

Research Article

Role of Consumer Satisfaction as a Mediating of Effect Halal Labels, Brand Image, and Price on Purchasing Decisions

Ryan Farhan Abelmar¹, Amin Mansur^{2*}, Karimullah³, Nazma Riska Zhafiraah⁴

^{1,2,3} Faculty of Economics and Business, YARSI University, Jakarta

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Abstract

Consumers make judgments about what to buy by looking for, offering, assessing, and spending money on goods and services that they believe will meet their requirements. Purchasing decisions are to buy the brand they like from various available alternatives. Currently, business competition is very tight, especially in companies that produce products. Price perception is very important. The purpose of this study is to determine how price, brand perception, and halal labelling affect consumers' decisions to buy. consumer satisfaction as a mediating factor of Wardah cosmetic products. Research is designed as explanatory research. The study population was people who wore and had used cosmetics from Wardah, with 100 responders serving as the sample. The Partial Least Squared Structural Equation Modeling Method was used to gather data. The findings demonstrated that factors that mediated consumer pleasure in purchasing decisions were not halal labeling, brand image, or price. Purchase decisions are positively and significantly impacted by consumer satisfaction. Purchaser satisfaction can be a mediator that influences pricing for purchasing decisions, but kosher labels and brand image are not significant. Managerial implications of marketing and branding strategies such as halal label management, brand image development, and pricing strategies such as competitive pricing.

Keywords: halal label, brand image, price, purchase decision, consumer satisfaction

JEL Classification: M31, D12, L66

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Corresponding author: Amin Mansur (amin.mansur@yarsi.ac.id)



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1. Introduction

In 2010, there was an increase in the development of a modern and Islamic-oriented lifestyle in Indonesia. The development of a modern-oriented lifestyle and reference to Islamic values can be seen from several phenomena, such as society becoming increasingly critical in assessing the halalness of the products to be consumed, the development of Sharia-based financial institutions, the growth of Islamic nuanced culture, the development of the use of hijab clothing, the emergence of sharia hotels, increasing the frequency of Hajj and Umrah visits, growth of the halal cosmetics industry and increasing Muslim entrepreneurship (Yuswohady, 2015). When selecting the goods they will use, consumers are becoming more efficient and cautious. Brands play a significant part in commodities, services, and products. Additionally, brands frequently end up being a tool for decision-making for customers. Furthermore, a brand's presence might entice customers to use the product. In actuality, a brand's existence is regarded as a business pillar that underpins the enterprise's success. It cannot be denied that currently many companies are competing to make their brand number one or top of mind in customers' minds (Ranto, 2013). Customer satisfaction is a condition demonstrated by customers when they realize that their needs and desires have been fulfilled properly (Tjiptono, 2012). Nowadays, business competition is tight, especially in companies that produce products. Price perception is very important. According to Danang (2015) states that price perception is the sacrifice of a certain amount of money that must be spent by the customer to be used in order to obtain a benefit provided by the customer from a product or service.

Even if you use animal parts that are categorized as halal, it must be ensured that the animal has been processed according to Islamic law, likewise, with product testing. Suppose done with the intention of hurting and killing. In Islam, all forms of animal abuse are prohibited. Another factor pricing is one factor that buyers consider before making a purchase. Another consideration for consumers when choosing a product to buy is price. Price has a significant impact on judgments about what to buy since a company's pricing strategy may serve as a barometer for product demand. This finding is in line with the theory which says that price is the amount of money charged for a product or service or the amount of value exchanged by customers to obtain benefits from owning or using a product or service (Kotler & Armstrong in Tilah Salsabila, et al. 2018). According to Sunyoto (2015), consumer satisfaction is the level of a person's feelings after comparing what they feel compared to their expectations. Consumer satisfaction obtained from Wardah products can also influence increasing consumer repurchase interest.

