

Research Article

Unveiling the Power of Halal Labels, Brand Image, and Price: How Consumer Satisfaction Drives Purchase Decisions

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Abstract

This study was conducted with the aim of investigating the impact of halal labels, brand image, and price on purchasing decisions, with consumer satisfaction serving as a mediating factor. The study was designed as an explanatory research study. The study population consisted of individuals who use and have used Wardah cosmetic products, with a sample size of 100 respondents. Data was collected using questionnaires and interviews with some respondents. The results of the study indicate that halal labels, brand image and price can be used as models that influence purchasing decisions mediated by consumer satisfaction. Price has a positive and significant effect on consumer satisfaction. Consumer satisfaction has a positive and significant effect on purchasing decisions. Meanwhile, halal labels, brand image and price have a positive but insignificant effect on purchasing decisions. Consumer satisfaction can be a mediator that influences purchasing decisions, but halal labels and brand image are not significant factors. Managerial Implications: The results of this study provide implications for cosmetic companies, such as Wardah, to focus their marketing strategies on increasing consumer satisfaction, as satisfaction has been shown to play a significant role in mediating the influence of price on purchasing decisions.

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

JEL Classification: M31, D12, Z12

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1. Introduction

The lifestyles of the Indonesian people have increasingly embraced Islamic values, a trend that has accelerated over the past decade. This shift is evident in the growing public awareness regarding the halal status of various products, including everyday cosmetic items (Yuswohady, 2019). Muslim consumers are now more discerning in their product choices, considering not only quality and price but also the halal nature of the ingredients and production processes. As a result, the halal label has become a significant factor in purchasing decisions, particularly among Muslim consumers in Indonesia (Abelmar et al., 2024).

Halal cosmetics not only satisfy aesthetic standards but also adhere to Islamic law, ensuring that they are produced in accordance with Islamic ethical standards and devoid of haram components (Selli, 2017). The Food, Drug, and Cosmetics Assessment Institute (LPPOM MUI) of the Indonesian Ulama Council is crucial for providing trustworthy halal certification. A halal marking on packaging serves as both a religious assurance and a marketing tool that boosts consumer trust (Mukhtar & Butt, 2017).

Apart from the halal label, brand image also plays a significant role in influencing consumer choices. Consumer opinions of goods and businesses are reflected in brand image and are shaped by marketing communications, experiences, and value associations that the company has established (Keller, 2018). When it comes to cosmetics, a strong brand image can increase customer loyalty even in the face of fierce competition in terms of product quality or price. Wardah, as one of the pioneers of halal cosmetics in Indonesia, has successfully established a strong brand image among Muslim consumers by incorporating Islamic values and beauty (Delia et al., 2024).

Price is also an important consideration in consumer decision-making. According to Kotler and Keller (2019), price is the only element of the marketing mix that generates revenue and is an indicator of the value perceived by consumers towards the product. Consumers tend to evaluate the benefits they receive and the price they pay so that prices considered fair and comparable to quality will increase satisfaction and the likelihood of repeat purchases (Sari & Gani, 2024).

The process of making a purchase is complicated and affected by many things both inside and outside the person. Schiffman and Kanuk (2021) say that people don't decide to buy something right away. Instead, they go through different steps like realizing they need something, looking for information, comparing options, deciding to buy, and then thinking about their experience after the purchase. During this process, how satisfied a person feels after using a product is really important. It's also a big factor in whether they will buy the same product again in the future (Oliver, 2020).

Earlier research has shown that things like halal labels, the image of a brand, and the price of a product can affect buying choices.

These effects can happen directly or through other factors like customer satisfaction. Widyaningrum (2019) found that halal labels and famous people being involved in advertising strongly affect the buying decisions of people who use Wardah products. Tarigan (2019) also pointed out that lifestyle, halal labels, and price are key factors when people choose halal cosmetics. However, there are not many studies that look at how customer satisfaction acts as a middle step or mediator between these three things and the final buying choice, especially when considering an Islamic viewpoint (Rahmania & Fadhlillah, 2024).

Indonesia has the biggest Muslim population in the world, making it a big chance for the halal cosmetics business. Wardah is one of the local brands that shows Islamic values and has taken a large part of the market, becoming a top brand in several cosmetic product areas (Top Brand Award, 2020). To keep and improve this position, it's important to understand the real factors that affect what customers choose to buy (Herniyati & Muslikh, 2024).

Because of this, this study looks at how halal labels, brand image, and price influence buying

choices. It also looks at how satisfied customers are, which acts as a middle part in this process. The study also considers things from an Islamic point of view to better understand how Muslim customers in Indonesia make decisions when buying halal cosmetics.

