

Religiosity as a Determinant Factor in Wardah Cosmetics Purchase Decisions: An Analysis of Halal Label, Celebrity Endorser, and Lifestyle

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Abstract. This study aims to examine Religiosity as a Determinant Factor in Wardah Cosmetics Purchase Decisions: An Analysis of Halal Label, Celebrity Endorser, and Lifestyle. This research uses a quantitative approach by conducting a survey through questionnaires distributed to 100 students of UIN Salatiga who use Wardah cosmetic products. The sampling technique employed is purposive sampling. The data analysis techniques used in this study are multiple linear regression and moderation analysis. The results show that halal labels, celebrity endorsers, and lifestyle have a positive and significant impact on purchasing decisions. However, religiosity has a negative and insignificant effect on purchasing decisions. Furthermore, the results of the Moderated Regression Analysis (MRA) indicate that religiosity does not moderate the effect of halal labels, celebrity endorsers, and lifestyle on purchasing decisions.

Keywords: Halal Label, Celebrity Endorser, Lifestyle, Purchasing Decision, Religiosity

1 Introduction

In Indonesia, the annual growth in the cosmetics business has been remarkably rapid. This phenomenon is reflected in the local Indonesian cosmetics industry. After the COVID-19 pandemic, also known as the epidemic period, the beauty industry has achieved impressive growth in terms of the number of players, production volume, and market share. According to the Association of Indonesian Cosmetics Companies (PPA Kosmetika Indonesia), the growth rate of the number of cosmetics industries in Indonesia reached 21.9%, from 913 companies in 2022 to 1,010 companies by mid-2023. Among the total products of these local cosmetics companies, the largest market segment is personal care, with a market volume of USD 3.18 billion in 2022, followed by skincare at USD 2.05 billion, cosmetics at USD 1.61 billion, and fragrances at USD 39 million (Indonesia.go.id).

In such a competitive environment, for companies to compete and sustain themselves in the increasingly competitive beauty industry, they must be able to communicate their products effectively and provide good product information to consumers, which can lead to positive feedback on the products offered, ultimately increasing consumer purchase decisions (Zaqiyah & Muszdalifah, 2021). The beauty industry in Indonesia presents significant opportunities due to the country's vast market. In the future, the beauty industry, particularly cosmetics, will be categorized as a key industrial sector that plays a major role as a prime mover. This is based on the National Industrial Development Master Plan (RIPIN) for 2015–2035, established under Government Regulation Number 14 of 2015.

The sales of facial cosmetics in early 2022 reached 129.1 billion rupiah. The majority of facial cosmetic transactions occurred on the Shopee platform, accounting for 75.2%, while Tokopedia accounted for only 24.74%. The competition in the facial cosmetics market has been evident from the beginning of the year to mid-year. With so many makeup brands available now, local brands have been advertising more aggressively. Among them is Wardah, which ranked first in the April-June 2022 period and is known as a halal cosmetic brand in Indonesia. Wardah has also become one of the top-selling cosmetic brands, as shown on the Kompas dashboard (kompas.co.id).

For Muslims, ensuring that a product is halal is an important value. However, in reality, many people are unaware that they consume non-halal products in their daily lives. Halal awareness among producers remains relatively low. Some people only consider a product halal if it meets certification requirements, due to the high cost of halal certification (Republika.co.id, sleman, 2020). In response to this issue, several companies have begun to prioritize halal specifications in their products. PT Paragon Technology and Innovation, the largest cosmetics company in Indonesia, has focused on halal compliance by developing Wardah Cosmetics with a 'Halal' claim. PT Paragon has also obtained halal certification and produces safe products. Wardah is the first cosmetics brand in Indonesia to include a halal label on its packaging. Wardah has also become the most attractive cosmetics brand

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among Muslim consumers in Indonesia. All Wardah products are guaranteed to be made from natural, safe, halal ingredients and do not cause side effects on the skin or body (Dirgantara dan Maulida, 2019).

