

## The Effect of Consumer Education on Purchasing Decisions for Halal Lipstick: The Role of Price and Quality

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### ABSTRACT

The cosmetic industry is experiencing rapid growth, as evidenced by the dominance of the Indonesian cosmetic industry in the domestic market, along with the increasing interest in the use of cosmetics that encourages manufacturers to compete in creating products that suit consumer desires. This phenomenon is reflected in the various cosmetic products available both domestically and internationally. This study aims to determine purchasing decisions influenced by the price and quality variables of halal-labeled lipstick products. The design of this study is descriptive and verification, with 92 consumers as analysis units. The data collection procedure uses literature and field studies through interviews and distributing questionnaires that have been tested for validity and reliability. The data analysis method uses multiple linear regression analysis, correlation coefficient analysis, determination coefficient analysis, and simultaneous and partial significance tests. The study's results indicate that the price and quality variables of lipstick simultaneously have a significant and positive effect on purchasing decisions. The price variable has a substantial and positive effect on purchasing decisions, but the quality variable partially has no significant effect on purchasing decisions. It is recommended that manufacturers consider adjusting prices to better suit consumer preferences, and maintain their quality durability, thus further strengthening their uniqueness for use in all activities.

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### Introduction

Currently, the cosmetic industry is experiencing rapid growth, as evidenced by the dominance of the Indonesian cosmetic industry in the domestic market. The increasing interest in the use of cosmetics encourages manufacturers to compete in creating products that suit consumer desires. This phenomenon is reflected in the variety of

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cosmetic products available both domestically and internationally. The presence of abundant cosmetic products on the market influences consumer behavior in purchasing and using products (Amberg & Fogarassy, 2019; Ustymenko, 2023). Therefore, many cosmetic companies continue to innovate to meet consumer needs and demands (Pereira de Carvalho, A., & Barbieri, JC (2012). In this highly competitive environment, a company's success is determined by its ability to identify the needs of individuals within the company in obtaining goods and services, including the purchasing process (Yoon et al., 2020; Polkowski & Wierzbicka, 2021).

Cosmetics are a very useful product because they can meet women's basic needs for beauty while often being a means for consumers to clarify their social identity in the eyes of society. When consumers make purchasing decisions, the fundamental thing they consider is product quality, which supports the idea that consumers can consider purchasing decisions for a product because it is related to customer satisfaction. Repeat purchases are more likely to occur in consumers who have a pleasant experience using the products they buy, and there is a possibility of recommending the product to others. Conversely, if they are disappointed with the quality of the product, they will not buy it again (Erdalina, 2018; Ishak et al., 2020).

The purpose of using cosmetics was originally as a decorative expression or makeup so that the wearer looks more attractive than the original by polishing and covering the flaws that exist in his body. In this way, a person will look better and confidence will grow. Consumers not only consider the desired product quality but also pay attention to price as one of the key factors that can determine whether a product will be accepted or not (Zhang & Zhou, 2019; Aydın et al., 2020; Sim & Lee, 2021;). Price is one of the elements that greatly influences purchasing decisions because consumers actively assess the value of a product about the price offered. Therefore, in the purchasing process, price is not only a number but also a factor that plays an important role in consumer perceptions of product value (Ghazali et al., 2017; Othman, 2022; Pokhrel, 2023).

The development of purchasing power and the lifestyle of people who are increasingly smart and looking for new things encourages companies to develop marketing strategies to attract attention and maintain and control market share. Based on information from the Central Statistics Agency (2024), the population of Indonesia in 2023 is 278,696,200 people with a composition of 140,786,800 people are male (50.5%), while the other 137,909,400 people are female (49.5%). This data makes it a potential market for the cosmetics industry because the high number of female population makes Indonesia a promising market share for the cosmetics business. Cosmetics are products that can meet women's basic needs for beauty (Abraham et al., 2022). Purchasing makeup products not only achieves desires but also becomes a primary need for women who are the main target of the cosmetics industry. This is evidenced by the many types of cosmetics that are spread out, both domestically produced and foreign products.

As a country with a Muslim majority, halal cosmetics are the main choice in purchasing cosmetics. One of the cosmetics that is often chosen by women among many choices is lipstick. Because of its ease of use compared to other products, lipstick is often the main choice in a hurry. In addition, lipstick can also freshen the face, even without eye makeup, by giving a glowing effect. The use of lipstick is often assumed to begin when women enter adolescence. In this case, young women certainly have their own considerations in making purchasing decisions. One of the considerations is on halal lipstick products.