According to Hasan in Tarigan (2016), purchasing decisions are decisions in choosing actions from several alternatives in purchasing products and services to be consumed. Even though a large number of products have received halal certification, many people still require assistance in comprehending halal certification. Since the Halal Product Guarantee Law number 33 of 2014 was passed on October 17, 2019, halal certification-related concerns have gained social attention. It is very important to carry out socialization and education to the community, apart from the administrative process in processing halal certification as specified by law. Halal certification is also often associated with life's needs, which for humans are the most important thing to fulfill because they will not be prosperous if their needs are not met (Sada, 2017). For a Muslim, being critical is indeed necessary, but still adhering to Islamic values, including in terms of fulfilling life's needs, every Muslim must be required to be in line with the main guidelines, namely the Al-Quran and As-Sunnah. In terms of quality, a selective attitude begins with a good understanding of religion for every Muslim, including in terms of selecting and assessing each product to be consumed (Alfian&Marpaung, 2017). In determining purchases, price is an important factor for consumers and measures the size of the consumer's satisfaction with the product to be purchased (Antari et al. 2014). The increasing form of competition makes many consumers think about decisions regarding the price value of a product; if a product matches the quality and service, then consumers will easily accept it (Bayu et al. 2020).

The factor that plays a role in the next purchasing decision is the brand. For a company, a brand is an identity. Without a brand, the relationship between the company and consumers will influence loyalty (Tjahyadi & Arlan, 2010). Brands can identify the benefits and characteristics for consumers

of a product. Compared to an unbranded product, of course, a consumer will be more confident in choosing a product with a certain brand even though they have similar benefits. If consumers are satisfied, it will have an impact in the form of emotional attachment to branded products so that loyal consumers can be created (Haryono & Octavia, 2020). According to Amilia (2017), purchasing decisions are the behavior shown by consumers in searching for, giving, evaluating, and spending on products and services that are expected to satisfy their needs. Consumer purchasing decisions are to buy the brand they prefer from various available alternatives. According to Alfian (2017), purchasing decision-making is a product to solve problems in human activities to buy a product to fulfill their wants and needs. A label is a simple display of a product or an intricately designed image that is an integral part of the packaging (Irawati, 2019). Several studies encouraged the author to conduct research on cosmetics and the impact of celebrity endorsements and halal labels on customer purchase decisions (Ponorogo Wardah consumers survey). According to Eka Dewi Setia Tarigan (2016), the influence of lifestyle, halal labels and price on the decision to purchase Wardah cosmetics among students in the management study program, Faculty of Economics, Medan University, Medan area, The influence of halal labels and religiosity on purchasing decisions for cosmetic products in the city of Malang is based on the description above, so the author researched "the influence of halal labels, brand image, price on purchasing decisions mediated by consumer satisfaction in purchasing cosmetic Wardah and its review from an Islamic perspective."

2. Literature Review and Hypothesis

Buying decisions

According to Kotler (2012) states that the purchasing decision is a stage of the decision process where consumers actually purchase products or services. Consumer behavior is very tightly linked to the products that consumers choose to buy. Customer behavior is a crucial component of product marketing efforts that businesses must understand since, quite simply, they have no idea what's going through a consumer's mind prior to, during, or following a purchase. The trend of price, packaging, advertising, and influence on consumer purchasing decisions indicates that management of the company should take into account components of customer behavior, particularly the process of making purchases.

Consumer Satisfaction

Consumer satisfaction is a measure of overall consumer opinion on each product's quality (Coban, 2012). Consumer satisfaction is the consumer's response or responses regarding the fulfillment of needs (Zeithaml, 2013). When someone compares the performance (results) of a product to their expectations, their level of satisfaction with the product determines whether they are happy or disappointed. Emotions, price, cost, and service and product quality are the aspects that affect consumer happiness. Target complaints, ghost shopping lost customer analysis, and customer satisfaction surveys are consumer satisfaction indicators that are used to gauge how satisfied a customer is with a product.

Halal Label

The halal the portion of a product that contains spoken information about the product or its sale is called the label. Being conscious of the need to buy and eat halal food is very essential for a Muslim. Based on the Global Futures and Foresights Study, as many as 70% of the Muslim population in 2050 will increase rapidly. For example, Mexico and China carry out halal certification for the meat they export. This data was done to improve reputation apart from aiming to expand the business (Talib, 2015). Indonesia is aware of the urgency of product labeling. Therefore, establishing a halal product certification institution, namely the institution that organizes halal product guarantees at the Ministry of Religion. Even though the number of products labeled halal is still around 10 percent of all products circulating in Indonesia, the awareness of the Muslim community in Indonesia regarding the halalness of a product is quite high.