Although factors like halal labeling, brand image, and price have been widely researched, there is still a lack of understanding about how consumer satisfaction affects the relationship between these factors and purchasing decisions when it comes to halal cosmetics in Indonesia. That's why this study is important. It aims to fill this gap by looking at how consumer satisfaction acts as a bridge or middle part in the way these factors influence buying choices among Muslim consumers in Indonesia. This study is important because it looks at how consumer satisfaction plays a key role in connecting product features with the decisions people make when buying halal cosmetics.

2. Literature Review and Hypothesis

Literature Review

Purchasing Decision

The purchasing decision is a phase in the decision-making process where customers decide whether to buy goods or services, claims Kotler (2017). Consumer behavior and product purchase decisions are essentially closely intertwined. Since businesses usually don't know what consumers are thinking before, during, and after they buy a product, consumer behavior is an important component of marketing campaigns.

Consumer Satisfaction

Customer satisfaction can be obtained by measuring how customers feel about each product overall (Coban, 2017). Kotler and Armstrong (2017) define consumer satisfaction as the extent to which the buyer's expectations are met by the perceived performance of a product. When the customer's needs are satisfied, their response is one of satisfaction (Zeithaml, 2018). A consumer may experience satisfaction or disappointment when comparing a product's performance (results) to the expected performance (Noviana & Oktavia, 2023)

Brand Image

According to Kotler and Keller (2017), an image is a person's perception, belief, or idea about a thing. A person's perception and belief about a product is referred to as its brand image (Kotler, 2017). According to Pitana and Diarta (2019), brand image is the opinion that customers have about a good or service that they currently purchase or intend to purchase. A consumer's view of a brand is reflected in their recollections of brand associations (Maghfur et al., 2023) (Aaker, 2018).

Price

Buchari Alma (2021) defines price as the monetary value of an item. Price is defined by Philip Kotler and Gary Armstrong (2017) as the price of a good or service or the value that customers trade for the benefits of using or owning it. Price, according to Swastha (2018), is the total amount of money needed to buy a set of goods and services. According to Saladin (2017), price is the total amount of money spent on a good or service and may also be seen as the determinant of a product's perceived worth in the eyes of consumers.

Hypothesis

Halal Labels and Purchasing Decisions

In his research, Rangkuti (2020) said that customers are less concerned about halal labeling since they are unaware of or do not comprehend food goods that bear halal labels. In the meantime, Suryani (2018) discovered that a tiny percentage of consumers are aware of the halal label, suggesting that there is not much of a correlation between the halal label and decisions to buy. Therefore, it is necessary for linked parties to spread knowledge about halal products. The halal label on product packaging that is in use in Indonesia, according to Hawa (2017), is a logo made up of Arabic characters that circle the word "halal." Buying decisions are significantly influenced by the halal label.

The results of previous research conducted by Tengku Putri (2016) concluded that the Halal Label has a direct and positive influence on Purchasing Decisions. By referring to the theory and supported by previous research, the following hypothesis can be drawn:

H1: There is a positive and significant influence between the Halal Label and Purchasing Decisions.

Brand Image and Purchasing Decision

According to Saputra and Santosa (2023), brand association includes all of the memories of a company's present rivals. According to the definition given above, a consumer's perception and comprehension of a product brand as it is seen, considered, or imagined determines its brand image. Customers will undoubtedly benefit substantially from the development of a product's brand image since it will have a significant impact on how they view and evaluate future brand alternatives.

According to the findings of earlier research, brand image directly and favorably influences purchasing decisions (Putri Rizkiyah Isnaini and Yusri Abdillah, 2020). The following hypothesis can be made using the theory and evidence from earlier studies:

H2: There is a positive and significant influence between Brand Image and Purchasing Decisions.

Price and Purchasing Decisions

In addition to taking into consideration a number of elements, the price is determined exclusively by corporate policy. The price is described as being high, low, or normal; nevertheless, this is subjective and depends on the individual, who is impacted by their surroundings and personal circumstances. Price is very significant because it impacts the company's profit and existence. Pricing affects how the chosen marketing plan is modified. A product's price elasticity will also have an impact on sales and demand.

The results of previous research conducted by Sri Wahyuni (2017) concluded that price has a direct and positive influence on Purchasing Decisions. By referring to the theory and supported by previous research, the following hypothesis can be drawn:

H3: There is a positive and significant influence between Price and Purchasing Decisions.