The purchase of makeup products is not only a will but also a primary need for women who are the main targets of the cosmetics industry. This provides evidence through many types of cosmetics that are spread in domestic production or foreign

products. Various kinds of branded cosmetics are currently in demand by Indonesian consumers, some brands include Wardah, Revlon, Maybelline, Oriflame, and Sariayu.

The global cosmetic industry is witnessing significant expansion, with Indonesia emerging as a key player. The availability of a wide range of cosmetic products has influenced consumer behavior, making factors such as price and product quality crucial in purchasing decisions. Companies continuously innovate to meet consumer demands in this highly competitive market.

Women in this modern era prioritize appearance, one of the supporters is the use of cosmetics. Cosmetics themselves will never be eliminated in human culture and culture, especially among women. The existence of this tool to polish the face and beautify the face is believed by many to be the main need of women that will always exist. The cosmetic that women now love is lipstick. Competing cosmetic manufacturers provide a variety of motivations ranging from color, and consistency, to lipstick resistance when used. Lipstick is a cosmetic preparation used to color the lips so that it can improve aesthetics in makeup and provide attractive facial expressions. Lipstick is a facial cosmetic product that has become an identity for women in modern times, without this lip dye polish many women feel less confident in public.

Consumers prioritize product quality when making purchasing decisions, as it is directly linked to satisfaction and repeat purchases. Poor quality leads to dissatisfaction and a reluctance to repurchase. Additionally, price plays a vital role, as consumers assess the perceived value of a product relative to its cost. Given Indonesia's large Muslim population, halal certification further influences purchasing decisions, particularly for lipsticks, which are frequently used daily. This study focuses on understanding how price and quality affect purchasing decisions for halal lipstick brands, specifically Wardah, a well-known halal-certified brand.

In deciding to purchase halal lipstick, of course, there will be many factors that are taken into consideration. Price and product quality factors are considered to greatly influence purchasing decisions. This study is directed to determine and confirm the influence of price and product quality factors on purchasing decisions for halal lipstick brand Wardah. Wardah is one of the popular lipstick brands and is widely favored by women because of its various colors reliable quality and halal label.

## **Method**

### ***Research Design***

The method used is a quantitative approach. According to Sugiyono (2018), quantitative research methods are applied to collect information about beliefs, views, traits, behaviors, and interaction of variables, and to test hypotheses related to social and psychological variables using samples taken from specific populations. Meanwhile, the method in this study is descriptive and verifiable methods. Descriptive research is a study that aims to describe the situation or characteristics of one or more variables separately. So the description of this research can be obtained as follows 1) quality product and price, and 2) consumer purchase decisions on halal lipstick.

### ***Population and Sample***

Population boundaries in this study are considered as a collection of elements or cases, be they individuals, objects, or events, that have a relationship with certain criteria and are the subject of generalizations that are targeted by the researcher to study and draw conclusions. According to Sugiyono (2018), a population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are

determined by the researcher to be studied and then conclusions are drawn. The population in this study PDDikti (2024) of FEB UIKA Bogor students with the Management Study Program is 368 people.

In principle, the sample reflects both the number and the characteristics of the population as a whole. Therefore, it can be stated that a sample is a representation taken of the entire population by various methods, and each method has its own distinct and comprehensive characteristics, which are considered to be representative of the population as a whole. The sampling method used was using a nonprobability sampling technique with a purposive sampling approach. This technique was chosen because the author used his judgment by selecting members of the population who were considered to be able to provide information, where the selected respondents had terms or conditions, namely 1) UIKA Faculty of Economics and Business Student Management Study Program regular class 20th batch, and 2) Students who have bought Wardah lipstick.

### ***Method of collecting data***

The data collection method in research involves the process of obtaining information related to the variables involved in the research. The data collection in this study was obtained in the following way 1) Library research, also known as literature research, involves an in-depth study of scientific literature that is relevant to consumer behavior and purchasing decisions. Through the process of understanding, researching, and reading scientific papers that are naturally related to the topic, it is hoped that the theories obtained can provide strong support for the data collected in this study, and 2) In field research, researchers obtain direct data about research objects by various methods, including a questionnaire is a data collection tool in which participants or resource persons are asked to fill in questions or statements prepared by researchers. Questionnaires are the right choice when the number of respondents is sufficient and spread over a large area. Interviews, as a method of direct interaction, are conducted orally to consumers of Management Study Program students of Economic and Business Faculty Ibn Khaldun University Bogor Indonesia to obtain information relevant to the research. The researcher communicates directly with the party concerned with the aim of obtaining information according to the needs of the research. Observation is the process of obtaining direct data by observing people and situations in relevant places during the research process.

