependent variable (Sugiyono, 2017). In this research there are two independent variables, namely the Halal Labeling variable (X_1) and the Brand Image variable (X_2).

b. Dependent Variable

The dependent variable is often also called the output variable. According to (Sugiyono, 2017) The dependent variable is the variable that is influenced or is the result of the existence of the independent variable. In this study the dependent variable (Y) is the Wardah Cosmetics Purchase Decision for Syariah Business Management students at Stambuk 2021, Muhammadiyah University, North Sumatra.

2. Research Indicators

a. Halal Labeling

(Ninla Elmawati Falabiba et al., 2014) Therefore, halal labeling must contain at least the following information:
1. Images are the result of imitations in the form of shapes or patterns (animals, people, plants, etc.) made with writing utensils.
2. Writing, the result of writing for the purpose of reading.
3. A combination of images and writing, a combination of images and writing combined into one part.
4. Sticking to the packaging, which is something that is attached to the packaging (product box). Halal labels must be visible, easy to read, and not easily removed, thrown away, or damaged.
5. Assessment of halal labeling is the process, method, action, assessment, giving given to halal labeling.

b. Brand Image

According to (Ii et al., 2011) , brand image has several indicators that characterize it, including:
1. Recognation (Introduction)
   Consumer awareness of the brand, if the brand is not yet well known, it is better to sell the product or service at the lowest price. By introducing a logo, tagline, product or service design at the lowest price.
2. Reputation (Reputation)
   This is a fairly high level of brand reputation and status. This is because a product or service that has a good track record, is liked by consumers, is easy to sell, and is considered to be of good quality has a good reputation and high reputation. For example, consumer perceptions and the quality of the products and services provided.
3. Affinity (Attraction)
   It is an emotional connection built between the brand and the consumer. This can be seen from price, consumer satisfaction, and level of relevance.
4. Loyalty (Loyalty)
   Problems regarding consumer loyalty to products or services that use the brand in question. If a brand is widely known and has a good track record in the eyes of consumers, then these consumers will become loyal consumers of that brand.
5. Consumer Benefit
   Consumer benefit is the use of the brand's products.

c. Factors That Influence Purchasing Decisions

1. Price

According to Kotler in Amilia (2017), price indicators are as follows:

a. Price affordability is consumers' expectations before they make a purchase. Consumers will look for products whose prices they can afford.

b. Price competitiveness: Companies determine the selling price of a product by considering the prices of products sold by their competitors so that their products can compete in the market.

c. Matching price with benefits. Consumers sometimes ignore the price of a product but are more concerned with the benefits of the product.

2. Product quality

According to Garvin quoted (Faradhilla, 2021) , product quality has indicators, namely:

a. Performance: Is a characteristic of the activities and goods purchased. For example, speed, ease and comfort of use.

b. Durability: The length of time a product can continue to be used, including its technical life and economic life.

c. Reliability: There is little risk of damage or non-use.

d. Perceived quality: This is the consumer's perception of the overall quality or superiority of a product.

3. Product knowledge

According to (Solihin, 2020) there are four indicators of product knowledge, namely product attributes, attribute benefits, psychological benefits, and values obtained by consumers. Explanation for each of these indicators, namely:

a. Product attributes are all physical aspects of a product or service that can be seen or suggested. Examples of product attributes are the color of a computer bag, the appearance of a car, the style of women's clothing, price, and so on. In the case of services, attributes can be observed, such as reputation and the price paid to obtain the service.

b. Psychological benefits are the social impacts that consumers obtain when interacting with products and services. An example of psychological benefits is when consumers experience an increase in their social skills with other people after attending a teaching program at a particular educational institution.

c. The latter are the values obtained after consumers use the product or service. An example is that consumers will feel more competitive in the workplace after participating in a tax training program.

E. Data and Data Sources

1. Data

The type of data that researchers use for this research is quantitative data. Quantitative data is data that contains information in the form of numbers and figures that can be calculated and measured directly. The data is then processed by researchers to obtain an accurate explanation.

2. Data source

a. Primary Data Source

(Yelvita, 2022) Primary data sources are data sources that transmit data directly to data collection. This data was obtained by researchers by digging up data from previously identified respondents. Techniques that can be used to extract primary data include questionnaires,

interviews, observation and documentation. Primary data obtained from this researcher was through the results of distributing questionnaires to respondents, namely students of Syariah Business Management standard 2021, Muhammadiyah University, North Sumatra.

      b. Secondary Data Sources

(Yelvita, 2022) Secondary data is data obtained from documents or other people, not directly from respondents. This research obtained secondary data from various journals, books, articles, previous research training, and different data related to the discussion of this research.