Halal Label and Consumer Satisfaction

The halal label on product packaging that is in use in Indonesia, according to Hawa (2017), is a logo made up of Arabic characters that circle the word "halal." The halal label is frequently linked to judgments about what to buy. Setiadi (2020) defines culture as a collection of behavioral patterns that are socially transmitted to members of a specific society symbolically through language and other means. Additionally, cultural symbols can be either visible (e.g., products, housing, equipment, and artwork) or invisible (e.g., attitudes, beliefs, values, language, and religion), according to Setiadi (2020).

The results of previous research conducted by Wahyu Budi Utami (2018) concluded that the Halal Label has a direct and positive influence on Consumer Satisfaction. By referring to the theory and supported by previous research, the following hypothesis can be drawn:

H4: There is a positive and significant influence between the Halal Label and Consumer Satisfaction.

Brand Image and Consumer Satisfaction

Customers are more likely to recall high-quality products with a strong and positive brand image than to give rival brands any thought. Kotler and Keller (2019) define brand image as the perception and belief that customers have, as evidenced by connections that are etched in their memory and are frequently the first things that come to mind when they hear a phrase.

Kurniawati, Suharyono, and Kusumawati's research findings show that consumer satisfaction is significantly impacted by brand image. In light of the aforementioned description, the following hypothesis is put out in this study:

H5: There is a positive and significant effect between Brand Image and Consumer Satisfaction.

Price and Consumer Satisfaction

Price is the amount of value that customers exchange for the advantages of using or owning a good or service; the seller may establish the price for all purchasers or buyers may bargain to determine the value (Umar, 2019).

According to Amanah's (2020) research, price significantly affects customer satisfaction. In light of the aforementioned description, the following hypothesis is put out in this study:

H6: There is a positive and significant influence between Price and Consumer Satisfaction.

Consumer Satisfaction and Purchasing Decisions

Kotler (2017) says satisfaction is a feeling of happiness or unhappiness that comes from comparing how well a product works with what someone expected. Robert, Patrick, and James (2017) mention that satisfaction is a key reason why many customers stay loyal. Basically, consumer satisfaction is the feeling a person gets after making a purchase and experiencing its effects. Kismono (2021) explains that consumer behavior includes all the actions a person takes when buying and using products or services. Kotler and Keller (2020) say that when people make buying choices, they go through steps like realizing a problem, looking for information, evaluating options, deciding, and then acting after the purchase. From this, it can be said that the choices people make when buying are influenced by what they think about their needs and wants.

According to the findings of earlier research by Marco Dirgahadi Lukman (2024), customer brand awareness is one of the brand equity factors. Consumer satisfaction, brand image, and brand awareness are the components of brand equity. The following hypothesis can be made in light of the theory and the evidence from earlier studies.

H7: There is a positive and significant influence between Consumer Satisfaction and Purchasing Decisions.

Halal Label, Consumer Satisfaction, and Purchasing Decisions

The awareness of consuming halal products among Muslim consumers is due to a good understanding of the religion and education from producers regarding halal certificates on their products (Sumarwan, 2018). Muslim consumers also tend to prefer products that have been declared halal over those that have not been certified as such by authorized institutions.

The idea that the consumer satisfaction variable influences purchasing decisions favorably is partially supported by the findings of earlier research by Wahyu Budi Utami and Eri Agustim Sujana (2018). The study also discovered that halal labeling positively impact customer satisfaction, which in turn influences decisions to buy. The following hypothesis can be made using the theory and evidence from earlier studies:

H8: There is a positive and significant influence between Halal Labels on Purchasing Decisions with Consumer Satisfaction as a mediator.

Brand Image, Consumer Satisfaction, and Purchasing Decisions

A brand's ability to draw customers and persuade them to utilize the product makes it a crucial component of any firm. Every brand has certain qualities that set it apart from rival goods. One of the most important factors that buyers take into account when selecting a product is its brand. A brand might be a name, sign, symbol, design, or a mix of these. Its goal is to distinguish a vendor or group of sellers from rivals by identifying their products or services (Kotler and Keller, 2017).

The findings of earlier research by Pandu Paramananda (2019) provide some support for the idea that brand image influences purchasing decisions favorably, consumer satisfaction influences purchasing decisions favorably, and brand image influences purchasing decisions favorably. The following hypothesis can be made using the theory and evidence from earlier studies:

H9: There is a positive and significant influence between Brand Image on Purchasing Decisions with Consumer Satisfaction as a mediator.

