Research Article

Unveiling Beauty Choices: How Lifestyle, Halal Label and Prices Form Emina Cosmetics Purchases

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Abstract
This study examines the influence of lifestyle, halal labeling, and price on purchasing decisions for halal cosmetics. The sample consisted of 100 respondents from the Faculty of Economics and Business at YARSI University, selected through purposive sampling. Data were collected using a questionnaire with the Judgement Sampling method and analyzed using multiple regression analysis, t-tests for partial effects, F-tests for simultaneous effects, and the coefficient of determination. The findings indicate that lifestyle has a positive and significant impact on purchasing decisions. Conversely, halal labeling and price do not have a significant effect. However, when examined collectively, lifestyle, halal labeling, and price significantly influence purchasing decisions. These results carry managerial implications for Emina Cosmetics, suggesting the need to develop marketing strategies that align with the lifestyles of young consumers, particularly female students. Companies should focus on tailoring products, promotional strategies, and brand communication to resonate with the lifestyle trends of this demographic. The originality of this study lies in its focus on the Islamic economic perspective of halal cosmetic purchasing behavior among young Muslim consumers, an area that has received limited attention in prior research.

Keywords: Lifestyle, Halal Label, Price, Purchasing Decisions

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1. Introduction

In today's modern life, cosmetic products are no longer seen as luxury goods but have become a necessity for most women. Cosmetics play an important role in supporting appearance and becoming an integral part of everyday life, especially for young people (Akbar & Nurjanah, 2023). The use of cosmetics is not only a means to enhance one's appearance but also an expression of identity and self-confidence in society. This aligns with the opinion that cosmetics can meet women's basic needs for beauty, as well as serve as a symbol of social status (Yuswohady, 2019).

The growth of the cosmetics industry in Indonesia shows a very positive trend. The Ministry of Industry of the Republic of Indonesia noted that in 2019, the cosmetics industry grew by 7% and is targeted to increase to 9% in the following years. This growth is supported by the expansion of products in the skincare, makeup, and hair care categories, as well as increased distribution through modern retail channels such as supermarkets, minimarkets, and specialty personal care stores (Kemenperin.go.id, 2020). This phenomenon demonstrates that the demand for cosmetic products continues to rise in tandem with growing public awareness of the importance of self-care.

In line with the increasing need for cosmetic products, the Indonesian people, the majority of whom are Muslim, are also increasingly selective in choosing the products they consume. Awareness of the importance of using halal and tayyib products is a major consideration in purchasing decisions (Delia et al., 2024)(Utami et al., 2024). Over the last decade, the lifestyle of the Indonesian people has demonstrated a growing orientation towards Islamic values. This is reflected in the increasing development of Islamic financial institutions, Muslim fashion trends, Islamic hotels, and the increasing number of consumer products that prioritize the principle of halal, including in the cosmetics industry (Yuswohady, 2019).

Halal cosmetics are a significant topic in the context of Muslim consumerism. According to the Food, Drug, and Cosmetics Assessment Institute of the Indonesian Ulema Council (LPPOM MUI), halal cosmetics are products that do not contain ingredients prohibited by Islamic law and are processed in accordance with Islamic principles. Cosmetic products that have met halal standards will receive a halal certificate and are entitled to include a halal label on their packaging. This label not only guarantees safety and trust for consumers but also provides a competitive advantage for producers in reaching a wider market (LPPOM MUI, 2020).

In an increasingly competitive cosmetic market, local brands such as Emina Cosmetics are emerging as a key player, targeting the young segment, particularly teenagers and female students, by highlighting local values, affordable prices, and a cheerful and safe brand image. However, further studies are still needed to determine the factors that most significantly influence consumers' decision-making process for purchasing products such as Emina. Are modern lifestyles, the presence of halal labels, or price considerations the main determinants in purchasing decisions?

Based on this background, this study aims to analyze the influence of lifestyle, halal labels, and prices on purchasing decisions for Emina cosmetic products. This study will also examine these three factors from an Islamic economic perspective, providing a more comprehensive understanding of Muslim consumer behavior. By understanding these dynamics, companies can design more effective marketing strategies that align with the Sharia values that consumers adopt.

