

HALAL MARKETING DYNAMICS: HOW CERTIFICATION, BRAND IMAGE, AND RELIGIOSITY INFLUENCE CONSUMER PURCHASE DECISIONS

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ABSTRACT

The halal cosmetic industry has gained increasing attention as consumer demand for products that align with Islamic values continues to rise. This study aims to analyze the influence of halal certification, brand image, and religiosity on consumer purchase decisions, with a focus on Wardah cosmetic users in Salatiga, Indonesia. Primary data were collected through an online survey distributed via Google Form, with 384 respondents selected using purposive sampling and the Lemeshow formula at a 5% margin of error. Data were analyzed using SPSS 25 through multiple linear regression, supported by validity, reliability, normality, multicollinearity, and heteroscedasticity tests, as well as partial (t), simultaneous (F), and determination coefficient tests. The findings reveal that halal certification, brand image, and religiosity each have a positive and significant effect on purchase decisions. These results emphasize the importance of integrating halal assurance and brand positioning with consumers' religious values to strengthen purchasing behavior in the halal cosmetic industry. This study contributes to the understanding of consumer behavior in the halal industry and offers strategic insights for policymakers and practitioners to enhance competitiveness and sustainability in both domestic and global halal markets.

Keywords: Halal Certification, Brand Image, Religiosity, Consumer Behavior, Purchase Decision, Halal Cosmetic Industry

INTRODUCTION

In consumer behavior, purchasing decisions are a key indicator of individual product preferences. In recent years, Indonesia has experienced significant developments in modern, Islamic-oriented lifestyles. This lifestyle shift is evident in several phenomena, such as the increasing public criticality in assessing the halal status of products they consume, the development of an Islamic-based culture, the widespread use of the hijab, and the growth of the halal cosmetics industry (Sahir et al., 2016).

The halal industry has now emerged as a newly developed sector in the global economy. Its presence is growing rapidly in Asia, the Middle East, Europe, and America. It is not limited to the food industry but also encompasses the pharmaceutical, cosmetics, health care, and service sectors, including logistics, marketing, print media, electronics, packaging, and branding (Elasrag, 2016).

The increasing awareness of halal products among Indonesians has significantly driven purchasing decisions, particularly for cosmetics (Salsabila, 2023). This is evident from sales data showing a continuing upward trend every year, reinforcing the fact that consumers are increasingly selective in choosing products that comply with halal values. Wardah is a halal-certified cosmetic brand produced by PT. Pusaka Tradisi Ibu, a cosmetics company in Indonesia. Launched in 1995, the company changed its name to PT. Paragon Technology and Innovation. It currently has approximately 26 distribution centers in Indonesia and Malaysia (Wardah Beauty, 2024). Wardah Cosmetics is the first halal-certified cosmetic brand in Indonesia from the Indonesian Ulema Council (LPPOM MUI). In 1995, PT. Paragon Technology and Innovation created cosmetics that were not

only beautiful but also compliant with Islamic law, containing halal ingredients. Wardah's presence was welcomed by the public, as they were perceived as more knowledgeable about the halal status of a product (Hasibuan et al., 2024).

Product boycotts have become an increasingly common phenomenon in Indonesia, particularly in the context of escalating social and political issues. One issue that has led to these boycotts is the conflict between Israel and Palestine, which has influenced public opinion against brands that threaten to harm one of the parties involved in the conflict. In this context, many Indonesian consumers have begun to reject products from companies perceived to be affiliated with Israel, including in the beauty and personal care industry (Munandar et al., 2023).

However, amidst the boycott of Israeli-affiliated products, Wardah has stood firm and successfully maintained its position as the market leader for halal cosmetics in Indonesia. PT. Paragon Technology and Innovation has firmly stated that it does not use imported raw materials from Israel (Risalah, 2023). The escalation of the Israeli-Palestinian conflict has triggered a wave of boycotts of products associated with either party. This has encouraged Indonesian consumers, who are highly concerned about humanitarian issues, to be more selective in choosing products, including in the beauty industry (Zaman et al., 2024).