Price, Consumer Satisfaction, and Purchasing Decisions

Dharmmesta and Handoko (2021) state that price is the amount of money (plus some products, if possible) needed to obtain a combination of products and services. Kimono (2021) states that consumer behavior refers to a person's activities in buying and using goods or services.

The findings of earlier research by Sri Wahyuni (2017) provide some support for the idea that price influences consumer satisfaction, that the consumer satisfaction variable influences purchasing decisions, and that price influences consumer satisfaction. The following hypothesis can be made using the theory and evidence from earlier studies:

H10: There is a positive and significant influence between Price on Purchasing Decisions with Consumer Satisfaction as a mediator.

Research Conceptual Framework

A conceptual framework is a model that illustrates how a theory relates to identified factors that pose problems. For these concepts to be empirically researched, they must be operationalized by changing them into variables.

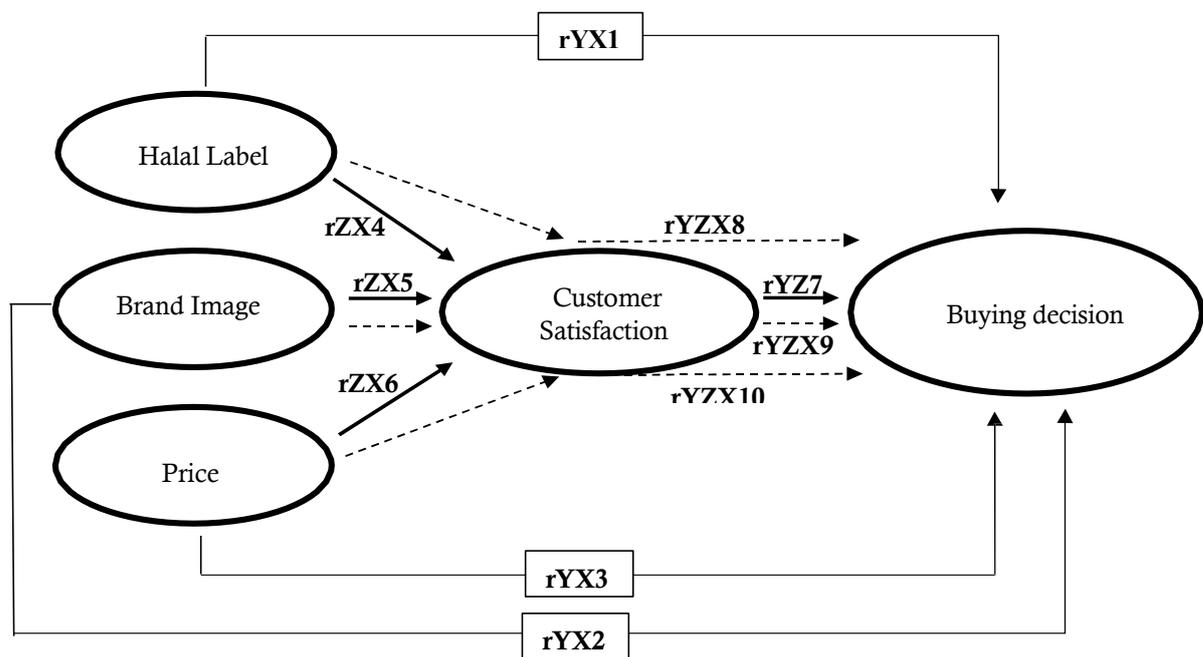


Figure 1. Research Conceptual

3. Data and Method

Type of Research

This study's research methodology is quantitative, using a survey approach and gathering data through a questionnaire. A questionnaire is the main instrument used in the survey method, which is a methodology for gathering data from a population. The purpose of survey research is to collect respondents' opinions, with the study being informed by the data gathered through sampling. According to Sugiyono (2017), survey research entails a researcher interviewing a number of people

(referred to as respondents) about their beliefs, opinions, traits, an object, and past or present behavior. Quantitative research entails gathering numerical data or transforming verbal or written material into numerical values (Nanang, 2024).

Data Collection Techniques

Customers who use Wardah goods were given questionnaires as part of the survey method used to gather data for this study. Every statement and question used to collect data—whether over the phone, in writing, or in person—is included in a questionnaire (Ferdinand, 2024). Halal Label, Brand Image, Price, Customer Satisfaction, and Purchasing Decisions are among the independent, dependent, and intervening variables on the questionnaire list. A modified Likert scale is used in the measurement.

Population and Sample

Population

Population is a generalization of an area, object, or subject that has certain qualities and characteristics, as determined by researchers, to be studied, and then conclusions are drawn (Sugiyono, 2019). The population in this study were consumers who had purchased Wardah cosmetic products.