Based on this background, this study aims to analyze the influence of lifestyle, halal labeling, and price on purchasing decisions for Emina cosmetic products. Furthermore, this study aims to examine these three factors from an Islamic economic perspective, providing a more comprehensive understanding of Muslim consumer behavior. The main contribution of this study lies in its original approach, which combines consumer behavior analysis with Sharia values and focuses on the young Muslim consumer segment. This topic has been rarely discussed in previous literature. With this understanding, companies can design more effective marketing strategies that align with the values held by their target market.

2. Literature Review and Hypothesis

Literature Review

Purchasing Decision

The step of the decision-making process where customers buy goods or services is known as the purchasing decision, according to Kotler (2017). Consumer behavior and product purchase decisions are essentially closely intertwined. Because businesses frequently lack insight into what consumers are thinking before, during, and after purchasing a product, consumer behavior is an essential component of marketing efforts (Amanda & Santosa, 2024).

Lifestyle

A person's lifestyle, as defined by their activities, interests, and ideas, is their pattern in the world, claims Kotler (2022). A person's entire being, including their surroundings, is referred to as their lifestyle. According to Kasali (201), in addition to Kotler, lifestyle is defined as a pattern of consumption that represents an individual's decisions on several facets of their life, such as how to use their time and finances. According to Setiadi (2020), another viewpoint broadens the definition of lifestyle to include how people spend their time (activities), what they value in their surroundings (connectedness), and their beliefs about the world and themselves.

Halal Labeling

Businesses involved in the production of food and beverages, or simply food, are required to adhere to a set of standards known as halal labeling (Kurnia and Sudardjat, 2019). A product's label contains spoken information about the item or the vendor (Rahmania & Fadhlillah, 2024). A label may be an identification symbol (etiquette) affixed to the product or a component of the packaging (Putri, 2019). Stanton (in Maya Anggraeni, 2019) states that a label may be a detachable label that is affixed to the product or it may be a component of the packaging.

Price

Tjiptono (2019) defines price as a monetary unit or other measure that includes other goods and services that are traded in order to acquire ownership or the right to use them. The company's goals should guide the pricing process, which should take a number of factors into account. The pricing is appropriate if customers accept the offer (Sumardika et al., 2024). If they decline, the product may be taken off the market or the price will often be promptly changed. Price, according to Hermawan (2017), is the sum of money paid for a good or service, or the value that customers exchange for the advantages of using or possessing it.

Hypothesis

Lifestyle and Purchasing Decisions

Lifestyle is a very important concept in analyzing the lifestyle behavior of the target market. Lifestyle begins with identifying the behaviors, interests, desires, and opinions of the target market. Kasalli (2020) stated that "Lifestyle will influence a person's desire to behave and ultimately determine a person's product choices." This opinion aligns with previous studies conducted by Chaterina (2019), Tarigan (2019), and Li Chongguang (2019), which also show similar research results indicating that the Lifestyle variable has a positive and significant effect on Purchasing Decisions. By referring to the theory also supported by previous studies, the following hypothesis can be formulated:

H1: Lifestyle has a positive and significant effect on Purchasing Decisions.

Halal Label and Purchasing Decisions

Businesses that produce food and drink items often referred to as food processing must adhere to a set of regulations known as the halal label (Sudardjat, 2019). According to Yuswohady (in Dewi, 2019), a halal label is an assurance from a reliable source, such as the Food, Drug, and Cosmetics Assessment Institute (LPPOM MUI) of the Indonesian Ulema Council, that the product satisfies halal requirements as stipulated by Islamic law. This concept is consistent with findings from previous research by Bulan (2018), Aziz and Vui Chok (2013), and Deoranto, Zani, and Efendi

(2019). These studies also demonstrate that the halal label significantly and favorably influences consumers' purchasing decisions. This implies that the likelihood of a product being purchased increases with the credibility of the halal label. The more people buy, the more they value the halal label. Based on this theory and previous research, the following hypothesis can be made:
H2: Halal Label has a positive and significant effect on Purchasing Decisions.

Price and Purchasing Decisions
Tjiptono (2019) asserts that one of the elements influencing decisions to buy is pricing. Customers are more inclined to purchase a product if the pricing is within their means. This view is consistent with earlier research by Chang and Albert (2020), Febriano and Polla (2018), and Fadilah (2017), which also demonstrates comparable findings suggesting that the price variable significantly and favorably influences purchasing decisions. The following hypothesis can be developed by consulting the theory that has also been validated by earlier research:
H3: Price has a positive and significant effect on Purchasing Decisions.