In Indonesia, halal certification is a familiar practice and has become mandatory in every aspect of life, across all product categories. Halal certification is not only a legal requirement but also reflects a manufacturer's commitment to religious values and higher product quality (Nasution, 2020). Ulfah (2022) states that Wardah is a cosmetics brand that has received halal certification since 1999. Kumara (2022) also states that Wardah is one of the first halal cosmetics brands in Indonesia.

Wardah's success is inseparable from its brand image, which successfully builds emotional connections with consumers, fostering high loyalty. Brand image is the perception or association formed in consumers' minds about a product (Lin & Lin, 2007). Through a strong brand image, consumers can easily recognize a product, evaluate its quality, reduce purchasing risk, and obtain the satisfaction and experience they expect from a product (Lin & Lin, 2007).

In addition to building a strong brand image, Wardah has also successfully tapped into the spiritual dimension of Muslim consumers by emphasizing religious values. Religiosity is an individual's way of life based on the values they believe in (Mustika & Dariati, 2024). High religiosity among Muslim consumers plays a significant role in influencing their purchasing decisions, particularly regarding halal-certified products. Belief in a product's halal status not only reflects adherence to religious values but also creates a sense of security and comfort for consumers when choosing products (Arkan & Andjarwati, 2022).

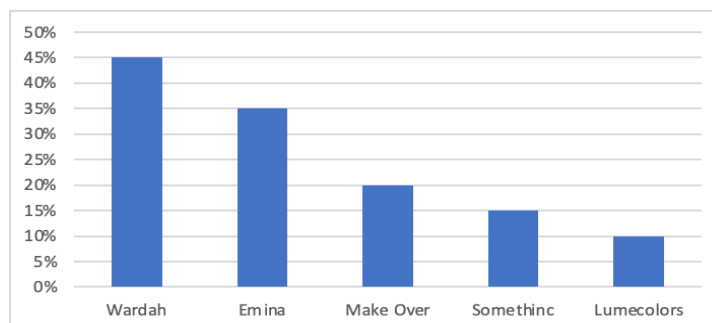


Figure 1. Data on Cosmetic Demand in Salatiga City in 2025 (Percentage)
Source: Processed Data (2025)

According to Chart 1, Wardah cosmetics are the most popular cosmetics in Salatiga, accounting for 45% of total cosmetic sales. Meanwhile, Emina is in second place with a 35% market share. Brands like Make Over account for 20%, followed by Somethinc at 15%, and Lumecolors at 6%. This chart demonstrates the high level of interest and attention from the people of Salatiga in purchasing Wardah cosmetics. Consumers are also strongly attracted to Wardah's tagline as halal cosmetics, thus strengthening their trust in purchasing and using Wardah in the long term. Salatiga, as a small to medium-sized city, provides a unique context for understanding local market dynamics that may differ from those in larger cities. By conducting research in Salatiga, researchers hope to delve deeper into how local communities respond to halal cosmetic products and how religious values and brand image influence their choices. Based on the research gap and gap phenomena from this study, the aim of this study is to analyze the influence of Halal Certification, Brand Image and Religiousness on the purchasing decision of halal cosmetics (a study on Wardah product users in Salatiga City).

LITERATURE REVIEW

Theory Of Planned Behavior

The theory used as the basis for this research is the Theory of Planned Behavior (TPB), a theory developed in consumer behavior studies by Ajzen (1991). The Theory of Planned Behavior (TPB) explores consumer behavior through analysis of attitudes, subjective norms, and perceived behavioral control (PBC), which collectively shape intentions and behavior. The relevance of the Theory of Planned Behavior (TPB) to the title of this research is that the theory discusses a person's planning of future behaviors. This theory can influence their behavior, including purchasing decision-making. In this research, when compared to the broader theory, a person contemplating a purchase will conduct prior planning, such as gathering information about the product they intend to purchase. In this study, the factors considered in purchasing decisions are halal certification, brand image, and religiosity.