Sample

A sample is a part of the population that shows its numbers and features (Sugiyono, 2019). In this study, the sample included 100 people who were consumers who had used or were currently using Wardah cosmetic products. The size of the sample was chosen based on the effectiveness of the PLS-SEM model analysis, which follows the advice from Hair et al. (2017) that the sample should be at least 10 times the number of indicators in the largest variable. The method used for selecting the sample was non-probability sampling with a purposive approach, meaning participants were deliberately chosen based on criteria related to the research goals. The criteria for participants in this study were: (1) being a Muslim, (2) having bought or used Wardah products, and (3) being at least 17 years old. This method was chosen to ensure the data gathered was relevant and representative of the topic being studied.

Data Analysis Technique

The process of turning data into information through data analysis enables the qualities of the data to be recognized and applied to problem-solving. Partial Least Squares Structural Equation Modeling (PLS-SEM) is the methodology utilized in this investigation. PLS is an alternate technique for concurrently examining the connections between latent constructs and several indicators, claim Latan and Ghazali (2017). PLS is also used to ascertain whether the independent and dependent variables have a direct or indirect relationship.

4. Results

Reliability Test

The final evaluation of the outer model involves a reliability test, where the outer model is assessed by evaluating convergent validity and discriminant validity. This test is considered acceptable if the value exceeds 0.6 (Taber, 2018). Composite reliability is considered sufficient if it has a value of more than 0.7 (Latan and Ghazali, 2017). The following composite reliability is shown in Table 1.

Table 1. Value and Composite Reliability

Variables	Composite Reliability	Cronbach's Alpha
Halal Label	0.879	0.828
Brand Image	1.000	1.000
Price	0.851	0.649
Purchase Decision	0.840	0.713
Consumer Satisfaction	1.000	1.000

Source: Processed data (2024)

Based on Table 1 shows that each latent variable has a composite reliability value of more than 0.7 (Latan and Ghozali, 2017). Therefore, with the resulting value, all variables have good reliability values according to the minimum limit required.

Structural Method Evaluation

An examination of the inner model will be conducted following the evaluation of the outer model. This internal model examines how latent variables relate to one another. Four (four) different kinds of measurements make up the inner model evaluation, specifically:

Table 2. R Square and Effect Size

Inner Model Evaluation Criteria	Value	Influence
1. R Square		
Purchase Decision	0.295	Moderate
Consumer Satisfaction	0.265	Moderate
2. Effect Size		
Halal Label > Consumer Satisfaction	0.007	Small
Brand Image > Consumer Satisfaction	0.000	Small
Price > Consumer Satisfaction	0.221	Moderate
Halal Label > Purchase Decision	0.029	Small
Brand Image > Purchase Decision	0.030	Small
Price > Purchase Decision	0.041	Small
Consumer Satisfaction > Purchase Decision	0.057	Small

Source: Processed Data (2024)

Table 2 shows that halal labels, brand image, and prices can influence consumer satisfaction by 26.5%, while halal labels, brand image, price, and consumer satisfaction can influence purchasing decisions by 29.5%. The effect size reveals that price has a moderate relationship with consumer satisfaction, while others have a strong relationship between constructing variables, while the remaining factors are explained by other factors that are not included in the model. This study uses WarpPLS software, which generates a pattern of relationships between variables, as shown in Figure 2.