The Influence of Lifestyle, Halal Labels and Prices Simultaneously on Purchasing Decisions
Purchase decisions are positively and significantly impacted by the lifestyle variable, according to studies by Chaterina (2016), Setia Tarigan (2019), and Li Chongguang (2019). Similarly, studies by Wilkinson, Brunton, and Mitchell (2018), Imantoro (2018), and Njoyoto (2019) demonstrated that the Taste variable also significantly and favorably influences purchasing decisions. According to research by Abdul Aziz and Vui Chok (2013), Bulan (2018), and Deoranto, Zani, and Efendi (2019), the Halal Label variable significantly and favorably influences consumers' decisions to buy. According to studies by Chang and Albert (2020), Febriano and Polla (2018), and Fadilah (2017), the price variable significantly and favorably influences consumers' decisions to buy. Based on these findings, the following hypotheses can be developed regarding Lifestyle, Halal Label, Price, and Purchasing Decisions.
H4: Lifestyle, Halal Label and Price together have a significant effect on Purchasing Decisions.

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.
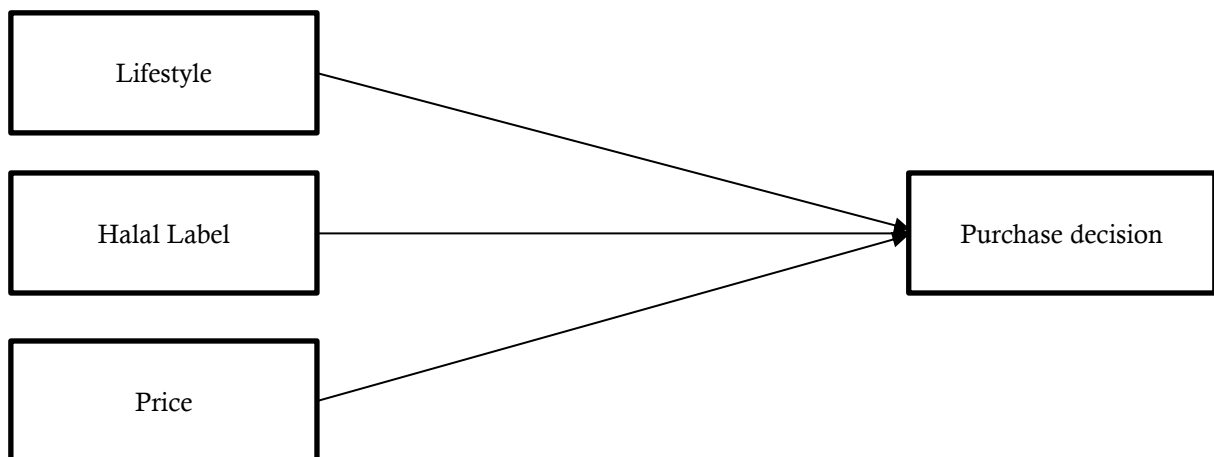

Figure 1. Conceptual Framework

3. Data and Method
Type of Research
The research methodology employed in this study is explanatory research, which aims to explain the location of the variables under investigation by determining the influence of one variable on another through hypothesis testing (Sugiyono, 2019). Finding out how the factors "Lifestyle," "Halal Label," and "Price" affect purchasing decisions is the aim of this study.

Data Collection Techniques
Customers who had bought Emina cosmetics were given questionnaires as part of the survey approach used to gather data for this study. Every remark and question used to collect data whether over the phone, in writing, or in person is included in a questionnaire (Ferdinand, 2018). Lifestyle, Halal Label, Price, and Purchasing Decisions are the independent, dependent, and intervening variables that are included in the questionnaire list. A modified Likert scale is used in the measurement.

Population and Sample
Population
A population is a broad phrase that refers to items or people that have specific attributes and traits that researchers have identified as being worth studying and using to draw conclusions (Sugiyono, 2017). Students majoring in business and economics at Yarsi University who had bought and utilized Emina products made up the study's population.
Sample
One hundred students from YARSI University's Faculty of Economics and Business who had bought and used Emina cosmetics made up the study's sample. Purposive sampling, which selects the sample according to predetermined criteria established by the researcher, was the sampling strategy employed. Respondents who were within the age range of young consumers and had prior experience using Emina products met the criteria for this technique. This approach was selected since it yielded pertinent data in line with the study's goal, which was to comprehend how young Muslim customers buy halal cosmetics.