F. Data collection technique

1. Questionnaire / questionnaire

Questionnaires can be considered as a kind of written interview. They can be conducted face to face, by telephone, computer or post. Questionnaires have several advantages, namely providing a relatively cheap, fast and efficient way to obtain large amounts of information from a large number of people

According to the book Fundamental Concepts of Economics by A. Jeffery D. Holt and Peter R. Slater, a linear scale is a measurement scale in which each unit on the numerical axis has the same value and is used in graphic or diagrammatic representations. The measured size changes proportionally and continuously. There are 4 answer options used in this research on a Linear Scale, namely:

Table 1
Linear Scale

Symbol	Alternative Answers	Mark
SS	Strongly agree	4
S	Agree	3
T.S	Don't agree	2
STS	Strongly Disagree	1

The greater the number of scores given by respondents to each factor, it shows that the factor has a more positive influence on purchasing decisions. The questionnaire was addressed to the 2021 Syariah Business Management students of the Muhammadiyah University of North Sumatra which was distributed online , namely using *a Google form* . The online questionnaire provided by the researcher aims to make it easier for respondents who cannot meet the researcher directly.

2. Documentation

The documentation method means analyzing the contents of documents that can support research. Document analysis tends to focus on concrete documentary evidence, such as previous research data (Sujarweni, 2019). In this research, researchers used journals, previous papers, and research findings on the variables of halal labeling, price, and purchasing decisions.

Result and Discussion

A. Research result

This chapter will discuss the results of research on the Influence of Halal Labeling and Brand Image on Wardah Cosmetic Purchasing Decisions among 2021 Stambuk Sharia Business Management Students at Muhammadiyah University, North Sumatra. The data used is primary

data from questionnaires distributed to 30 respondents. This discussion includes a description of the characteristics of the respondents, the results of data analysis, and discussion.

B. Description of Respondent Characteristics

The respondents of this research are part of the population of Sharia Business Management Students at the Muhammadiyah University of North Sumatra with a sample size of 30 people at the University, consisting of several characteristics.

Table 2
Distribution of Respondents Based on Gender

No.	Gender	Amount	Percentage (%)
1.	Man	7	23.3%
2.	Woman	23	76.7%
	Amount	30	100%

Source: Sharia Business Management, Muhammadiyah University of North Sumatra

From the table above it is known that the number of male respondents was 7 people (23.3%), while the number of female respondents was 23 people (76.7%). This is because when the questionnaire was distributed it was more accepted by women than men.

C. Data Analysis Results

Table 3

Halal Labeling Variable (X_1)

No.	Weight	Score	Amount	Percentage
1.	Strongly agree	4	69	23.3%
2.	Agree	3	62	206.6%
3.	Don't agree	2	10	33.3%
4.	Strongly Disagree	1	9	3.3%

Source: Research Data (Processed)

From the results of table 3 of the Halal Labeling variable (X_1) we can see that of the 30 respondents who were met and researched in the field, the researcher succeeded in getting data results that respondents who chose a strongly agree opinion regarding the Halal Labeling variable were 69 or chose to agree, 62, chose disagree 10, strongly disagree 9. This can be seen from the percentage of respondents who chose more (Strongly Agree).

Table 4

Brand Image Variable (X_2)

No.	Weight	Score	Amount	Percentage
1.	Strongly agree	4	51	17.7%
2.	Agree	3	74	246.6
3.	Don't agree	2	18	6.6%
4.	Strongly Disagree	1	7	23.3%

Research Data Source (Processed)

From the results of table 4 of the Brand Image variable (X_2) we can see that of the 30 respondents who were met and researched in the field, the researcher managed to get data results that respondents who chose a strongly agree opinion regarding the Brand Image variable were 51 or chose to agree 74, chose disagree 18, strongly disagree 7. This can be seen from the percentage of respondents who chose more (Agree).

Table 5

Purchase Decision Variable (Y)

No.	Weight	Score	Amount	Percentage
1.	Strongly agree	4	87	29.9%
2.	Agree	3	161	536.6%
3.	Don't agree	2	37	123.3%
4.	Strongly Disagree	1	15	5.5%

Source: Research Data (Processed)

From the results of table 5 of the Purchasing Decision variable (Y), we can see that of the 30 respondents who were met and researched in the field, the researcher managed to get data results that respondents who chose a strongly agree opinion regarding the Purchasing Decision variable were 87 or 161 chose to agree, and chose no agree 37, strongly disagree 15. This can be seen from the percentage of respondents who chose more (Agree).