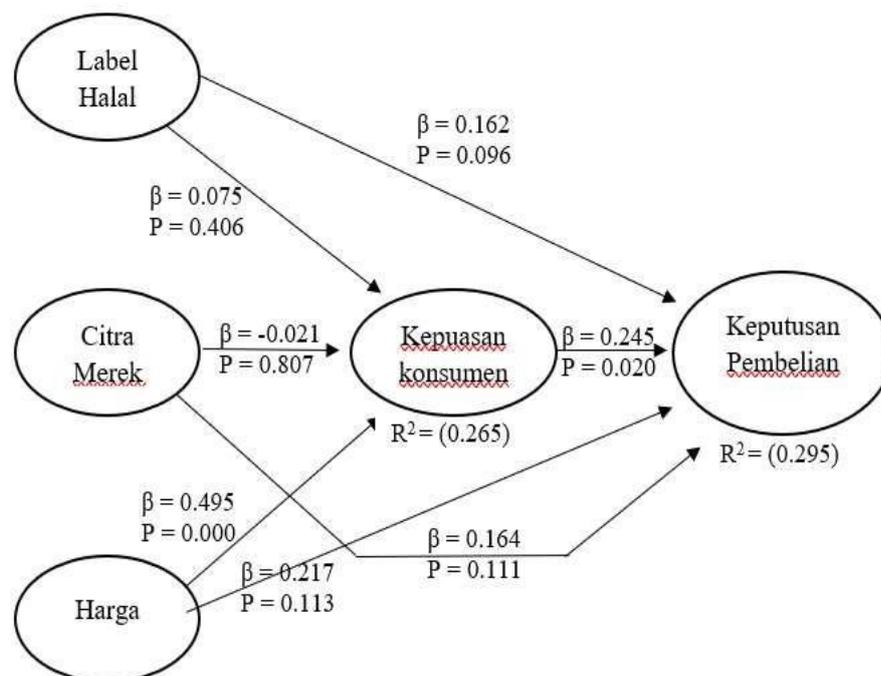


Figure 2. Path Diagram Between Variables

Based on Figure 2's structural model test findings. It is evident how one variable affects another. The variables of price, brand image, and halal label have a direct impact on customer satisfaction. It is also evident that these factors have a direct impact on decisions to buy. Furthermore, the halal label, price, and brand image all have an indirect impact on consumer happiness since the consumer satisfaction variable acts as a mediator between them.

Hypothesis Testing

Hypothesis testing can be conducted when the evaluation of the outer and inner models meets the criteria or reveals an influence of good relevance. This hypothesis test is conducted using SmartPLS (Partial Least Squares) 3.0 software. The hypothesis test value can be seen from the bootstrapping results. The Rules of Thumb used in this study are t-statistics greater than 1.96 with a significance level of p-value 0.05 (5%) and a positive beta coefficient. The following are the results of the hypothesis test:

Table 3. Hypothesis Testing

Construct Variables	->	Variable Konstruk	Direction of Theory	Value	T- Statistik	Critical value (≥)	P Values	Results
Halal Label	->	Purchase Decision	(+)	0.162	1.667	1,96	0.096	H1: Rejected
Brand Image	->	Purchase Decision	(+)	0.164	1.598	1,96	0.111	H2: Rejected
Price	->	Purchase Decision	(+)	0.217	1.587	1,96	0.113	H3: Rejected
Halal Label	->	Consumer Satisfaction	(+)	0.075	0.832	1,96	0.406	H4: Rejected
Brand Image	->	Consumer Satisfaction	(-)	-0.021	0.245	1,96	0.807	H5: Rejected
Price	->	Consumer Satisfaction	(+)	0.495	4.545	1,96	0.000	H6: Accepted
Consumer Satisfaction	->	Purchase Decision	(+)	0.245	2.328	1,96	0.020	H7: Accepted

Source: Processed Data (2024)

The results of the hypothesis test show that just two of the seven tested hypotheses were accepted (Table 3). In particular, price has a positive and large effect on customer satisfaction, and customer satisfaction has a positive and significant impact on purchasing decisions. All five of the other hypotheses showed a positive relationship direction, with the exception of the negative association between brand image and satisfaction; however, none of them were statistically significant, so they were rejected. This discusses how price, brand perception, and halal labeling directly affect purchasing decisions as well as how these elements affect customer happiness.

This Hypothesis Test also reveals an indirect relationship (indirect effect) between Price Label, Brand Image, and price, as well as purchase decisions, through Consumer Satisfaction. The following are the results of Table 4. from the indirect effect:

Table 4. Indirect Effect

	Original Sample	Sample Mean	STDEV	T- Statistik	P Values	Result
LH > KK > KP	0.018	0.021	0.025	0.737	0.461	H8: Rejected
CM > KK > KP	-0.005	-0.006	0.021	0.244	0.807	H9: Rejected
H > KK > KP	0.121	0.115	0.059	2.045	0.041	H10: Accepted

Source: Processed Data (2024)

The eighth and ninth hypotheses are rejected because Table 4 indicates that, indirectly, halal labels and brand image have a positive relationship with purchasing decisions through consumer satisfaction. Nevertheless, neither is significant. The tenth hypothesis, on the other hand, is accepted, suggesting that customer satisfaction can mediate the effect of price on decisions to buy Wardah cosmetic products. Price has a positive and significant indirect effect on decisions to buy through consumer satisfaction.