Purchasing Decision

A purchasing decision is a choice from two or more alternative purchasing options. This means that for a person to make a decision, several alternatives must be available (Purboyo et al., 2021). The decision to purchase can be influenced by the decision-making process. According to Kotler et al. (2012) purchasing decisions are part of consumer behavior. Consumer behavior is about how individuals, groups, and organizations select, purchase, use, and utilize goods, services, ideas, or experiences to satisfy their needs and desires. Based on these definitions, it can be concluded that a purchasing decision is how consumers decide to purchase or use a product or service by identifying and processing the information before making a purchase decision. Every consumer or customer must identify their needs and desires, then seek information about the product, consider, and determine which product to purchase or use. Purchasing decisions are inseparable from various consumer characteristics (consumer behavior), so each consumer has different purchasing habits.

Halal Certification

Halal certification is a document issued by an Islamic institution to certify that the products listed meet Islamic standards. Halal certification is a complex and structured process to ensure that products, whether food, beverages, medicines, or cosmetics, comply with Islamic law. With halal certification, consumers can use cosmetic products with peace of mind, as the certification guarantees their safety (Riaz, 2007). The halal certification process has been proven to increase product added value and play a crucial role in increasing market share, both domestically and in export markets, especially in countries with Muslim majorities. Furthermore, the halal logo, as a form of halal certification, offers a competitive advantage in competing with foreign products in today's free trade environment

(Abadi, 2011). Halal certification plays a crucial and significant role not only for consumers but also for businesses. Consumers require products that are safe to consume and use for the long term. For producers, having halal products not only benefits Muslims but also benefits the producers. In reality, the halal trend is becoming increasingly popular in non-Muslim majority countries because products that are guaranteed halal also guarantee the cleanliness and safety of the ingredients used (Hidayat & Siradj, 2015).

Brand Image

Brand image is a form of perception that arises in consumers' minds when they recall a brand (Fajar et al., 2022). Brand image is a description of consumers' associations and beliefs about a particular brand. Brand image is related to attitudes, which are characterized by trust in the brand. Consumers who have a positive image of a brand are much more likely to make a purchase (Damayanti & Wahyono, 2015). Brand image is a perception or picture formed in consumers' minds as a result of interactions with a brand. Brand image can also be considered a belief embedded in consumers' minds. When consumers have a positive view of a brand, this can encourage them to make a purchase. A good brand is also an important foundation for building a positive corporate image.

Religiosity

Religiosity represents a system of beliefs, values, and actions that focus on various worldly issues, all of which are embodied in fundamental beliefs. A person with a high level of faith will change their behavior in accordance with religious teachings when socializing with the surrounding community (Miatun & Santoso, 2020). Religiosity can be defined as an attitude or behavior characterized by a person's devotion to and understanding of the religion they believe in, leading them to act in accordance with its rules and obligations in their lives. Essentially, the application of religious teachings from every religion always teaches goodness to its adherents (Meliani et al., 2021). Humans are the most perfect creatures, possessing the ability to know all things good and bad, distinguish between them, and recognize the consequences of their choices (Wahyu, 2010)

HYPOTHESIS

Halal certification is an important factor in helping consumers make purchasing decisions that align with their religious principles. With halal certification, consumers feel more secure and confident that the product will not violate religious teachings, which in turn influences their purchasing decisions. Furthermore, many consumers consider moral and ethical considerations when choosing products (Amry et al., 2024). For them, halal certification can provide a sense of security and trust, as halal-certified products meet the standards set by competent authorities. This sense of security reduces worry or doubt, which ultimately increases the desire to purchase the product (Riaz, 2007). This is in line with research by Pratiwi & Falahi (2023), Aliyah (2023) and Saputra & Jaharuddin (2022) which found that halal certification has a positive and significant influence on consumer purchasing decisions.