Wardah is known as a halal product that meets the needs of Muslim women but can also be used by non-Muslim women. All Wardah products are suitable for women from various backgrounds. Actresses endorsed by Wardah Cosmetics include Ineke Koeshrawati, Dewi Sandra, Zaskia Sungkar, Tatjana Saphira, Raline Shah, Natasha Rizky, Amanda Rawles, Fenita Arie, and Ayana Moon. Among the nine brand ambassadors of Wardah Cosmetics, Tatjana Saphira, Raline Shah, and Amanda Rawles do not wear hijab. This indicates that Wardah products can be used by all women, whether they wear hijab or not. By endorsing celebrities, Wardah aims to show that its cosmetics can enhance beauty across different backgrounds and lifestyles (Nisa, 2020). M.W & Nugroho (2023) explained that celebrity endorsers influence purchasing decisions. This aligns with research conducted by Andarias, dkk (2023) The celebrity endorser variable has a positive impact on purchasing decisions. However Katiandagho & Hidayatullah (2023) Emphasizes that celebrity endorsers do not have a significant effect on purchasing decisions.

Lifestyle continues to evolve with the times, and this behavior is a response to the environment. Setiadi, (2013) stated that a person's purchasing decisions can be influenced by their lifestyle. Kotler and Keller (2018) in their research indicated that a person's lifestyle can be reflected in their activities, thinking patterns, and interests. All interactions they have within their environment can reveal their lifestyle Timpaulu, dkk (2023) assert that the lifestyle variable influences purchasing decisions. Similarly, Suarsana & Putra (2023) found that lifestyle impacts purchasing decisions. In contrast, Faulina & Susanti (2023) reported that the lifestyle variable does not affect purchasing decisions.

Religiosity is often defined as a behavior of obedience or attitude, and it refers to the understanding of a religion that is believed, thus becoming a guide for acting in accordance with religious principles in one's life (Meinawati & Ardyansyah, 2023). In selecting a product within Islamic society, religion is the most influential factor in the decision-making process. People's feelings and behaviors regarding consumption are influenced by their beliefs and responsibilities according to Islam. The categories of products purchased and used by a Muslim must be carefully considered (Susanti & Triatmaja, 2023). Umma & Nabila (2023) state that religiosity has a significant positive impact on purchasing decisions. Similarly, Pratama & Djausal (2023) and Jamalia (2023) explain that religiosity has a positive and significant influence on purchasing decisions. In contrast, Denilaroza, dkk (2023) report that the religiosity variable has a negative and insignificant effect on purchasing decisions.

In making purchasing decisions, female students participate because they are among the users of cosmetics. Female students undoubtedly use cosmetics in their daily lives, not only for skincare but also to enhance their appearance. Wardah cosmetics is the answer for Muslim consumers, because this cosmetic product adopts the theme 'halal cosmetics,' with halal labels clearly displayed on the products being marketed (Sari, dkk. 2018).

The difference between this study and previous research lies in the research variables and research objects. Variables are added or reduced compared to previous studies. Female students of UIN Salatiga from the 2020-2023 cohorts who use Wardah cosmetics are the subjects of this study, as there is limited research on these students across the five faculties of UIN Salatiga. Additionally, the researcher integrates factors from previous studies, such as halal labels, celebrity endorsers, product quality, purchasing decisions, and religiosity. Based on the above explanation, the main objective of this study is to further examine the extent to which halal labels, celebrity endorsers, and lifestyle influence purchasing decisions and how religiosity can moderate the impact of halal labels, celebrity endorsers, and lifestyle on purchasing decisions.

2 Literature Review

2.1 Theory Of Planned Behavior

The Theory of Planned Behavior is an extension of the Theory of Reasoned Action, proposed by Ajzen in 1991. The Theory of Reasoned Action could not fully explain actions that are entirely under human control. Perceived Behavioral Control was added to the Theory of Planned Behavior by Ajzen as an additional factor in determining intention. Ajzen (2005), The Theory of Planned Behavior explains that when a person has control over their behavior, they can act according to their intentions and desires. Perceived Behavioral Control is defined as the perception of how easy or difficult it is to perform a certain behavior, and how past experiences that either facilitated or hindered that behavior are reflected in the anticipatory actions that can be taken in the future. The Theory of Planned Behavior is based on the assumption that humans are rational beings and that information is used in a structured way. Each individual considers the impact of their actions before making a final decision on whether to perform a particular action (Tamba, 2017).