Data Analysis Technique
In order to ascertain the degree to which independent variables lifestyle, halal labeling, and price have a simultaneous and partial impact on the dependent variable purchasing decisions multiple linear regression analysis was employed in this study. This approach was selected because it can quantify the contribution of each variable in the model and explain the causal relationship between multiple independent factors and a single dependent variable. Additionally, by controlling the influence of each independent variable while maintaining the other variables constant, multiple linear regression enables researchers to produce more precise and pertinent data for managerial decision-making.

4. Results
Data Normality Test Results
There are two methods for assessing the normality of data: making a Normal Probability Plot graph for every model and constructing a histogram for the distribution of standardized residuals. A computer is used to perform computations in order to produce accurate results; the study's findings are as follows:
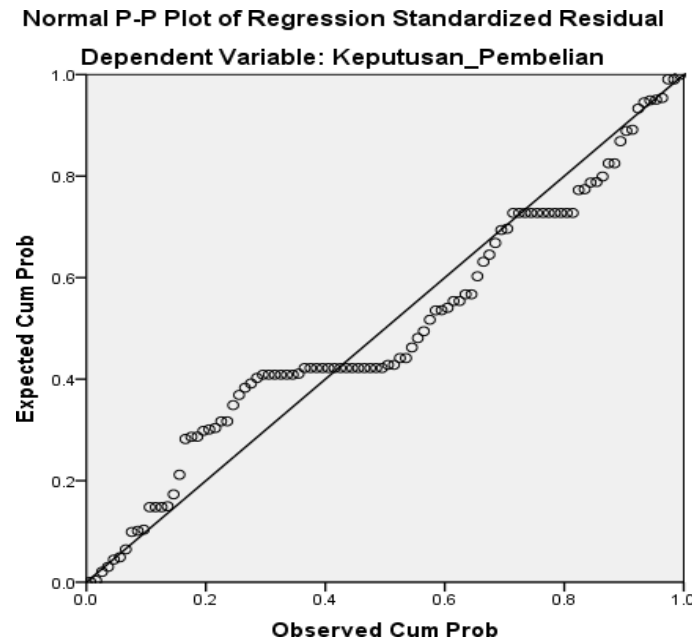
Figure 2. Data Normality

In the data normality analysis using a Normal P-P Plot, as shown in the image above, the data points are spread around the diagonal line, and the distribution of data points follows the same direction as the diagonal line. This indicates that the data in this study meet the assumption of normality.

Multicollinearity Test

To ascertain whether or not there is collinearity between independent variables, collinearity tests are performed. Calculating tolerance and VIF is the technique employed. The tolerance value for every phase of the study is derived using computer computations using the SPSS software; the researcher states as follows:

Table 2. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 Lifestyle	.642	1.557
Halal Label	.863	1.158
Price	.656	1.524

Source: Data Processing Results, 2020

The tolerance values for the Lifestyle variable, Halal Label, and price are 0.642, 0.863, and 0.656, respectively, as can be seen from the above table. Therefore, it can be concluded that there is no collinearity and no significant link between the independent variables (Lifestyle, Halal Label, and Price) due to the tolerance value of ¹ 0. Price, Halal Label, and Lifestyle all have VIF scores of 1.524, 1.158, and 1.557, respectively. It can be concluded that there is no collinearity between the independent variables of price, halal label, and lifestyle because the VIF value obtained is less than 10. As a result, the multiple regression line model that was applied to the independent variables of price, lifestyle, and halal label is suitable.