Brand Image

Image is a belief, idea, and impression held by a person about a product (Kotler & Keller, 2012). Brand image is the belief and impression that a person holds about a product (Kotler, 2012). Brand image is a consumer's perception of a brand, which reflects brand associations in consumer memory (Aaker, 2013). Brand image indicators contain 3 dimensions of brand image (Hailin Qu et al. 2011): Cognitive Destination Image, Unique Image, and Affective Destination Image. The perception that customers have of the goods and services they have purchased or want to purchase is known as the brand image. The image of a brand is an individual's perception of product characteristics, which promotional information, mass media, and many other factors can influence.

Price

Price is a strong influence on consumers. Company prices can be formed through pricing strategies. Companies can set high prices to make the product quality. Price also plays an important role in communicating the quality of the product. With the availability of concrete instructions, consumers associate high prices with a high level of performance of a product. Buchari Alma (2011) defines price as the value of an item expressed in money. Then, Price, in the words of Philip Kotler and Gary Armstrong (2012), is the cost of a good or service or the value that consumers exchange in order to gain access to or use of a good or service.

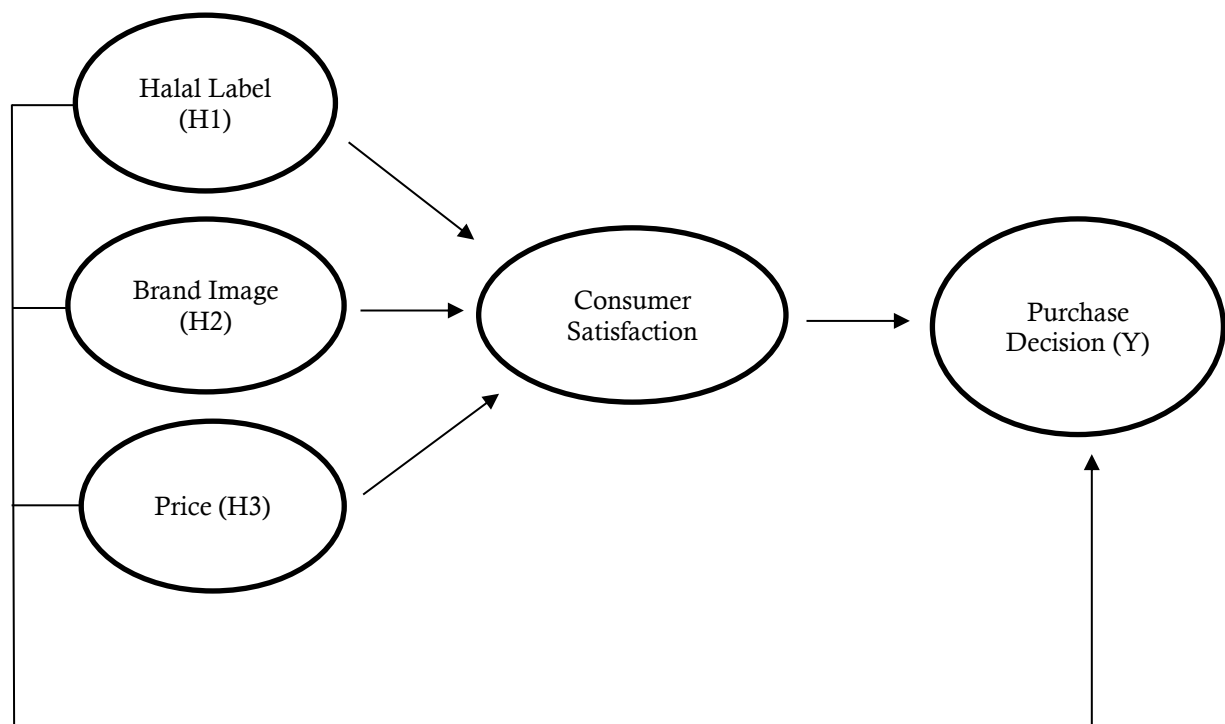
Research Conceptual Framework

Figure 1. Research Conceptual Framework

Research Hypothesis**The Influence of the Halal Label on Purchasing Decisions**

According to Rangkuti (2010), in his research, he stated that halal labeling is of little concern to consumers because they lack understanding or lack information regarding food products that carry the halal label. For this reason, the population, especially Muslims, still has to be informed by the government about the halal label. Wallendorf and Reilly in Setiadi (2010) define culture as a collection of behavioral patterns that are socially and symbiotically transmitted to members of a specific society through language and other mechanisms. Furthermore, according to Setiadi (2010), cultural symbols can be something invisible (such as attitudes, beliefs, values, and religion) or something visible (such as equipment, housing, products, and art). The results of previous research conducted by Tengku Putri (2016) concluded that the halal label has a positive influence on