2.2 Purchasing Decisions

Purchasing decisions are the final outcome of consumer attitudes after they have thought about and considered their shopping activities. Kotler & Keller (2016) conveyed that purchasing decision is made by individuals or groups to satisfy their needs and desires. The brand of a product can influence consumer decisions, as consumers are more attracted to certain brands, which can impact their purchasing decisions (Amiruddin, 2022).

Consumers are usually more confident when using high-end brands, as if the brand can enhance their prestige, support a socialite lifestyle, and boost personal self-esteem. Thus, the larger the brand, the greater the resulting purchasing decision (Loo, dkk., 2023). Furthermore, consumers go through several stages in making a purchase decision, including problem identification, information search, evaluation, purchase decision, and post-purchase attitudes. The purchasing process begins with the consumer making a purchase and has ongoing consequences (Imawan & Suryaningsih, 2023). The indicators of decision-making in this study are (Simammora, 2008): 1) problem or need recognition; 2) information search; 3) alternative evaluation; 4) purchase decision; 5) post-purchase perspective.

2.3 Halal Label

A halal label is an attachment of a symbol or text on a package indicating that the product with that symbol or text is certified as halal. Given that the majority of Indonesia's population is Muslim, this halal labeling aims to provide legal assurance and oversight for consumers, and to potentially increase national income by enabling domestic products to compete effectively (Rahayu & Handayani, 2023).



Fig. 1. Logo Label Halal

According to Article 1, Paragraph 5 of Indonesian Government Regulation No. 69 of 1999 on halal labels and food advertising, a label is defined as information about a product included on the product's packaging, including images, text, or a combination of both. The indicators of halal labeling in this study are (Putra & Ernawati, 2023): 1) halal logo image; 2) text explaining that the product is halal; 3) combination of halal image and text; 4) attachment to the product packaging.

2.4 Celebrity Endorser

A celebrity endorser is someone who introduces or talks about a product they support, aiming to influence consumer behavior and attitudes. The role of an endorser in marketing can result in two conditions: either merely boosting sales in the very short term or effectively branding the product. Celebrities must be able to represent or embody the brand they promote, as consumers will look to the celebrity as a reference. For instance, if a product is branded as youthful and attractive, the celebrity must represent those associations (Kurniawan & Kunto, 2014). The indicators of celebrity endorsers in this study are (Shimp, 2010): 1) trustworthiness; 2) expertise; 3) attractiveness; 4) respect; 5) similarity to the target audience.

2.5 Lifestyle

Lifestyle is defined by how a person spends their time, what they consider important in their environment, and their perspective on themselves and the outside world. Lifestyle represents the actions, patterns, and ways of living that are apparent through activities, interests, desires, and attitudes towards oneself in order to achieve status through social symbols obtained from others and their environment. Lifestyles vary among different communities and can change over time (Faulina & Susanti, 2023). The indicators of lifestyle in this study are (Timpaulu, dkk., 2023): 1) activities; 2) interests; 3) opinions.

2.6 Religiosity

Religiosity is often defined as a behavior of obedience or attitude and refers to the understanding of a religion that is believed in, serving as a guide for acting in accordance with religious principles in one's life. Every religion fundamentally guides its followers towards goodness by implementing its teachings, which helps individuals discern between what is good and what is bad, and understand that every action will ultimately have consequences (Jamalia, 2023). The indicators of religiosity in this study are (Reitsma, dkk, 2006): 1) belief; 2) practice; 3) experience; 4) religious knowledge; 5) religious consequences.