5. Discussion

Direct Influence of Halal Label on Purchasing Decision

Purchasing decisions are positively, although negligibly, impacted by the halal label. This demonstrates that while customers, particularly Muslims, value the presence of the halal label, it does not have enough clout to directly affect their choices. The halal label is no longer a differentiator in the context of Wardah cosmetics because it has probably become the norm. This result is consistent with Tarigan's (2019) research, which indicates that the halal label influences purchases; however, if all rivals use the same label, its impact may be lessened. Additionally, Widyaningrum (2019) stated that when other elements like endorsers or product quality are taken into account, the halal label's influence increases.

Direct Influence of Brand Image on Purchasing Decision

Purchase decisions are positively but marginally influenced by brand image. This implies that even while customers have a positive opinion of the Wardah brand, it is not powerful enough to directly affect their decisions to buy. The lack of significant product differentiation coupled with the high level of brand awareness could be one reason. According to Tjiptono's (2019) research, brand image will be significantly impacted when mixed with consumer personal values and emotional variables. This result is also consistent with study by Nasution and Azmy (2019), which indicates that until a brand has both functional and emotional benefits, a positive brand image does not necessarily translate into a purchase.

Direct Influence of Price on Purchasing Decisions

The study's findings suggest that price influences decisions to buy in a favorable but negligible way. Even while Wardah cosmetics are reasonably priced and competitive, this is insufficient to strongly influence decisions to buy if it is not accompanied by evidence of product quality or satisfaction. Pradipta and Herlina (2017) discovered that pricing has an indirect impact on decisions to buy, particularly when the product falls into the category of secondary needs, like cosmetics.

Direct Influence of Halal Labels on Consumer Satisfaction

It has been demonstrated that the halal label improves customer happiness, albeit somewhat. This implies that while the halal designation gives Muslim customers a sense of security and trust, it is still not entirely capable of offering a fulfilling eating experience. The halal label serves a more fundamental function, or a "hygiene factor," which does not instantly generate satisfaction if it is not accompanied by product quality, according to Suryani and Andriani's (2019) research.

Direct Influence of Brand Image on Consumer Satisfaction

Customer happiness is negatively and negligibly impacted by brand image. This outcome is very unexpected, but it makes sense given that if customers have high expectations for the Wardah brand and the goods doesn't live up to them, they will be less satisfied. High expectations for well-known brands might result in disappointment if they are not supported by sufficient experience, which will have a detrimental effect on satisfaction, according to research by Wijaya et al. (2020).

Direct Influence of Price on Consumer Satisfaction

It has been demonstrated that price significantly and favorably affects customer satisfaction. This suggests that when the price is in line with the advantages or quality received, customers are happy. The main factor luring lower-middle-class customers to Wardah is its reasonable costs. This

conclusion is further supported by research by Azar and Yudiarto (2019) and Kotler and Keller (2019), which found that customers are more satisfied when prices are commensurate with value.

Direct Influence of Consumer Satisfaction on Purchasing Decisions

Purchase decisions are positively and significantly impacted by customer satisfaction. This research demonstrates that customers who are pleased with Wardah products are more inclined to buy from them again or refer others to them. This is consistent with Oliver's idea (2020), which holds that the main factor influencing loyalty and repeat business is satisfaction. Purchases of halal cosmetics and satisfaction are strongly correlated, according to research by S et al. (2018).

Indirect Influence of Halal Labels on Purchasing Decisions through Consumer Satisfaction

It was discovered that, through the mediation of customer happiness, the indirect impact of halal labels on purchasing decisions was favorable but not statistically significant. This indicates that while halal labels might boost customer pleasure and trust, their influence on buying decisions is still minimal. This might be the result of halal labels no longer being viewed as a competitive advantage but rather as a necessity. The research findings of Rizki and Mustika (2017) support this conclusion, stating that halal labels only work well when they establish themselves as a point of differentiation.

Indirect Effect of Brand Image on Purchasing Decisions through Consumer Satisfaction

Through customer happiness, brand image has a negligible and unfavorable indirect impact on purchasing decisions. This indicates that even though the Wardah brand is well-known, it does not ensure customer happiness and, in the end, does not promote sales. This outcome is consistent with Rangkuti's (2017) results, which indicate that ongoing innovation is required to drive sales because brand awareness on its own is insufficient without quality and relevance to customer demands.

Indirect Effect of Price on Purchasing Decisions through Consumer Satisfaction

Price has a positive and significant indirect effect on purchasing decisions through consumer satisfaction. This indicates that a price considered appropriate encourages consumers to feel satisfied, and this satisfaction ultimately drives purchasing decisions. This result supports the mediation model in consumer behavior theory, as seen in the research of Azar and Yudiarto (2019), where price is the initial factor that triggers satisfaction and subsequently influences purchasing decisions.