purchasing decisions. This finding is in line with research conducted by (Khresna et al. 2020), showing that halal labeling has a positive effect on purchasing decisions. By referring to theory and also supported by previous research, the following hypothesis can be drawn:

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

The Influence of Brand Image on Purchasing Decisions

Image is a belief, idea, and impression held by a person about a product (Kotler and Keller, 2012). Brand image is the belief and impression that a person holds about a product (Kotler, 2012). Brand image is a consumer's perception of a brand, which reflects brand associations in consumer memory (Aaker, 2013). Consumers' impression and comprehension of a product's brand that they see, think about, or imagine results in brand image. Establishing a product's brand image will undoubtedly benefit customers, as it will subsequently have a significant impact on their perceptions and evaluations of the competing brands they encounter. The results of previous research conducted by (Bhakuni et al. 2021) concluded that brand image has a direct and positive influence on purchasing decisions. This is in line with research conducted by (Hammam et al. 2021). Brand image is positively correlated with purchasing decisions and repurchase intentions. By referring to theory and also supported by previous research, the following hypothesis can be drawn:

H2: Brand Image has a positive effect on Purchasing Decisions

The Influence of Price on Purchasing Decisions

Prices, of course, take into account a number of factors but are exclusively determined by company policy. Prices that are considered expensive, cheap, or mediocre for one person may not be the same for another because these factors rely on the background, living situations, and surroundings of each individual. Another consideration for consumers when choosing a product to buy is price. Price has a significant impact on judgments about what to buy since a company's price point can serve as a barometer for product demand. This is in line with the theory which says that price is the amount of money charged for a product or service, or the amount of value exchanged by customers to obtain benefits from owning or using a product or service (Kotler & Armstrong in Tilah Salsabila, et al. 2018). The results of previous research conducted by Sri Wahyuni (2017) concluded that price has a direct and positive influence on purchasing decisions. Price has a significant influence on purchasing decisions (Monoarfa, et al. 2021). price plays an important role in purchasing decisions (Arora et al. 2021). By referring to theory and also supported by previous research, the following hypothesis can be drawn:

H3: Price has a positive effect on purchasing decisions

The Effect of Halal Labels on Consumer Satisfaction

The logo that appears on product packaging in Indonesia that says "halal" is made out of Arabic characters arranged in a circle. There is a connection between the halal label and purchase decisions. Wallendorf and Reilly in Setiadi (2010) define culture as a collection of behavioral patterns that are socially and symbiotically transmitted to members of a specific society through language and other mechanisms. Furthermore, cultural symbols—such as attitudes, values, language, and religion—can be imperceptible, according to Setiadi (2010). The portion of a product that contains spoken information about the product or its sale is the halal label. Knowledge of where to buy and eat halal goods is very essential for a Muslim. Based on the Global Futures and Foresights Study, as many as 70% of the Muslim population in 2050 will increase rapidly. For example, Mexico and China carry out halal certification for the meat they export. This information is in line with research conducted by Khresna (2020), showing that halal labeling has a positive effect on purchase satisfaction. Another research conducted by Bashir (2019) explains that the inclusion of a halal logo on packaging can attract consumers' attention so that they choose to make a purchase. By referring to theory and also supported by previous research, the following hypothesis can be drawn:

H4: Halal labels have a positive effect on consumer satisfaction

The Influence of Brand Image on Consumer Satisfaction

Consumers are more likely to recall products with a strong, favorable brand image and high quality than other brands, who are not given as much consideration. at all. Image is a belief, idea, and

impression held by a person about a product (Kotler and Keller, 2012). Brand image is the belief and impression that a person holds about a product (Kotler, 2012). Brand image is a consumer's perception of a brand, which reflects brand associations in consumer memory (Aaker, 2013). The results of this research are in line with those conducted by Dewi et al. (2018) and Hartono et al. (2015), which show that brand image has a significant effect on customer satisfaction. By referring to theory and also supported by previous research, the following hypothesis can be drawn:

H5: Brand Image has a positive effect on Consumer Satisfaction

The Effect of Price on Consumer Satisfaction

Price is the quantity of value that customers exchange for the advantages of possessing or utilizing a good or service, and it is either set by the seller at a fixed price for all customers or negotiated by buyers and sellers through negotiation. The results of this research from Amanah (2010) show that price has a significant effect on consumer satisfaction. In another research conducted by Achamd & Noermijati (2013), the influence of price on customer satisfaction has a positive effect on customer satisfaction.

H6: Price has a positive effect on customer satisfaction

The influence of consumer satisfaction on purchasing decisions

According to Kotler in the book Sunyoto (2015), consumer satisfaction is the level of a person's feelings after comparing their perception (performance or results) to their expectations. Consumer satisfaction is a measure of overall consumer opinion on each product's quality (Coban, 2012). Consumer satisfaction is the consumer's response or responses regarding the fulfillment of needs (Zeithaml, 2013). According to Hasan in Tarigan (2016), purchasing decisions are decisions in choosing actions from several alternatives in purchasing products and services to be consumed. Consumer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in question against the expected performance. The results of the research study show that the higher the consumer satisfaction, the higher the purchasing decision.

H7: Consumer Satisfaction has a positive effect on Customer Satisfaction

3. Data and Methods

Data collection techniques

The data in this research was collected using a survey method by distributing questionnaires to customers who use Wardah products. The questionnaire list includes independent, intervening, and dependent variables, namely halal label, brand image, price, consumer satisfaction, and purchasing decisions. The measurement scale uses a modified Likert scale. In this study, a quantitative research design was adopted. Primary and secondary data are the two categories of data and data sources. While secondary data comes from sources that do not directly supply data to data collectors, primary data comes from sources that do.

Population and Sample

Customers who had bought Wardah cosmetics made up the study's population. In the meanwhile, the sampling strategy used in this study is chance sampling, which means that not every person of the population has the same probability of being chosen for the sample. Purposive sampling was used to distribute the questionnaires; respondents were chosen in accordance with pre-established standards and parameters. It is known that the respondents in this study are split into two groups: men and women. Based on the data collected from 100 respondents, 100 respondents, or 100% of the respondents, were female.

Data analysis techniques

The type of method used in this research is the Partial Least Square Structural Equation Modeling (PLS-SEM) method. Apart from that, PLS is used to find out directly or indirectly between the independent variable and the dependent variable.

4. Results

Reliability Test

The final evaluation of the outer model is a reliability test; the outer model is also measured in terms of convergent validity and discriminatory validity. This test is measured by Cronbach's Alpha, which is acceptable if the value is more than 0.6, and composite reliability, which can be said to be satisfactory if it has a value of more than 0.7. The following Cronbach's alpha and composite reliability are shown in Table 1:

Table 1. Cronbach's Alpha

Variables	Cronbach's Alpha
Halal Label	0.828
Brand Image	1,000
Price	0.649
Buying decisions	0.713
Consumer Satisfaction	1,000

Source: Data processing from research results (2020)

Based on the table above shows that each latent variable has a composite reliability value of more than 0.7. Therefore, with the resulting values, all variables have good reliability values in accordance with the minimum limits that have been indicated.

Coefficient of Determination

The results of the R-Square measurement of the variables in the study are presented in Table 2. The R-Square results < 0.25 are weak, 0.26 – 0.45 are moderate, 0.45 -0.70 are strong, and > 0.71 are strong, showing that the coefficient of determination in this research model is quite good.

Table 2. R Square and Effect Size

Inner Model Evaluation Criteria	Mark
1. R Square	
Buying decisions	0.295
Consumer Satisfaction	0.265
2. Effect Size	
Halal label > Consumer satisfaction	0.007
Brand image > consumer satisfaction	0,000
Price > Consumer satisfaction	0.221
Halal label> Purchase decision	0.029
Brand image > Purchase decision	0.030
Price > Purchase decision	0.041
Consumer Satisfaction > Purchase Decision	0.057

Source: Data processing from research results (2020)

Based on Table 2, the R Square values of Consumer Satisfaction and Purchasing Decisions are 0.295 and 0.265, both of which indicate a moderate model. This result shows that the halal label, brand image, and price can influence consumer satisfaction by 26.5%. Meanwhile, purchasing decisions can be influenced by halal labels, brand image, price, and consumer satisfaction by 29.5%. Apart from that, based on the effect size, price has a moderate relationship with consumer satisfaction.