2.7 Research Framework and Hypothesis Development

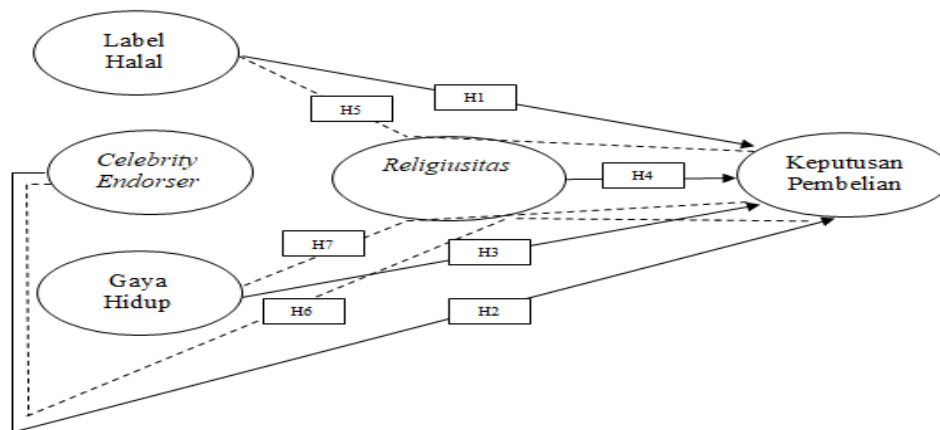


Fig. 2. Research Framework

Description:

- : Dari variabel X menuju variable Y
- - - - - : Dari variabel X menuju vaiabel Y melalui perantara variabel Z

2.7.1 The Effect of the Halal Label on Purchasing Decisions

Consumers, especially Muslims, are likely to pay attention to products that have been tested and certified as halal. A product that has not been halal-certified can make consumers feel uncertain about using it. This certainly affects buyers who are very attentive to halal certification when making a purchase. A vigilant and meticulous consumer will understand what is a good product for use before making a purchasing decision (Putri, dkk 2023). Several studies indicate that halal labels have a positive and significant influence (Adianti & Ayuningrum (2023); Putri, dkk (2023); Dewi & Sukati (2023)). Based on this research, the following hypothesis can be formulated:

H1: The halal label has a significant positive effect on purchasing decisions

2.7.2 The Effect of Celebrity Endorser on Purchasing Decisions

In the Theory of Planned Behavior (TPB), there is a belief related to human behavior. One of the beliefs related to celebrity endorsers that influences purchasing decisions is attitude, where behavioral beliefs are derived from actions towards a person's own behavior. A purchasing decision is a process involving an individual's behavior, with some considerations and reasons, including the influence of celebrity endorsers (Indrayanti & Iskandar, 2020). Several studies indicate that celebrity endorsers have a positive and significant influence (Andarias, dkk (2023); Habibi, dkk (2023); M.W & Nugroho (2023)). Based on this research, the following hypothesis can be formulated:

H2: Celebrity endorser has a significant positive effect on purchasing decisions

2.7.3 The Effect of Lifestyle on Purchasing Decisions

Purchasing decisions can also be influenced by lifestyle. Lifestyle continues to evolve with the times, as people adapt their habits in response to their environment. Setiadi (2013) states that purchasing decisions can be influenced by an individual's lifestyle. Kotler & Killer (2018) A person's lifestyle can be observed through their activities, way of thinking, and interests. All interactions they have in their environment can reflect their lifestyle.

Several studies suggest that lifestyle has a positive and significant influence (Suarsana & Putra (2023); Sari & Elsandra (2022); Timpaulu (2023)). Based on this research, the following hypothesis can be formulated:

H3: Lifestyle has a significant positive effect on purchasing decisions

2.7.4 The Effect of Religiosity on Purchasing Decisions

Religiosity, from the perspective of consumer behavior, includes the practice and understanding of religion, which encompasses beliefs, values, symbols, and behaviors accompanied by inner energy (Jamalia, 2023). Religiosity can also be defined as a unity where religious belief is the cognitive component, religious feelings are the affective component, and religious behavior is the psychomotor component. It cannot be denied that activities related to religiosity are evident in the decision-making process of Indonesian consumers. This indicates that the religiosity of Indonesian consumers is a clear sign of their deep concern with religious matters (Meinawati & Ardyansyah, 2023). Several studies indicate that religiosity has a positive and significant influence (Umma & Nabila (2023); Pratama & Djausal (2023); Jamalia (2023)). Based on this research, the following hypothesis can be formulated:

H4: Religiosity has a significant positive effect on purchasing decisions

2.7.5 The Moderating Role of Religiosity with the Halal Label on Purchasing Decisions

Umma & Nabila (2023) indicates that religiosity has a significant effect on purchasing decisions. This is supported by research conducted by Pratama & Djausal (2023) and Jamalia (2023) which confirms that religiosity has a positive and significant impact on purchasing decisions. Conversely, research by Denilaroza, dkk (2023) emphasizes that religiosity does not influence purchasing decisions. Based on this research, the following hypothesis can be formulated:

H5: Religiosity is able to moderate the effect of the halal label on purchasing decisions

2.7.6 The Moderating Role of Religiosity with Celebrity Endorser on Purchasing Decisions

Umma & Nabila (2023) which indicates that religiosity has a positive and significant effect on purchasing decisions. This research is supported by Pratama & Djausal (2023) and Jamalia (2023) which emphasizes that religiosity has a positive and significant effect on purchasing decisions. From 3 previous studies, other aspects are shown Denilaroza, dkk (2023) which emphasizes that religiosity does not affect purchasing decisions. Based on this research, a hypothesis can be formulated:

H6: Religiosity is able to moderate the effect of celebrity endorsers on purchasing decisions

2.7.7 The Moderating Role of Religiosity with Lifestyle on Purchasing Decisions

Umma & Nabila (2023) which indicates that religiosity has a positive and significant effect on purchasing decisions. This research is supported by Pratama & Djausal (2023) and Jamalia (2023) which emphasizes that religiosity has a positive and significant effect on purchasing decisions. Other aspects Denilaroza dkk (2023) which emphasizes that religiosity does not have an effect on purchasing decisions. Based on this research, a hypothesis can be formulated:

H7: Religiosity is able to moderate the effect of lifestyle on purchasing decisions

3 Research Method

This research employs a quantitative approach. The data used in this study are primary data, while the unit of analysis is UIN Salatiga students who use Wardah cosmetic products. The population in this study consists of 100 UIN Salatiga students from the 2020-2023 cohorts. The sampling technique used in this research is non-probability sampling, with purposive sampling as the method for determining the sample. The sample criteria for this study include UIN Salatiga students from the 2020-2023 cohorts who use Wardah cosmetic products.

4 Result and Discussion

4.1 Result

Based on the demographic results of UIN Salatiga students, a total of 100 students were surveyed by the researcher, including factors such as: Faculty; Year of Admission; Age; and Duration of product use. The results of the demographic data processing of UIN Salatiga students are presented in Table 1 as follows:

Table 1. Demographics of UIN Salatiga Students from the 2020-2023

Demografi	Percentase
Faculty	
FEBI	46%
FUADAH	10%
FTIK	16%
FAKSYA	16%
FAKDA	12%
Cohort	
2020	56%
2021	23%
2022	10%
2023	11%
Age	
17-18 Month	9%
19-21 Month	78%
22-24 Month	13%
Duration of Product Use	
1-6 Year	51%
6-12 Year	14%
>1 Month	35%

Source: *Processed Primary Data (2024)*

Based on the table above, the demographics of UIN Salatiga students are composed of 5 faculties: FEBI 46%, FUADAH 10%, FTIK 16%, FAKSYA 16%, and FAKDA 12%. Thus, the research data is dominated by students from the Faculty of Economics and Islamic Business at UIN Salatiga. Based on the cohort entry, UIN Salatiga students are from 4 cohorts: 2020 with 56%, 2021 with 23%, 2022 with 10%, and 2023 with 11%. Therefore, the research data is predominantly from the 2020 cohort with 56%. Regarding age, the UIN Salatiga students are categorized as follows: ages 17-18 with 9%, ages 19-21 with 78%, and ages 22-24 with 13%. Thus, this research is dominated by students aged 19-21. Finally, based on the duration of using Wardah cosmetic products, there are 3 categories: 1 to 6 months with 51%, 6 to 12 months with 14%, and less than 1 year with 13%. Therefore, the research is dominated by students who have been using Wardah cosmetic products for 1 to 6 months.