H1: Halal certification positively influences purchasing decisions for Wardah brand halal cosmetics.

Ultimately, this influences their purchasing decisions. When consumers have a positive perception of a brand's image, they tend to feel more confident and comfortable making a purchase (Fajar et al., 2022). When a brand has a strong and positive image, this creates a greater sense of trust in consumers. They are more confident that the brand's products will meet their expectations in terms of quality, function, and even social status. Conversely, if the brand image is poor or unclear, consumers may hesitate or choose products from other, more well-known and respected brands (Damayanti & Wahyono, 2015). This is supported by research conducted by Tasia (2022), Maulina (2022) and which found that brand image has a significant positive influence on purchasing decisions for halal supplement products.

H2: Brand image has a positive influence on purchasing decisions for Wardah brand halal cosmetics.

Religiosity is closely related to purchasing decisions because consumers' religious values often influence their product or brand choices (Meliani et al., 2021). Logically, individuals with high levels of religiosity are more likely to choose products that align with their religious principles, such as choosing halal, ethical, or environmentally friendly products in accordance with religious guidance (Chusna & Mustofa, 2024). In this case, their purchasing decisions are influenced not only by price or quality factors, but also by moral and religious considerations. This is in line with research conducted by Jamalia (2023) and Irsyad (2022) which showed that religiosity has a positive and significant influence on purchasing decisions for halal products.

H3: Religiosity has a positive influence on purchasing decisions for Wardah brand halal cosmetics.

METHODS

This study employed an associative approach with a quantitative approach. Quantitative methods were used as analytical tools to examine the influence of halal certification, brand image, and religiosity on purchasing decisions for Wardah halal cosmetics in Salatiga City. The population in this study included all Wardah cosmetic users in Salatiga City, whose population size is unknown. Using the Lemeshow formula, with a 5% margin of error, the sample size for this study was 384 respondents. This study employed non-probability sampling with a purposive sampling technique based on the following criteria: respondents residing in Salatiga and having purchased Wardah products at least once. The analysis tool used in this study was statistical software, SPSS version 25.

RESULTS

Instrument Testing

The instrument tests used in this study included validity and reliability tests. Based on the results of the validity and reliability tests, all questions in the questionnaire were declared valid and reliable. Based on these results, it can be concluded that the research instrument used in this study has a good level of reliability and is suitable for use in research.

Classical Assumption Test

Normality Test

The data normality test (Table 1) is a distribution test to determine whether the distribution is normal or not, so it can be used in parametric analysis. The normality test aims to determine whether the data used to predict a construct is normally distributed. The results of the normality test indicate that if the data meets the probability value criteria (Kolmogorov-Smirnov) > 0.05 , it can be concluded that the data is normally distributed (Pratama & Cahyono, 2021). Based on Table 1, the Asymp. Sig. value (2-tailed) is 0.200, which is greater than 0.05. Therefore, the normality test results indicate that the data are normally distributed.

Multicollinearity Test

The multicollinearity test (Table 2) aims to determine whether there is a correlation between the independent variables in the regression model. To detect the presence or absence of multicollinearity in a regression model, one can examine the tolerance value and factor variance (Pratama & Cahyono, 2021): If the VIF value is < 10 or the tolerance value is > 0.01 , multicollinearity is not present. If the VIF value is > 10 or the tolerance value is < 0.01 , multicollinearity is present. Table 2 shows that the tolerance value is > 0.01 and the VIF value is < 10 for each variable. Therefore, it can be concluded that there are no symptoms of multicollinearity.