Hypothesis testing**Table 3. Hypothesis Testing**

Construct Variables	->	Contract Variables	Theory Direction	T-Statistics	Critical value (>)	P Values	Results
Halal Label	->	Buying decisions	(+)	0.162	1,667	0.096	H1: Rejected
Brand Image	->	Buying decisions	(+)	0.164	1,598	0.111	H2: Rejected
Price	->	Buying decisions	(+)	0.217	1,587	0.113	H3: Rejected
Halal Label	->	Purchase Satisfaction	(+)	0.075	0.832	0.406	H4: Rejected
Brand Image	->	Purchase Satisfaction	(-)	-0.021	0.245	0.807	H5: Rejected
Price	->	Purchase Satisfaction	(+)	0.495	4,545	0,000	H6: Accepted
Consumer Satisfaction	->	Buying decisions	(+)	0.245	2,328	0.020	H7: Accepted

Source: Data processing from research results (2020)

Based on the table above, test the hypothesis with 7 conclusions as follows:

- There is a 0.162 positive correlation between the halal label and purchasing decisions. The first hypothesis is rejected since the association has a statistical value of 1.667, which is less than 1.96 and the P value is $0.096 > 0.05$.
- There is a 0.164 positive correlation between brand image and purchasing decisions. The P value for this association is $0.111 > 0.05$, and the statistical value is 1.598, where this value is smaller than 1.96. The second theory is disproved.
- Price and purchase decisions have a 0.217 positive correlation. With a statistical value of 1.587, which is more than 1.96, and a P value of $0.113 > 0.05$, the third hypothesis is not supported by this association.
- There is a 0.075 positive correlation between consumer happiness and the halal label. The fourth hypothesis is rejected because the association has a statistical value of 0.832, where this value is smaller than 1.96 and the P value is $0.406 > 0.05$.
- There is a -0.021 negative correlation between brand image and customer satisfaction. The fifth hypothesis is rejected because this relationship has a statistical value of 0.245, where this value is larger than 1.96 and the P value is $0.807 < 0.05$.
- Price and customer satisfaction have a 0.495 positive correlation. This sixth hypothesis is supported since the association has a statistical value of 4.545, where this value is larger than 1.96 and the P value is $0.000 < 0.05$.
- Purchasing decisions have a positive correlation of 0.245 with consumer satisfaction. With a statistical value of 2.328, which is greater than 1.96 and a P value of $0.020 < 0.05$, it is possible to accept the seventh hypothesis as true for this relationship.

5. Discussion**The Influence of the Halal Label on Purchasing Decisions**

Based According to Table 3's research findings, the label is halal and has no influence on consumers' decisions to buy. This conclusion stems from the observation that, in the process of satisfying food needs, people's more sophisticated, fast-paced lifestyles may lead to behavioral shifts in the food industry. Since the empirical research used in this study differs from that of Wijaya (2018), Fatmawati (2017), and Nasution et al. (2016), the results differ. This study demonstrates that the halal label variable significantly and favorably affects consumers' decisions to buy because provides a guarantee of being free from haram ingredients and provides confidence in guaranteed product quality.

The Influence of Brand Image on Purchasing Decisions

Based on the research results in Table 3, it can be concluded that Brand image has no effect on purchasing decisions. This finding is not in line with research conducted by Evelina et al. (2013), Godey et al. (2012), and Kurniawan et al. (2016), who stated that brand image influences purchasing decisions because consumers are more sensitive to price than brand image when deciding to make a purchase. A good product brand will increase someone's confidence in deciding to buy the product needs to be more consistent due to different empirical studies.

The Influence of Price on Purchasing Decisions

According to Table 3's research findings, price has no bearing on the choice. This outcome arises from the fact that a product's or service's price dictates its quality. The product is of higher quality when it is more expensive service. This result is different from Wijaya (2017); Purwati et al. (2012) stated that price has a positive influence on purchasing decisions because various empirical research and companies in setting prices need to pay attention to the affordability of prices by consumers. After all, affordable prices can influence purchasing decisions to buy.