Table 2. Validitas Test and Reabilitas

Item	Loading
Religiosity (CR= 0.722**)	
I choose Wardah cosmetic products because I am a Muslim	0.757*
I choose Wardah cosmetic products because the ingredients in the products do not invalidate my worship	0.669*
I choose Wardah cosmetic products because they make me feel confident	0.406*
I choose Wardah cosmetic products because I am aware of the prohibition against using haram products	0.437*
I choose Wardah cosmetic products because they are halal and use natural ingredients that are safe for the face	0.568*
Halal Label (CR= 0.821**)	
I need to check the halal label image on each package with every product purchase	0.850*
I know how the halal label is written on the product packaging	0.740*
I always pay attention to the combination of the halal label and halal writing on the cosmetic product packaging	0.879*
I always check whether the halal label is attached to the product packaging	0.798*
Celebrity Endorser (CR= 0.801**)	

I believe that the chosen celebrity endorser is honest about the product they are promoting	0.643*
I believe that the chosen celebrity endorser has the ability to persuade consumers to buy Wardah products	0.769*
I believe that the chosen celebrity endorser has appeal in promoting Wardah products	0.879*
I feel that the Wardah celebrity endorser has a good image in the eyes of the public	0.815*
I have similarities with the celebrity who uses Wardah products	0.798*
Lifestyle (CR= 0.820**)	
I use Wardah cosmetic products when traveling	0.715*
Wardah cosmetics provide a unique appeal compared to other cosmetic products	0.857*
Cosmetics can boost my confidence in my appearance	0.792*
Purchasing Decisions (CR= 0.814**)	
I buy Wardah cosmetics because they make me look more confident	0.805*
I seek information before using Wardah cosmetic products	0.881*
By buying Wardah cosmetics, I have chosen the best product	0.834*
Buying Wardah cosmetics means I have made a conscious decision	0.871*
After buying and using Wardah cosmetics, I will be encouraged to make repeat purchases	0.809*

*Valid (loading>0.5)

**reliable (Cronbach alpha>0.6)

Source: *Processed Primary Data (2024)*

From the results shown in Table 2, no indicator has a loading value less than 0.6, so it can be considered valid. Reliability is measured by calculating Cronbach's alpha values. Table 2 presents the results of the reliability test with Cronbach's alpha values. From the testing of 5 variables, all Cronbach's alpha values are above 0.6, so it can be concluded that the measurement instruments used in this study are reliable.

Table 3. Hypothesis Test

	Purchasing Decisions			
	R2	T	F	B
Hypothesis Testing 1				
Halal Label	.869	2.932	73.501	.250*
Hypothesis Testing 2				
Celebrity Endorser	.869	2.887	73.501	.225*
Hypothesis Testing 3				
Lifestyle	.869	8.145	73.501	.983*
Hypothesis Testing 4				
Religiosity	.869	.703	73.501	.063

Description: * $p < 0.05$; ** $p < 0.01$

Source: *Processed Primary Data (2024)*

Based on the results in Table 3, the T-test for the halal label variable shows a t-value of 2.932 > t-table 1.660 with a significance level of 0.004 < 0.05. Thus, it can be concluded that the halal label has a significant positive effect on purchasing decisions, and the hypothesis H1 is accepted. This means that the more halal labels are given to Wardah cosmetics, the more UIN Salatiga students are likely to decide to buy Wardah cosmetics. Next, the celebrity endorser variable has a t-value of 2.887 > 1.660 with a significance level of 0.005 < 0.05. Thus, it can be concluded that celebrity endorsers have a significant positive effect on purchasing decisions, and the hypothesis H2 is accepted. This means that the more celebrity endorsers for Wardah cosmetics there are, the more confident UIN Salatiga students will be in deciding to purchase Wardah cosmetics. Next, the lifestyle variable has a t-value of 8.145 > 1.660 with a significance level of 0.000 < 0.05. Thus, it can be concluded that lifestyle has a significant positive effect on purchasing decisions, and the hypothesis H3 is accepted. This means that as students' material lifestyles improve, the likelihood of their decision to buy Wardah cosmetics increases. Finally, the religiosity variable has a t-value of 0.703 < 1.660 with a significance level of 0.484 > 0.05. Thus, it can be concluded that religiosity does not have a significant positive effect on purchasing decisions, and the hypothesis H4 is rejected.

This means that lower levels of religiosity among UIN Salatiga students are associated with fewer students purchasing Wardah cosmetics.

