

## THE INFLUENCE OF HALAL LOGO COSMETIC PRODUCTS ON PURCHASING DECISIONS FROM AN ISLAMIC ECONOMIC PERSPECTIVE

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### *Abstract*

Cosmetic products are essential for women, and the presence of a halal logo can impact students' interest in buying them. When purchasing cosmetics, students consider halal raw materials, product quality, and the halal logo. This research aims to assess the influence of the halal logo on the decisions of UNISKA MAB Banjarmasin female students regarding cosmetic purchases. The researcher identified the female student population in the UNISKA Banjarmasin Sharia economics program and employed a simple random sampling method, resulting in a sample size of 100 students. Questionnaires will be distributed to address research queries. Results indicate a significant influence of the Halal Brand logo on the purchase of cosmetic products by female students ( $0.000 < 0.05$ ). In the T-test, the T value is 12.220, exceeding the t table value of 1.985. The research concludes that the purchasing decisions of female students are influenced by the halal logo, raw materials, and cosmetic product quality.

**Keywords:** Halal Logo, Cosmetics, and Purchasing Decision

### INTRODUCTION

Human requirements are a broken state of fundamental satisfaction that is seen or felt. Needs are pain in certain basic satisfactions (Cahyanti & Mas'ud, 2020). Everyone has different needs, especially to look dazzling by utilizing new varieties of beauty care products. Beauty care products are one of the things that are considered to solve problems and the willingness of buyers to look dazzling (Wahyurini & Trianasari, 2020). Women are a potential market segment and have several needs. One is the need to look beautiful precisely by using beauty products. Whether we understand it or not, in everyday life, women cannot be separated from beauty care products; These body care products are used by most women from waking up to resting. Therefore, many associations are trying to solve the problem of beauty care products with various product improvements (Rakhi, 2019).

The advancement of restorative goods is carried out by the manufacturers to gain the trust of the customers in the goods as there are many counterfeit beauty care products in the market. To meet their needs, someone will choose the product that can provide the

highest satisfaction. The highest fulfillment can be felt visibly and deep within the serene heart (Fajriyah, 2021). Various methods are carried out with a clear goal: choose goods that suit your needs. One way is to explore the data contained in the attribution of objects (Purnomo et al., 2023). Building something includes describing the advantages that the object will offer. This excellence is conveyed relentlessly, delivering results. Credit shares are a part that is considered important by clients and are used as inspiration for pursuing purchasing choices (Purnomo & Maulida, 2023). Through credit issues, buyers can look at the settings to check if the item purchased addresses their problems and needs to get internal and external satisfaction (Andriani, n.d.).

The property in question is a medium of information for buyers to gain trust in products sincerely and deeply, especially halal prints. Frankly, there are still many useful items available that exclude the halal logo on the packaging. The requirements for halal superior care products are very large, especially in Indonesia. Since the majority of the population in Indonesia adheres to Islam, with a Muslim population reaching 87% (BPS, 2023),(Purnomo et al., 2022) the belief in the halalness of merchandise is an important thing to pay attention to. This is because Muslims are prohibited from consuming products that contain non-halal ingredients (Purnomo, 2015).