Table 1. Uji One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		384
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	2.90388541
Most Extreme Differences	Absolute	.034
	Positive	.024
	Negative	-.034
Test Statistic		.034
Asymp. Sig. (2-tailed)		.200 ^{c, d}

Source: Processed Data (2025)

Table 2. Multicollinearity Test

		Tolerance	VIF
1	X1	.747	1.339
	X2	.761	1.315
	X3	.940	1.064

Source: Processed Data (2025)

Heteroscedasticity Test

The heteroscedasticity test (Table 3) is conducted to determine whether there is unequal variance in the residuals from one observation to another in a regression model (Kaiin et al., 2004). This study used a critical value of 0.05, so the model is free from heteroscedasticity if the probability value is greater than 0.05. Based on Table 3, the results of the heteroscedasticity test indicate that the Sig. values for variables X1, X2, and X3 are > 0.05. Therefore, it can be concluded that there is no heteroscedasticity in this equation model.

Table 3. Heteroscedasticity Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.885	.739		3.902	.000
	X1	.003	.036	.006	.094	.925
	X2	.015	.035	.025	.433	.665
	X3	-.041	.029	-.075	-1.420	.156

a. Dependent Variable: Abs Res2

Source: Processed Data (2025)

Statistical Tests

Partial T-Test

The t-test (Table 4) is a test tool used to analyze and determine whether the independent variable partially influences the dependent variable. With a significance level of 5%, the test criteria are as follows (Ghazali, 2016): If the significance value $t > 0.05$, then H_0 is accepted and H_a is rejected, meaning there is no partial influence between the independent variable and the dependent variable. If the significance value $t < 0.05$, then H_a is accepted and H_0 is rejected, meaning there is a partial influence between the independent variable and the dependent variable.

Table 4. Partial T-Test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.576	.515		16.657	.000
	Sertifikasi Halal	.169	.025	.248	6.689	.000
	Brand Image	.083	.024	.127	3.440	.001
	Religiusitas	.379	.020	.632	19.101	.000

Source: Processed Data (2025)

Based on Table 4, the results of the T-test can be concluded as follows: The halal certification variable (X1) shows a calculated t-value of 6.689, which is greater than the t-table value of 1.648, with a significance value (p-value) of 0.000, which is less than 0.05. This indicates that the halal certification variable (X1) has a significant positive influence on purchasing decisions (Y). The brand image variable (X2) shows a calculated t-value of 3.440, which is greater than the t-table value of 1.648, with a significance value (p-value) of 0.001, which is less than 0.05. This indicates that the brand image variable (X2) has a significant positive influence on purchasing decisions (Y). The religiosity variable (X3) showed a calculated t-value of 19.101, which is greater than the t-table value of 1.648, with a significance value (p-value) of 0.000, meaning it is less than 0.05. This indicates that the religiosity variable (X3) has a significant positive influence on purchasing decisions (Y).

Simultaneous Test (F)

The F test is used to determine the simultaneous influence of independent variables on the dependent variable (Ramadhan & Sugiyono, 2015). This test measures the magnitude of the influence of all independent variables (X1, X2, X3) together or simultaneously on the dependent variable (Y). The testing criteria in this study, using a 5% significance level, are as follows: If the significance value of $F > 0.05$, H_0 is accepted and H_a is rejected, indicating there is no simultaneous influence between the independent variables on the dependent variable. If the significance value of $F < 0.05$, then H_a is accepted and H_0 is rejected, meaning there is a simultaneous influence between the independent variables on the dependent variable. The df formula according to (Ghozali, 2006) is $df = k-1$ (4-1) column 3 and $df_2 = n - k$ (384 - 4) 380 = 2.628395. Where n (number of samples) and k (variables x and y).

Table 5. Simultaneous Test (F)

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	845.831	3	281.944	197.342	.000 ^b
	Residual	542.907	380	1.429		
	Total	1388.738	383			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Processed Data (2025)

Based on the f-test results in Table 6, the calculated f-value is 281.944. The significance value is 0.000, which is less than 0.05. Therefore, the halal certification variables (X1),

brand image (X2), and religiosity (X3) collectively have a significant influence on purchasing decisions (Y).