1. Data Validity Test
   a. Data Validity Test

Validity testing is carried out using statistical methods, namely correlation. A questionnaire/questionnaire can be said to be valid if the calculated r value > r table, if the calculated r value < r table then the questionnaire or questionnaire is declared invalid. The following is a table of validation test results for the variables Halal Labeling (X_1), Brand Image (X_2), and Purchase Decision (Y):

Table 6

Halal Labeling Variable Validity Test (X₁)

No.	R value Calculate	r value Table	Information
1.	0.649	0.2960	Valid
2.	0.900	0.2960	Valid
3.	0.842	0.2960	Valid
4.	0.777	0.2960	Valid
5.	0.862	0.2960	Valid

Source: SPSS 20

Based on table 6 above, data processing for the Halal Labeling variable (X_1) obtained from data processing using the SPSS 20 program shows that the calculated r value is greater than the table r value, meaning that it can be concluded that all the Halal Labeling variable statements (X_1) is valid.

Table 7

Brand Image Variable Validity Test (X₂)

No.	R value Calculate	r value Table	Information
1.	0.624	0.2960	Valid
2.	0.583	0.2960	Valid
3.	0.751	0.2960	Valid
4.	0.878	0.2960	Valid
5.	0.752	0.2960	Valid

Source: SPSS 20

Based on table 7 above, data processing for the Brand Image variable (X_2) obtained from data processing using the SPSS 20 program shows that the calculated r value is greater than the table r value, meaning that it can be concluded that all Brand Image variable statements (X_2) are valid .

Table 8

Test the Validity of the Purchasing Decision Variable (Y)

No.	R value Calculate	r value Table	Information
1.	0.484	0.2960	Valid
2.	0.522	0.2960	Valid
3.	0.614	0.2960	Valid
4.	0,543	0,2960	Valid
5.	0,	0,2960	Valid
6.	0,680	0,2960	Valid
7.	0,321	0,2960	Valid
8.	0,532	0,2960	Valid
9.	0,657	0,2960	Valid
10.	0,710	0,2960	Valid

Sumber : SPSS 20

Based on table 8 above, the data processing of the Purchase Decision variable (Y) obtained from data processing using the SPSS 20 program shows that the calculated r value is greater than the table r value, meaning it can be concluded that all Purchase Decision variable statements (Y) are valid .

2. Hypothesis testing
    a. Partial Test (t Test)

This test is to determine whether there is a partial (separate) influence that is dependent on the independent variables Halal Labeling (X_1) and Brand Image (X_2) on Purchasing Decisions (Y). The following is a table of T test results using the SPSS 20 program:

Table 9

t Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.892	3.694		.241	.811
	LABELISASI_HALAL	.520	.286	.276	1.817	.080
	CITRA_MEREK	1.355	.331	.621	4.088	.000

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

Source: SPSS 20

The following are the testing steps in the t test:

a) Halal Labeling Variable (X_1)
   1. Hypothesis Formulation
      Ho: Halal labeling does not have a significant effect on purchasing decisions.
      H_1 : Halal labeling has a significant effect on purchasing decisions.
   2. Decision-making
      Method 1: If t count < t table then Ho is accepted
           If t count > t table then Ho is rejected
      Method 2: If sig <0.05 then Ho is accepted
           If sig, > 0.05 then Ho is rejected
      From the *Coefficients table, the significant value of Halal Labeling shows that the* calculated t value is 1.817. Meanwhile, the t table is 2.048 (0.05). The results of this calculation show that the calculated t < t table with a significant level of 0.080, which means that the hypothesis in this study accepts Ho and rejects H_1 . So from this conclusion Ho is rejected and H_1 is accepted, meaning that Halal Labeling has no significant effect on Purchasing Decisions.

b) Brand Image Variable (X_2)
   1. Hypothesis Formulation
      Ho: Brand Image has no significant effect on Purchasing Decisions.
      H_1 : Brand Image has a significant effect on Purchasing Decisions.
   2. Decision-making
      Method 1: If t count < t table then Ho is accepted
           If t count > t table then Ho is rejected
      Method 2: If sig <0.05 then Ho is accepted
           If sig, > 0.05 then Ho is rejected
      From the *Coefficients table* , the significant value of Brand Image shows that the calculated t value is 4.088. Meanwhile, the t table is 2.048 (0.05). The results of this calculation show that t calculated > t table with a significant level of 0.000, which means the hypothesis in this study rejects Ho and accepts H_2. So from this conclusion Ho is rejected and H_2 is accepted, meaning that Brand Image has a significant influence on Purchasing Decisions.

   b. Simultaneous Test (F Test)

   This test is to determine whether there is a simultaneous influence together) which is dependent on the independent variables Halal Labeling (X_1) and Brand Image (X_2) on Purchasing Decisions (Y). The following is a table of F test results using the SPSS 20 program:

Table 10

F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	795.722	2	397.861	33.471	.000^b
	Residual	320.944	27	11.887		
	Total	1116.667	29			

a. Dependent Variable: KEPUTUSAN_PEMBELIAN

b. Predictors: (Constant), CITRA_MEREK, LABELISASI_HALAL

Source: SPSS 20

From table 10 it shows that the calculated F value = 33.471 and the significant value (p-value) = 0.000. When compared with the Ft$_{able}$ value = 3.35 (for N = 30 or df = 27), it can be seen that the calculated F$_{hitung}$ (33.471) > F$_{table}$ (3.35) using a significant limit of 0.000 > 0.05. This means that the variables Halal Labeling and Brand Image simultaneously have a significant influence on Purchasing Decisions.

c. Coefficient of Determination

The coefficient of determination functions to find out what percentage of influence the Halal Labeling and Brand Image variables have on the Purchasing Decision variable. The following is a table of coefficient of determination test results:

Table 11

Coefficient of Determination Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844^a	.713	.691	3.448

a. Predictors: (Constant), CITRA_MEREK, LABELISASI_HALAL

b. Dependent Variable: KEPUTUSAN_PEMBELIAN

Source: SPSS 20

Based on the results of table 11 above, it can be seen that the R Square value is 0.713. This shows that 71.3% of purchasing decisions are influenced by Halal Labeling and Brand Image while the remaining 18.7% is influenced by unknown variables.

D. Discussion

As research, researchers distributed questionnaires and distributed them to Syariah Business Management students at the 2021 Muhammadiyah University of North Sumatra. Then the questionnaire data that has been distributed by researchers is processed using the SPSS 20 program. The discussion regarding the influence on each variable is explained as follows:

1. The Influence of Halal Labeling on Wardah Cosmetic Purchasing Decisions among Stambuk Sharia Business Management Students 2021, Muhammadiyah University, North Sumatra

   From the test results carried out on the hypothesis test (H_1) it has been proven that Halal Labeling does not have a significant effect on Purchasing Decisions. Based on the significant value of Halal Labeling, the t count is 1.817 while the t table is 2.048 (0.05). The results of this calculation show that t count < t table with a significance level of 0.080, which means the hypothesis in this study accepts Ho and rejects H_1. So from this conclusion Ho is rejected and H_1 is accepted, meaning that Halal Labeling has no significant effect on Purchasing Decisions.

2. The Influence of Brand Image on Wardah Cosmetics Purchasing Decisions among Stambuk Sharia Business Management Students 2021, Muhammadiyah University, North Sumatra

   From the results of tests carried out in hypothesis testing (H_2) it has been proven that Brand Image has a significant effect on Purchasing Decisions. Based on the significant value of Brand Image, the calculated t value is 4.088, while the t table is 2.048 (0.05). The results of this calculation show that t count > t table with a significance level of 0.000, which means the hypothesis in this study rejects Ho and accepts H_2. So from this conclusion Ho is rejected and H_2 is accepted, meaning that Brand Image has a significant influence on Purchasing Decisions.

3. The Influence of Halal Labeling and Brand Image on Wardah Cosmetics Purchasing Decisions on Stambuk Sharia Business Management Students 2021, Muhammadiyah University, North Sumatra

   The test results show that the calculated F value = 33,471 and the significant value (p-value) = 0.000. When compared with the F table value = 3.35 (for N = 30 or df = 27), it can be seen that the calculated F (33,471) > F table (3.35) using a significance limit of 0.05. This means that the variables Halal Labeling and Brand Image simultaneously have a significant influence on Purchasing Decisions.

Conclusion

Based on the research results above, the following conclusions can be drawn:

1. The Halal Labeling variable (X_1) partially does not show a positive and significant influence on the decision to purchase Wardah cosmetics among the 2021 Stambuk Sharia Business Management Students at the Muhammadiyah University of North Sumatra (Y). This means that the presence or absence of Halal Labeling does not influence the decision to purchase Wardah cosmetics among the 2021 Stambuk Sharia Business Management Students at Muhammadiyah University, North Sumatra.

2. The Brand Image variable (X_2) partially shows a positive and significant influence on the decision to purchase Wardah cosmetics among the 2021 Stambuk Sharia Business Management Students at the Muhammadiyah University of North Sumatra (Y). This means that the better the brand image, the more influence it will have on the decision to purchase Wardah cosmetics among the 2021 Stambuk Sharia Business Management Students at Muhammadiyah University, North Sumatra.

3. Halal Labeling (X_1) simultaneously has no significant effect and Brand Image (X_2) simultaneously has a significant effect on Purchasing Decisions (Y) of Wardah cosmetics among Syariah Business Management Students Stambuk 2021, Muhammadiyah University of North Sumatra.

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