### ***Data Analysis Methods***

The data analysis method used in this study is multiple linear regression, to measure the influence of price and quality variables on purchasing decision variables. Correlation coefficient analysis is also used to measure the closeness of the relationship between variables, and determination coefficient analysis to measure the contribution of the influence of price and quality variables on purchasing decision variables. In addition, statistical hypothesis testing is also carried out, using the F test for simultaneous influence, and the t-test for partial influence.

## **Results**

### ***Consumer Perception of Price Variables***

Price according to consumer perception refers to how consumers view and assess the price of a product or service. This includes how consumers assess the suitability

between the price and the value or benefits received. Consumer perceptions of price are as in Table 1 below.

Table 1. Consumer Perception of Price Variables

No	Statement	Score	Criteria	Interpretation
1	Lipstick prices are affordable	3.96	Agree	Consumers can buy because it fits their budget
2	Prices suitable for all groups	3.96	Agree	The price of lipstick is affordable for young and old people
3	Lipstick price as desired	3.88	Agree	Lipstick prices are by consumer capabilities
4	Price according to benefits	3.92	Agree	Consumers feel that the product benefits match the affordable price
5	Prices are competitive	3.99	Agree	The product price has an advantage over competitor products
6	Product prices can be known openly	3.99	Agree	Consumers feel the existence of price information so that it can be compared with competitor products.
7	Interested in buying the discounted price	3.95	Agree	Consumers can save on expenses, so they can be used for other purposes
8	There is a discount program	4.01	Agree	With discounts, prices are perceived as lower than competing products
	Average	4.30	Agree	Affordable prices according to your wishes, quality, benefits, and discounts

Table 1 above, it can be seen that the recapitulation of consumer responses regarding prices has an average rating of 4.30 including the affordable category. Wardah lipstick instrument provides a discount from the previous price with the highest score of 4.01 in the affordable category. Meanwhile, the consumer instrument price of Wardah lipstick according to the desired has the lowest score value of 3.88 including the affordable category. However, there is a need for price adjustments according to what is desired need to be done by Wardah lipstick to meet consumer expectations

### **Consumer Perception of Product Quality Variables**

Consumer-perceived product quality refers to the assessment or evaluation made of a product or service based on their experiences, expectations, and personal standards. Consumer perceptions of product quality are shown in Table 2 below.

Table 2. Consumer Perception of Quality Variables.

No	Statement	Score	Criteria	Interpretation
1	Different color choices from the others	3,94	Good	Providing the best color choices for consumers, with this consumers have choices according to their wishes
2	Has a soft texture	3,91	Good	The soft texture makes it comfortable to use
3	Can be used for everyday use	3,85	Good	Lipstick can be used every day without feeling heavy, in this case, consumers like using lipstick without making the surface of the lips dry and feel light
4	Have endurance	3,77	Good	It does not fade easily even when eating or drinking and makes it easy without repeated use
5	Various color choices	3,97	Good	Providing a choice of colors according to consumer activities with natural colors that can be used every day

6	Color that blends quickly with the lips	3,79	Good	The presence of the quickest volatile oil formulation, this quality of the lipstick makes it easier for consumers to use it
7	Attractive box packaging	4,02	Good	Packaging with matching nuances to the desired color
8	The packaging looks simple	4,03	Good	Simple but still nice packaging
	Average	4.30	Good	Good quality based on the choice of color, texture, packaging, and durability

Based on the table above, it can be seen that the average achieved Quality Variable, which is 4.25, is included in the category of agreeing with good interpretation. The highest score was in the design instrument with a simple but still good packaging, with an amount of 4.03 included in the good category, while the durability instrument by provides durability that does not fade easily even when eating or drinking has the lowest score with a total of 3.77 included in the good category, this is suspected by researchers showing that Wardah lipstick products already have good quality according to consumer needs.

### **Consumer Perception of Purchasing Decision Variables**

Consumer-perceived purchasing decisions refer to the assessment or evaluation made against various factors relevant to their needs and preferences, and this plays an important role in determining whether they will proceed with the purchase or not. Consumer perceptions of purchasing decisions are as in Table 3 below.