Based on the F-test results, the significance level is $0.00 < 0.05$ and the F-value is $73.501 > F\text{-table } 2.70$. Thus, it can be concluded that the halal label, celebrity endorser, lifestyle, and religiosity together have a significant positive effect on purchasing decisions for Wardah cosmetics. This means that as the number of halal labels, Wardah celebrity endorsers, and improved lifestyle increase, and religiosity is high, more UIN Salatiga students will make purchasing decisions for Wardah cosmetics. Additionally, the R^2 value is 0.869. This means that the influence of the halal label, celebrity endorser, lifestyle, and religiosity on purchasing decisions is 86.9%, with the remaining 13.1% being influenced by other variables not included in this study.

Table 4. Test Results MRA (*Moderate Regression Analysis*)

	Purchasing Decisions		
	B	T	Sig
Hypothesis Testing 5			
Halal Label *Religiosity	.013	.805	.423
Hypothesis Testing 6			
Celebrity Endorser* Religiosity	-.028	-2.054	.043
Hypothesis Testing 7			
Lifestyle * Religiosity	.029	1.347	.181

Source: *Processed Primary Data (2024)*

Based on the results in Table 4, the MRA test yields a coefficient for the halal label variable of 0.013 with a significance level of $0.423 > 0.05$. This means that religiosity does not have a significant moderating effect on the relationship between the halal label and purchasing decisions. Therefore, H5 is not supported. For the celebrity endorser variable, the coefficient is -0.028 with a significance level of $0.043 < 0.05$. This means that religiosity has a negative but not significant moderating effect on the relationship between celebrity endorsers and purchasing decisions. Therefore, H6 is not supported. Lastly, for the lifestyle variable, the coefficient is 0.29 with a significance level of $0.181 > 0.05$. This means that religiosity does not have a significant moderating effect on the relationship between lifestyle and purchasing decisions. Therefore, H7 is not supported. It can be concluded that the moderating variables in this study weaken the relationship between the halal label, celebrity endorser, lifestyle, and purchasing decisions.

4.2 Discussion

4.2.1 The Effect of the Halal Label on Purchasing Decisions

Based on the hypothesis testing results, it can be concluded that the halal label has a significant positive effect on purchasing decisions, indicating that an increase in the number of halal labels on Wardah cosmetic products will enhance the purchasing decisions of UIN Salatiga students. This effect is not limited to UIN Salatiga but extends to the broader Indonesian population. This shows that most UIN Salatiga students pay attention to the halal label on product packaging when choosing items to purchase, as they consider it important for a Muslim to have halal products. Wardah cosmetics is the first brand in Indonesia to meet consumer standards with halal products. The research findings are also consistent with the study conducted by Adianti & Ayuningrum (2023) and Putri, dkk (2023) shows that the halal label has a significant positive effect on purchasing decisions.

4.2.2 The Effect of Celebrity Endorser on Purchasing Decisions

Based on the hypothesis testing results, it can be concluded that celebrity endorsers have a significant positive effect on purchasing decisions. This means that the more celebrity endorsers there are for Wardah cosmetic products, the better the purchasing decisions of UIN Salatiga students will be. With the presence of well-known models and endorsers for Wardah products, UIN Salatiga students are more likely to consider purchasing the products. They find news about Wardah products to be easily accepted and understood, which helps in making purchase decisions. Additionally, they place more trust in celebrity models and endorsers promoting Wardah products. The research findings are also consistent with the study conducted by M.W & Nugroho (2023) and Andarias, dkk (2023) shows that celebrity endorsers influence purchasing decisions.

4.2.3 The Effect of Lifestyle on Purchasing Decisions

Based on the hypothesis testing results, it can be concluded that lifestyle has a significant positive effect on purchasing decisions. This suggests that students with higher incomes are likely to increase their purchasing quality of Wardah cosmetic products. The research shows that the lifestyle of UIN Salatiga students has experienced significant development. This is evident from their activities, interests, and opinions on changes, including the phenomenon of increased cosmetic purchases. Most of them are interested in cosmetics and use them regularly due to their desire to follow current trends and fashion. Additionally, environmental influences and peer pressure also contribute to changes in the lifestyle of UIN Salatiga students. This finding is supported by Timpaulu, dkk (2023) which shows that lifestyle affects purchasing decisions. Similarly to the research conducted by Suarsana & Putra (2023) which shows that lifestyle has an effect on purchasing decisions.