Heteroscedasticity Test
This test determines whether the distribution of data on purchasing decisions for the values of the price, lifestyle, and halal label variables is random. A scatterplot diagram between the residual and the anticipated value is created for this test. The following graphic displays the findings of the heteroscedasticity test:
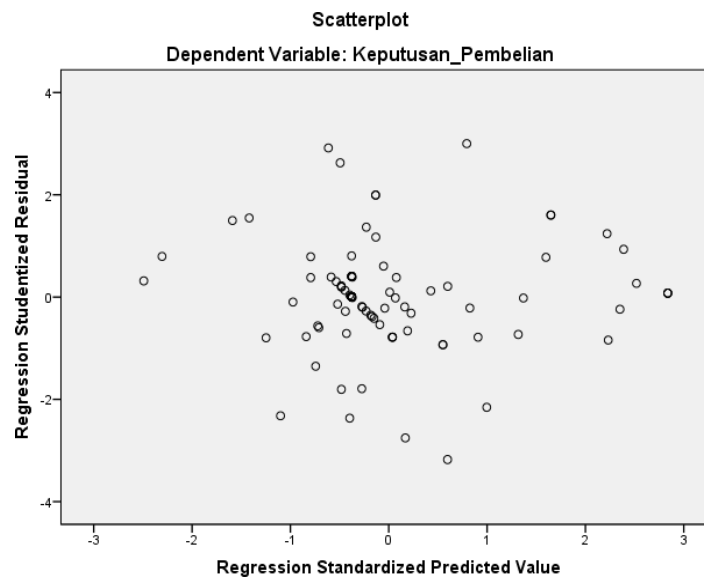

Figure 3. Heteroscedasticity Test

According to the following image, the data does not form a specific pattern or line trend and is dispersed around the number 0 (0 on the Y-axis). As a result, the data satisfies regression analysis requirements and is not heteroscedastic.

Multiple Linear Regression Estimation Results
The goal of regression is to minimize future errors by methodically estimating potential future events based on historical data. The table below displays the Multiple Linear Regression Estimation results:

Table 3. Multiple Linear Regression Estimation Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.113	1.063		.106	.916
Lifestyle	.608	.055	.787	11.035	.000
Halal Label	.059	.080	.046	.735	.464
Price	.054	.083	.045	.644	.521

Source: Data Processing Results, 2020

Based on the regression equation results, the constant value of 0. 113 means that if there is no change in the Lifestyle, Halal Label, and Price variables, the Purchase Decision will be at 0. 113. If the Lifestyle score increases by one point, the Purchase Decision goes up by 0. 608, as long as the other variables stay the same. The Halal Label also affects the Purchase Decision; a one-point increase in its score raises the decision by 0. 059. Similarly, the Price variable has an effect when the price increases by one point, the Purchase Decision increases by 0. 054, provided other factors don't change. This shows that all three variables positively influence the Purchase Decision.

Partial test (t-Test)
In order to test the hypothesis or suspicion of partial influence, the calculated t value is compared to the t-table value. The premise is that if the calculated t value is greater than the t-table, the independent variable and the dependent variable are significantly influenced, and if the calculated t value is less than the t-table, the independent variable has no effect on the dependent variable. The following are the outcomes of the value calculation using SPSS version 22.00:

Table 5. T-Test Results

Model	t	Sig.
1 (Constant)	.106	.916
Lifestyle	11.035	.000
Halal Label	.735	.464
Price	.644	.521

Source: Data Processing Results, 2020

It is clear from Table 5's t-test results that the Lifestyle variable has a considerable impact on purchasing decisions, with a computed t-value of 11.035 and a significant p-value of 0.000 (<0.05). The price and Halal label variables, on the other hand, have estimated t-values that are below the critical value and significant values of 0.464 and 0.521 (both $p < 0.05$), respectively, suggesting that neither variable significantly influences purchasing decisions in this model. Therefore, the only factor that has been shown to statistically significantly affect purchase decisions is lifestyle.

5. Discussion
Influence of Lifestyle on Purchasing Decisions
The results of the study show that lifestyle has a positive and significant influence on purchasing decisions for Emina cosmetic products. This means that the higher the level of consumer lifestyle, especially in terms of activity, interest, and opinion on beauty trends, the greater their tendency to purchase these cosmetic products. A lifestyle that reflects modernity, the desire to appear attractive, and an active interest in following beauty trends make products like Emina the main choice. This finding aligns with research conducted by Islami and Chaterina (2019), which found that lifestyle is one of the most significant factors influencing purchasing decisions for beauty products. A similar point was also made by Tarigan (2019), who stated that lifestyle has a positive influence on consumer consumption behavior, especially for fashion and beauty products.

Influence of Halal Label on Purchasing Decisions
This study found that the halal label had no significant influence on purchasing decisions, although the relationship was positive in direction. This finding suggests that while halal certification remains an important factor for Muslim consumers, it may not be a decisive factor in actual purchase behavior, especially among young consumers such as YARSI University students. One possible reason is the low visibility or lack of emphasis on the halal label in Emina's marketing and packaging strategies, which causes it to be overlooked in decision-making.