Table 3. Consumer Perceptions of Purchase Decision Variables

No	Statement	Score	Criteria	Interpretation
1	Has a color shade	3,94	Agree	Lipstick has a color shade that is considered innovative, thus giving rise to many product color choices according to your wishes
2	A memorable product	3,90	Agree	A lipstick brand that is easy to remember, makes it easier for consumers when make purchases
3	Flexibility	3,76	Agree	Lipstick can be used for formal and non-formal events, but it still looks attractive
4	Helps appearance	3,89	Agree	Lipstick products provide a good appearance so that they increase self-confidence
5	The price is relatively cheap	3,79	Agree	Cheap product prices with good quality, so you will continue to make repeat purchases
6	Buying decisions due to durability	3,91	Agree	Has a durability of 12 hours when used and many variations of attractive color choices
7	Look for information before deciding to buy	3,91	Agree	Before making a purchase, find out about the product to make sure it suits your wishes, then decide on the purchase
8	Information is easy to obtain	3,96	Agree	Get to know the product from various content creator review media such as TikTok, and Instagram.
	Average	4,22	Agree	Strong purchasing decisions with consideration of innovative colors, flexibility, memorable brands, durability, reviews, and ease of acquisition

Based on the Table, it can be seen that the results of the recapitulation of consumer responses to purchase decisions have an average value of 4.22 included in the Agree category. Consumer instruments have an understanding of choosing products based on social media such as Instragrams, TikTok has the highest score of 3.96 with an interpretation of Agree. Meanwhile, consumer instruments that can be used for formal or non-formal events have the lowest assessment score of 3.76 with an interpretation of Agree. What the Wardah brand can do is add formula colors that can be used for various events and daily activities.

### ***The Influence of Price and Quality on Purchasing Decisions***

#### ***Multiple Linear Regression Analysis***

Multiple linear regression analysis is a statistical method used to evaluate the relationship between a single dependent variable and two or more independent variables. The purpose of this technique is to predict the value of dependent variables based on the values of independent variables. To determine the effect of price and quality variables on purchasing decisions, multiple linear regression analysis is used. Table 4 below is the result of multiple regression data processing using the SPSS version 25 application.

Table 4. Results of Multiple Linear Regression Analysis

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.796	1.745		1.602	.113
	Price (X1)	.758	.129	.755	5.858	.000
	Quality (X2)	.151	.134	.145	1.122	.265

a. Dependent Variable: Purchasing decision (Y)

From Table 4 above, it is known that the constant value obtained is 2.796, with a coefficient for the price variable (X1) of 0.758 and a coefficient for the quality variable (X2) of 0.151. Thus, the regression model obtained can be expressed as follows  $Y = 2.796 + 0.758 X_1 + 0.151 X_2 + \Sigma$ .

From the above equation, it can be concluded that: The constant value of 2.796 shows that when the variable of the purchase decision (Y) has not been influenced by the variables of quality and price. If the independent variable does not exist, then the dependent variable does not change. The regression coefficient of the quality variable (X1) of 0.758 indicates that for each constant there is no change in the quality variable, then every change in one unit in quality will increase the occurrence of changes in the purchase decision. The regression coefficient of the price variable (X2) of 0.151 indicates that if the constant is constant and there is no change in the price variable, then every change in one unit in the price will increase the occurrence of a change in the purchase decision.

#### ***Correlation Coefficient Analysis***

The correlation coefficient is used to measure the relationship between price and quality variables to purchasing decision variables. Table 5 below is the result of correlation data processing using the SPSS version 25 application.

Table 5. Results of Correlation Coefficient Analysis

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.890 <sup>a</sup>	.791	.789	2.38700	.791	341.177	1	90	.000

a. Predictors: (Constant), Kualitas (X1)

Table 5 above shows that the correlation coefficient is 0.890, which means that there is a very strong and positive relationship. This can be stated that every increase in the value of the price and quality variables will be followed by a strengthening of the purchasing decision.

### **Determination Coefficient Analysis**

The coefficient of determination ( $R^2$ ) analysis is used to measure the extent to which the model can explain the variation in the influence of price and quality variables on purchasing decision variables. The data in Table 5 shows that the coefficient of determination value is 0.79. This means that the price and quality variables can explain the contribution of influence of 79% to changes in the strengthening of purchasing decisions, while the remaining 21% is explained by other variables not included in this study, such as Brand Ambassador, Brand Experience and Brand Image (Martianto et al., 2023).

### **Statistical Hypothesis Testing**

Hypothesis testing is used to verify the regression model which states that price and quality variables influence purchasing decisions simultaneously and partially.

#### **1. The F Test**

The F test is used to determine whether the simultaneous regression model of price and quality variables has a significant and positive effect on purchasing decisions. The results of data processing are presented in Table 6 below.