Coefficient of Determination (R2) Test

The coefficient of determination (R2) test is conducted to determine the extent or significance of the independent variables' collective contribution to the dependent variable. The coefficient of determination value is between 0 and 1. If the determination value is close to 1, it means the independent variable provides almost all the information needed to predict the dependent variable. However, if the R2 value is smaller, it means the independent variable's ability to explain the dependent variable is quite limited (Ghozali, 2016). According to Chin (1998), the R-Square value is categorized as follows: Strong, if more than 0.6. Moderate, if more than 0.3 but lower than 0.6. Weak, if more than 0.1 but lower than 0.3

Table 6. Hasil Uji R2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.780 ^a	.609	.606	1.19528

a. Predictors: (Constant), X3, X2, X1

Source: Processed Data (2025)

The coefficient of determination test is used to measure the extent to which the model is able to explain the variation of the dependent variable. Table 4.10 shows the Adjusted R. Square value of 0.606 / 60.6% (large). This means that the ability of all independent variables (X) to influence the dependent variable (Y) is 60.6%, and the R. Square of all independent variables (X) has an influence on the dependent variable (Y) of 0.609. Therefore, it can be categorized as having a Strong relationship with the dependent variable (Y).

Discussion

The Effect of Halal Certification on Purchasing Decisions

Based on the results of the partial t-test, the halal certification variable (X1) showed a calculated t-value of 6.689, exceeding the t-table value of 1.648, with a significance value of 0.000, which is <0.05. Therefore, the halal certification variable (X1) has a significant positive effect on purchasing decisions (Y). This aligns with research by Pratiwi & Falahi (2023), which showed that halal certification has a positive and significant effect on purchasing decisions for Wardah Cosmetics in Bangun Rejo Village, Tanjung Morawa. These results imply that the existence of halal certification as a guarantee of product halalness is an important factor influencing consumers in choosing Wardah products in Salatiga City. Consumers tend to have more trust and confidence in making purchases when the product has official halal certification, reflecting religious values and adherence to halal standards.

The Influence of Brand Image on Purchasing Decisions

Based on the results of the partial t-test, the brand image variable (X2) showed a calculated t-value of 3.440, exceeding the t-table value of 1.648, with a significance value of 0.001, which is <0.05. Therefore, the brand image variable (X2) has a significant positive effect on purchasing decisions (Y). This aligns with research conducted by Tasia et al. (2022) which showed a positive and significant influence on purchasing decisions for Wardah cosmetics in Pekanbaru. These results indicate that brand image is a crucial factor influencing consumers' purchasing decisions for Wardah products in Salatiga. A strong and positive brand image creates a perception of trust, quality, and added value in the eyes of consumers, thereby increasing purchase intention and loyalty.

The Influence of Religiosity on Purchasing Decisions

Based on the results of the partial t-test, the religiosity variable (X3) showed a calculated t-value of 19.101, exceeding the t-table value of 1.648, with a significance value of 0.000, which is <0.05 . Therefore, the religiosity variable (X3) has a significant positive effect on purchasing decisions (Y). This aligns with research by Jamalita, (2023) which showed that religiosity positively influences purchasing decisions for halal products. These results indicate that consumer religiosity is a primary factor influencing purchasing decisions for Wardah products in Salatiga. Consumers with high levels of religiosity tend to pay more attention to halal aspects and religious values when selecting products, thus religiosity directly increases interest and purchasing decisions

CONCLUSION

This study concludes that halal certification, brand image, and religiosity have a positive and significant influence on consumer purchase decisions in the halal cosmetic industry, as evidenced by Wardah users in Salatiga. These findings confirm the research objective that consumers' purchasing behavior is not only shaped by product quality but also by assurance of halal compliance, brand perception, and religious values. However, the study is limited to one brand and one city, which restricts the generalizability of the results. Future research could broaden the scope by including multiple halal cosmetic brands, larger and more diverse geographic areas, as well as integrating advanced analytical models to provide deeper insights into consumer behavior in the halal industry.

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