4.2.4 The Effect of Religiosity on Purchasing Decisions

Based on the hypothesis testing results, it can be concluded that the level of religiosity among students has a non-significant positive effect on purchasing decisions. Therefore, an increase in faith or religiosity among students does not necessarily improve the quality of their purchasing decisions for Wardah cosmetic products. It can be concluded that high religiosity does not necessarily encourage UIN Salatiga students to purchase cosmetic products. Since their understanding of Islamic values is not strongly ingrained, decisions are often made without considering the halal or haram aspects of the products. This indicates that the halal awareness among UIN Salatiga students is still very low. The research findings are also consistent with the study conducted by Denilaroza, dkk (2023) which emphasizes that religiosity has a negative and non-significant effect on purchasing decisions. When making purchasing decisions for Wardah products, respondents do not need to have a high level of religiosity.

4.2.5 The Moderating Role of Religiosity with the Halal Label on Purchasing Decisions

Based on the moderation test results, it can be concluded that religiosity weakens but does not significantly affect the relationship between the halal label and purchasing decisions for Wardah cosmetics. This indicates that, in religious terms, the halal label does not strongly drive consumer interest in making purchasing decisions. Consumers who prioritize halal labels may not necessarily have a high level of religiosity. Therefore, an understanding of halal or haram in a product is not necessarily a reason for someone to decide to purchase that product. This finding is inconsistent with research imamudin dkk (2020), which states that religiosity significantly moderates the effect of the halal label on purchasing decisions.

4.2.6 The Moderating Role of Religiosity with Celebrity Endorser on Purchasing Decisions

Based on the moderation test results, it can be concluded that religiosity strengthens but does not significantly affect the relationship between celebrity endorsers and purchasing decisions for Wardah cosmetics. The endorsers chosen by Wardah seem to encourage UIN Salatiga students to make purchasing decisions for Wardah products, as these endorsers also reflect their religiosity in real life. Therefore, it can be concluded that religiosity has the ability to influence the effect of celebrity endorsers on UIN Salatiga students' purchasing decisions. This indicates that celebrity endorsers boost the purchasing interest of students in choosing products. This finding is consistent with research Pratama & Djausal (2023) and jamalia (2023) which states that religiosity influences purchasing decisions.

4.2.7 The Moderating Role of Religiosity with Lifestyle on Purchasing Decisions

Based on the results of the moderation test, it can be concluded that religiosity weakens but does not significantly affect the relationship between lifestyle and purchasing decisions for Wardah cosmetics. This means that an increase in lifestyle among UIN Salatiga students does not impact their purchasing decisions. Whether religiosity increases or decreases does not affect how lifestyle influences purchasing decisions. Even if a person's religiosity declines, they may still adhere to the lifestyle of the Prophet in consuming halal products, as there remains a connection to purchasing halal products. The research findings are also consistent with the study conducted by Fathiyur Rizqiyah (2020) which shows that religiosity does not influence the effect of lifestyle on purchasing decisions.

5 Conclusion

Based on the analysis conducted, five important conclusions were obtained. First, the halal label has a significant positive effect on the decision to purchase Wardah cosmetics. Second, celebrity endorsers have a significant positive effect on the decision to purchase Wardah cosmetics. Third, lifestyle has a significant positive effect on the decision to purchase Wardah cosmetics. Fourth, religiosity has a positive but not significant effect on the decision to purchase Wardah cosmetics. Fifth, religiosity weakens the relationship between the halal label, celebrity endorsers, and lifestyle on the decision to purchase Wardah cosmetics among UIN Salatiga students. This research provides insights and expands understanding related to the halal label, celebrity endorsers, and lifestyle on purchase decisions moderated by religiosity. This research is also beneficial for companies in the business field as a reference for business development and strategic considerations in the future. For academics, it is expected to be a reference, knowledge, and motivation to conduct further and better research. This study has limitations in the number of respondents that can be confirmed; in the future, it is hoped that subsequent researchers can expand the research location. A suggestion for future research is to conduct a split-sample test of the respondents' demographic data after conducting all tests, to avoid results that are not significant and do not moderate.

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