Table 6. Results of Hypothesis Testing Using the F Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1951.094	2	975.547	171.709	.000 <sup>b</sup>
	Residual	505.645	89	5.681		
	Total	2456.739	91			
a. Dependent Variable: Purchasing Decision (Y)						
b. Predictors: (Constant), Price (X1), Quality (X2)						

Based on the results of the F test above, it can be concluded that the F count value is 171,709 with a significance level of 0.000, because the significance value  $< 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted. Thus, it can be stated that the price and quality variables have a significant and positive effect on increasing customer satisfaction.

#### **2. The t Test**

The t-test is used to determine whether the partial regression model of price and quality variables has a significant and positive effect on purchasing decisions. The results of data processing are presented in Table 7 below.

Table 7. Results of Hypothesis Testing Using the t-Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.796	1.745		1.602	.113

	Price (X1)	.758	.129	.755	5.858	.000
	Quaity (X2)	.151	.134	.145	1.122	.265
a. Dependent Variable: Purchasing Decision (Y)						

The partial test results of the price variable with a significance of 0.005, obtained a calculated t value of 5.8.58, which is greater than the t table value (1.984). This means that the pricing strategy partially has a significant and positive effect on purchasing decisions.

The partial test results of the quality variable obtained a t-value of 1.122 and were smaller than the t-table (1.984). This proves that the quality variable partially has an insignificant and positive effect on purchasing decisions.

Purchasing decisions are a complex process that is influenced by a variety of factors. In the context of purchasing lipstick, product quality and price are factors that have been proven to have a significant influence on consumer purchase decisions. Product quality is an important factor in influencing consumer decisions while price can affect consumers' perception of value and purchasing power.

For some women, cosmetics are an important basic need. In addition to beautifying themselves at certain events and places, cosmetics are also used as a means for women to assert their identity in the eyes of society. Therefore, cosmetics are an important commodity in the Indonesian market circle. The competitive conditions make manufacturers have to carry out marketing strategies to get consumers. To be able to beat competitors, one of the main weapons that needs to be possessed is product quality. If a company has good product quality, then its products will grow rapidly with a longer product life cycle. Then it is likely that consumers will buy the product again. For the quality of a product to be known by consumers, therefore the company must list the benefits of the product and how to use it.

The right product pricing strategy will provide good benefits for the company such as, consumers will be more interested in our products than competitors, consumer desire to buy is high because the price is considered suitable, and can provide a positive response to the market as a whole. This price can be a benchmark for potential consumers to determine the choice of buying or not a product. When they hear the price, potential buyers will compare it with quality, benefits, or similar products that may be cheaper but have the same benefits. Therefore, a pricing policy that suits consumers is needed but also provides benefits for companies.

The quality of halal lipstick products has a strong correlation with the purchase decision of potential consumers, so good product quality tends to increase the instinct to buy a product. Then, consumers will recommend the product to their friends. In other words, when the quality of the product produced is good, consumer perception of product quality will be high and have a high impact on purchasing decisions.

The decision to purchase lipstick that has halal labeling on product packaging provides certainty and confidence that shows that the product has been verified as halal and has been approved by the Indonesian Ulama Council (MUI). The function of the label itself is to explain the product (content in the product, manufacturer, place of production, expiration period, safety for consumption, and instructions for use), to identify the product, and to introduce the product to make it more attractive with the graphic design on the packaging.

Halal labeling is part of the advantages of Wardah lipstick cosmetics that are highlighted compared to other products. In the context of halal contained in a product, the target is of course Muslim consumers with a halal lifestyle. Halal-labeled cosmetic products have become a boom and have become a trend in Indonesian society, most of which are Muslims. The number of cosmetic products that are not by Islamic law and

contain compositions that are harmful to the human body, has opened up potential market opportunities for halal lipstick manufacturers.

### Conclusion

Based on the research and hypothesis testing that has been done, it can be concluded that consumer responses stated that the product price is affordable, the quality is good, and the purchasing decision is strong. The results of the hypothesis test can be stated simultaneously that the price and quality variables have a significant and positive effect on purchasing decisions. In partial hypothesis testing, the results obtained were that the price variable had a significant and positive effect, but the quality variable was stated to have no significant effect on purchasing decisions.

Based on the findings obtained from the research results, the discussions that have been conducted, and the conclusions produced, it can be recommended that lipstick manufacturers consider adjusting prices to better suit consumer preferences, and maintain the durability of its quality, thus further strengthening its uniqueness for use in all activities. To further strengthen purchasing decisions, it is also important to conduct further research on different variables, such as the variables Brand Ambassador, Brand Experience, and Brand Image.

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