The possibility of Halal in the existence of Indonesian individuals has been known and applied, especially for Muslims. Halal is regulated so that everything good and clean for people to eat or consume is shown by Islamic guidance (Rismananda et al., n.d.). Anything that goes against Halal is Haram, and that means "not legitimized or restricted", as Islamic guidelines sum up. Allah has confirmed in the Qur'an Surah Al-Maidah Bait 3: حُرِّمَتْ عَلَيْكُمُ الْمَيْتَةُ وَالْدَّمُ وَلَحْمُ الْخِنْزِيرِ وَمَا أُهْلِيَ لغيرِ اللَّهِ بِهِ وَالْمُنْخَنِقَةُ وَالْمَوْقُوذَةُ وَالْمُتَرَدِّيَةُ وَالنَّطِيحَةُ وَمَا أَكَلَ السَّبُعُ إِلَّا مَا ذَكَّيْتُمْ وَمَا ذُبِحَ عَلَى النُّصُبِ وَأَنْ تَسْتَقْسِمُوا بِالْأَزْلَمِ ذَلِكَمْ فِسْقٌ ۗ أَلَيْسَ لِيَوْمِ الَّذِينَ كَفَرُوا مِنْ دِينِكُمْ فَلَا تَحْسَبُوهُمْ وَاحْسِنُوا ۗ أَلَيْسَ لِيَوْمِ أَكْمَلْتُ لَكُمْ دِينَكُمْ وَأَتَمَمْتُ عَلَيْكُمْ نِعْمَتِي وَرَضِيْتُ لَكُمْ الْإِسْلَامَ دِينًا فَمَنْ اضْطُرَّ فِي مَحْمَصَةٍ غَيْرِ مُتَجَانِفٍ لِإِثْمٍ فَإِنَّ اللَّهَ غَفُورٌ رَحِيمٌ

It means: Prohibited to you are dead animals, blood, the flesh of swine, and that which has been dedicated to other than Allah, and [those animals] killed by strangling or by a violent blow or by a head-long fall or by the goring of horns, and those from which a wild animal has eaten, except what you [can] slaughter [before its death], and those which are sacrificed on stone altars, and [prohibited is] that you seek decision through divining arrows (Suryowati, 2020). That is grave disobedience. This day those who

disbelieve have despaired of [defeating] your religion; so fear them not, but fear Me. This day I have perfected for you your religion and completed My favor upon you and have approved for you Islam as religion. But whoever is forced by severe hunger with no inclination to sin - then indeed, Allah is Forgiving and Merciful (Mujahid, 2016).

In that verse, "eat" does not just mean eating by mouth; However, eating it also means eating it in the sense that it involves processing pork for various purposes (Labetubun et al., 2021), including beauty care products. Halal or not, food security is very important for Muslims. In the Al-Qur'an surah An-Nahl verse 114 is also explained

فَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاشْكُرُوا نِعْمَتَ اللَّهِ إِنْ كُنْتُمْ إِيَّاهُ تَعْبُدُونَ

It Means: Then eat of what Allah has provided for you [which is] lawful and good. And be grateful for the favor of Allah, if it is [indeed] Him that you worship. In that part also, Allah SWT asks that His servants eat (devour) only halal food. If carried out in an ongoing setting, this article applies not only to food but also to various items that can be eaten by humans, including beauty care products (Komarudin et al., 2021).

The halal logo on bundling items will make it easier for buyers to differentiate these items. In Indonesia, the halal logo is very easy to find on corrective goods, one of which is goods whose components are not purified and whose handling techniques are unsatisfactory can be "stuck" with a halal composition (with Arabic composition), so that the goods are as if they are halal to use (Komarudin et al., 2021). Buyers who need information about the halal logo will hope that the halal name printed on the goods they buy is valid. The guarantee of the halalness of a product cannot only be out-of-the-box; however, it must be based on Islamic legal arrangements, which include experts from various disciplines, both religious knowledge and other supporting sciences (Habibah, 2022).

The Indonesian Ulema Council (MUI) is an organization capable of guaranteeing the halalness of goods. In its work, MUI is assisted by LPPOM-MUI (Institute for the Assessment, Food, Drugs, and Beauty Treatment of Indonesian Ulama Friendship Products) (S. D. Putri & Sari, n.d.). This foundation was formed to assist the Indonesian Ulema Council in determining strategies, planning arrangements, suggestions, and directions in terms of food, medicine, and beauty care products according to Islamic teachings (Khasanah et al., 2014). At the end of the day, LPPOM-MUI is organized to provide a sense of harmony for Muslims regarding the goods they consume. This

foundation is completely approved to give a halal will to an organization that will affix a halal name to an item (Khasanah et al., 2014).