The Effect of Halal Labels on Consumer Satisfaction

According to Table 3's research findings, the halal label has no influence on consumers' decisions to buy since, in order to satisfy their food needs, consumers may behave differently because of their increasingly sophisticated and easy-to-follow lifestyles. There is greater appeal among Indonesian consumers for the growing variety of imported foods. This result is different from Khresna (2020), which shows that halal labeling has a positive effect on purchase satisfaction. Another research conducted by Bashir (2019) explains that the inclusion of a halal logo on packaging can attract consumers' attention, so they choose to make a purchase.

The Influence of Brand Image on Consumer Satisfaction

Based on the research results in Table 3, brand image has no effect on consumer satisfaction is not in line with research conducted by Dewi et al. (2018) and Hartono et al. (2015) because various empirical studies show that brand image has a significant effect on customer satisfaction, because the formation of a good image can be used as a company's strength to attract potential consumers and retain existing customers and that the image of a product is very inherent and cannot be separated from the brand and company that owns the product.

The Effect of Price on Consumer Satisfaction

Based on the research results in Table 3, there is a positive relationship with consumer satisfaction of 0.495 and significant to consumer satisfaction because the cheaper the price offered by the company, the greater the consumer satisfaction in purchasing. This result is because the price aims to attract interest in buying the product. Therefore, price can influence consumer satisfaction. Amanah (2010) research results show that price has a significant effect on consumer satisfaction. In another research conducted by Achamd & Noermijati (2013), the influence of price on customer satisfaction has a positive effect on customer satisfaction. This result is in accordance with the theory put forward by Handoko (2017) that the price factor has a very big influence on consumer satisfaction.

The Influence of Purchase Satisfaction on Purchase Decisions

Based on the research results in Table 3, it can be concluded that consumer satisfaction has a positive relationship with purchasing decisions of 0.245 and is significant to consumer satisfaction. This result is because consumers will only buy a product if they are satisfied with the product. Therefore, consumer satisfaction has a significant influence and influences the decision to purchase Wardah cosmetic products. This is in line with research conducted by (S et al. 2018) that the higher consumer satisfaction, the higher the purchasing decision. This is in line with research proposed by Bhaskara, et al. (2014) that high satisfaction creates emotional attachment to certain products, thereby fostering consumer loyalty.

6. Conclusion

The following are the research's conclusions regarding the influence of price, brand image, and halal label on purchasing decisions, with consumer satisfaction acting as a mediating element, based on the discussion and results of the study: Purchasing decisions are not positively impacted by the halal label. Purchasing decisions are not positively impacted by a brand's image directly. Pricing has no discernible beneficial influence on decisions to buy. Purchasing decisions are not positively impacted by the halal label. Purchasing decisions are not positively impacted by a brand's image directly. Customer happiness is directly, favorably, and significantly impacted by price. Purchase decisions are positively and significantly impacted by consumer satisfaction.

Managerial implications of marketing and branding strategies: Companies can allocate marketing resources to improve brand image and ensure a strong halal label, build marketing campaigns that focus on price advantages and product quality in accordance with consumer preferences, and increase the visibility of halal labels on product packaging and in marketing promotions to attract consumers who are sensitive to halal aspects. Optimal pricing is identifying the optimal balance between product price and the value provided to consumers to maximize satisfaction and increase purchasing decisions. Product quality management, ensuring compliance with halal standards in the supply chain and production to maintain the integrity of the halal label, and focusing on improving overall product quality to increase consumer satisfaction and strengthen brand image.

Recommendations

Using customer satisfaction as a mediating factor, recommendations for halal labels, brand image, and pricing on purchasing decisions are based on the research findings. Factors in this research are as follows. Regarding the Halal Label: Wardah's cosmetic brand image must pay attention to durability and recommend products so that all age groups can use them and not look for alternative types of products. The prices offered by Wardah are very high. Ah, affordable, but in this case, you have to pay attention again because if the price is too low, it will trigger suspicion among consumers; for this reason, Wardah must provide information about the ingredients used in its cosmetics so that consumers know the reasons why Wardah cosmetics prices are cheap.

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