From a psychological perspective, according to the Theory of Planned Behavior (Ajzen, 2021), attitudes toward behavior (such as halal consumption) must be accompanied by strong subjective norms and perceived behavioral control to influence intention and actual behavior. If the halal label is not strongly emphasized or perceived as meaningful in daily use, then it may not be translated into action.

Furthermore, Bonne and Verbeke (2018) found that while Muslim consumers in France had a positive attitude toward halal products, their actual purchasing behavior was influenced more by price, taste, and convenience rather than the halal label itself. Similarly, Lada, Tanakinjal, and Amin (2019) confirmed that although religiosity increases awareness of halal products, it does not

always lead to significant changes in purchasing behavior unless supported by strong marketing cues and salience.

In this context, trust in the brand, social influence, and perceived product benefit may outweigh the symbolic value of the halal label. Therefore, companies like Emina need to not only obtain halal certification but also actively communicate it through packaging, branding, and promotional efforts to increase its salience and impact on consumer decisions.

The Influence of Price on Purchasing Decisions
This study found that the halal label had no significant influence on purchasing decisions, although the relationship was positive in direction. This result indicates that while halal certification is generally important for Muslim consumers, in this context, it may not serve as a strong differentiator in consumer decision-making for Emina cosmetic products. Several possible reasons include limited consumer awareness of the certification itself, low visibility of the halal logo on the packaging, or the assumption that most local products are already halal by default. These factors reduce the impact of halal labels on consumer choice behavior.

This finding is consistent with previous research by Lada, Tanakinjal, and Amin (2019), which suggested that halal certification alone does not guarantee a higher purchase intention unless accompanied by strong consumer awareness and trust in the certifying body. Similarly, a study by Bonne and Verbeke (2018) found that halal awareness and religiosity significantly moderate the impact of halal labels on purchasing behavior; without strong religious commitment or knowledge, halal labels may be overlooked. Moreover, Rios, Riquelme, and Abdelaziz (2019) emphasized that product quality and brand trust often override halal concerns when consumers perceive a product to be safe and reputable. Therefore, in the case of Emina, branding and lifestyle alignment may have a stronger pull than religious labeling. These findings suggest that companies must go beyond simply attaching a halal label and instead focus on effective communication, visual visibility, and consumer education to make halal certification a meaningful factor in purchasing decisions.

Simultaneous analysis using the F test reveals that lifestyle, halal label, and price collectively have a significant impact on purchasing decisions. Although lifestyle is partially significant, when combined, the three variables play a crucial role in shaping consumer decisions. These results indicate that purchasing decisions are complex and influenced by various interrelated factors. Consumers not only consider one aspect but also take into account the entire experience, which encompasses lifestyle, Islamic values, and price rationality. These findings support the view in consumer behavior theory, which states that a combination of psychological, social, and economic factors influences purchasing decisions.

6. Conclusion
Based on the analysis and discussion results, it can be concluded that lifestyle has a positive and significant effect on purchasing decisions, indicating that the higher a consumer's lifestyle level, the greater their tendency to purchase Emina cosmetic products. Meanwhile, the halal label and price did not show a significant effect, but they still had a positive relationship with purchasing decisions. This happened because most of the YARSI University female students felt that the halal logo on Emina products was not prominent enough to be the main consideration, and the price of the product was considered not comparable to the benefits or quality received. However, simultaneously (based on the F test), the three variables lifestyle, halal label, and price together had a significant effect on purchasing decisions for Emina cosmetic products.

The managerial implications of these findings suggest that companies, particularly Emina Cosmetics, should enhance their marketing approach by focusing on the lifestyles of young consumers. This can be achieved by adjusting branding strategies, communication media, and product images to align with current trends among the younger generation. In addition, the placement of a clearer and more prominent halal label needs to be considered to foster the trust of the Muslim market that is sensitive to Sharia aspects. In terms of pricing, the company is also advised to reevaluate its price structure and product benefits so that consumer perception of value

for money can be improved. With an integrated strategy that is responsive to consumer needs, Emina has the potential to increase loyalty and expand its market share among the young Muslim generation.

Recommendation

According to the research conducted by the author, Emina Cosmetic Products is expected to maintain the halal status of the products that have been sold so far. If Emina Products wants to release new Cosmetic products, the author suggests continuing to adjust to Islamic law to get a halal label from MUI and permission from BPOM.

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