The study's results show that most of the hypothesis tests, which looked at how halal labels, brand image, and price affect buying choices, didn't show statistically significant results. There are a few reasons for this. One is that for Muslim consumers, especially those who use Wardah products known as leaders in halal cosmetics in Indonesia halal labels and brand image are seen as basic things, like hygiene factors. That means these factors aren't seen as special or unique anymore when it comes to influencing buying decisions.

Another reason is that people's views on these factors are pretty much the same, leading to little change in the data. This low variation makes the connections between the ideas in the PLS-SEM model weak. Also, the link between halal labels and brand image might not be direct. It could be influenced by other things not included in the model, like how religious someone is, trust in the brand, or how much value they think the product offers. That's why the direct relationship isn't strong. Another issue is the way questions were worded in the survey. If the questions weren't good enough, they might not accurately reflect what people really think. Plus, the sample size and variety of people surveyed—only 100 Wardah users using a purposeful sampling method—may not represent all halal cosmetic users. This limits how much we can generalize the results and affects the tests. In short, these findings show that how people make buying decisions isn't always a straight line. It depends on many factors like the situation, what people expect, and their overall experience with buying.

6. Conclusion

According to the findings of the study, halal labels, brand image, and pricing demonstrate a positive yet insignificant direct impact on purchasing decisions for Wardah cosmetics. Additionally, neither halal labels nor brand image significantly influence consumer satisfaction; in fact, brand image exhibits a negative correlation. Conversely, pricing has a positive and significant effect on consumer satisfaction, which in turn positively and significantly affects purchasing decisions. Furthermore, consumer satisfaction effectively mediates the relationship between price and purchasing decisions. However, the mediation effect of halal labels and brand image on purchasing decisions is found to be insignificant. This indicates that consumer satisfaction plays a crucial role in moderating the effect of price on purchasing decisions, although its influence does not extend equally to halal labels and brand image.

The findings of this study indicate that the majority of relationships between the variables specifically between the halal label, brand image, and price, and their effects on consumer satisfaction and purchasing decisions are not statistically significant. Several scientific explanations can account for this phenomenon.

Firstly, in the context of Wardah products, which are widely regarded as halal cosmetics, the halal label may be perceived as a minimum standard or hygiene factor, thereby diminishing its role as a differentiating element or a primary determinant in influencing satisfaction and purchasing choices. Secondly, a strong brand image that is not supported by a satisfying real-world experience can result in unmet consumer expectations, subsequently weakening its influence on satisfaction and decision-making. Thirdly, the use of purposive sampling with a relatively small sample size (100 respondents) may limit the variability in perceptions necessary to identify significant relationships within the PLS-SEM model. Additionally, there may be limitations in the measurement instruments utilized, such as unclear indicators, the sensitivity of statements, or potential biases in respondent perceptions, which could hinder the capacity of the variables to accurately capture actual consumer preferences and attitudes. Finally, it is essential to recognize that consumer satisfaction has been identified as a strong mediating variable; thus, the direct effects of halal labeling, brand image, and price may only become significantly evident when mediated through satisfaction derived from actual consumer experiences. Therefore, the insignificance of most hypotheses should not be interpreted as an absence of relationships between variables; rather, it underscores the complexity of consumer behavior, which necessitates a more holistic approach and the inclusion of additional variables in future research.

The managerial implications of the study's results suggest that cosmetic companies, such as Wardah, should prioritize competitive pricing strategies to enhance consumer satisfaction, as satisfaction has been shown to influence purchasing decisions significantly. Although halal labels and brand image are important aspects in attracting the attention of the Muslim market, companies need to strengthen both the emotional and functional aspects of the brand and educate consumers more persuasively on halal values so that their perceptions of these values can be directly linked to satisfaction and purchasing actions. An integrated marketing strategy, which not only emphasizes price but also builds positive consumer experiences, is key to maintaining loyalty and increasing purchases in the competitive halal cosmetics market.

Recommendation

For future research, it is recommended that the scope of the study be broadened to include not only users of Wardah cosmetic products but also consumers of other halal cosmetic brands for comparative analysis, which would enhance the generalizability and representativeness of the findings. Furthermore, subsequent researchers might consider introducing additional variables, such as religiosity, brand trust, or perceived quality, that could exert a more significant influence on satisfaction and purchasing decisions. Employing qualitative or mixed-methods approaches could also provide a deeper understanding of the psychological and emotional factors driving consumer choices, particularly within the framework of Islamic values and perceptions of halal products.

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