Giving halal markings on goods will be enough to reduce the buyer's questions about the halalness of the goods purchased (Ningsih, 2019). Buyers must be more specific about the halalness of an item, especially female customers who generally consume beauty care products consistently to increase their confidence in their appearance (Indriani, 2020). This is because corrective goods that are declared halal will generally be safer and avoid unsafe substances. Information on Halal beauty care products that have been guaranteed by the Indonesian Ulema Council is as follows (Prastiwi, n.d.):

**Table 1. MUI Certified Halal Cosmetic Products 2023**

| No | Product Name                 | Cosmetics that have been allowed by MUI |
|----|------------------------------|---|
| 1  | Wardah Cosmetics             | Halal                                   |
| 2  | Sariayu                      | Halal                                   |
| 3  | By Lizzie Parra (BLP Beauty) | Halal                                   |
| 4  | Zoya Cosmetics               | Halal                                   |
| 5  | Esqa                         | Halal                                   |
| 6  | Beauty Story                 | Halal                                   |
| 7  | Amara Halal Cosmetics        | Halal                                   |
| 8  | L'Oreal                      | Halal                                   |
| 9  | Make Over                    | Halal                                   |
| 10 | Silkygirl                    | Halal                                   |

*Data Source: MUI Certified Halal Cosmetic 2023*

The superiority of care products that are not yet halal means within the framework of their meeting with substances that are haram in Islam (Oktaviani, n.d.). In addition to questions that arise due to repair errors, clinical problems are also a threat to buyers (Maulida, 2020). Many cosmetic products are sold online and offline based on women's demand and supply to fulfill women's daily needs. South Kalimantan is a province that has 11 districts and 2 cities spread across South Kalimantan province with a majority population of 93% Muslim and the remaining 07% non-Muslim. There are several cosmetic products in 2023 that will be offered to women. Starting from lipstick products, soap, moisturizer, powder, blush, foundation, and others. become a delegate in gatherings of Muslims who are buyers of merchandise that is called halal (Mariam & Nopianti, 2022). When female students and students meet and communicate, they will share stories and discuss cosmetic products ranging from powder, lipstick, and others. Students determine cosmetic products based on halal raw materials, product quality, halal labels, and price which can influence purchasing decisions on cosmetic products (Mariam & Nopianti, 2022).

Cosmetic products that are marketed contain many synthetic substances, designed to be oil-based products that can trigger disease, so they can cause skin infections that are not suitable for cosmetic users. The existence of cosmetic beauty products that contain mercury can be detrimental to buyers, so students are more careful in choosing restorative products that they use in their daily lives based on raw materials, product quality, halal labels, etc (Rosdiana & Wahdiniwati, n.d.). In the research gap on cosmetic products used in everyday life, whether purchasing decisions look at raw materials, product quality, halal logo, and price. When making decisions when purchasing cosmetic products, students must consider the product in terms of the halal logo, raw materials, product quality, and price. This research provides knowledge and motivation information to students to understand the contents of cosmetic raw materials used by manufacturers, whether they already have a halal certificate for the cosmetic products produced and have good product quality at a more affordable price (Risnawati, 2021).

## **LITERATURE REVIEW**

### **Halal Product Labeling**

Stamping is a naming cooperation that is expected to protect buyers through precise information about the quantity, quality, and product content. The justification for stamping is to prevent fraud, as well as to help buyers expand their product choices for their benefit or government assistance (Mardhotillah et al., 2022). Assuming the client knows the character of a thing clearly, the buyer can choose the item he likes. In these special circumstances, providing information is critical to establishing client administrative assistance and a valuable opportunity to exercise their right to vote (Amin & Rachmawati, 2020).

Considering RI Law No. 33 of 2014, stated in Article 4, goods that enter, are brought in, and are exchanged in the territory of Indonesia must be halal. This arrangement is valid for 5 (five) years since the enactment of this regulation (Rufaidah, 2021). With that said Indonesia currently has unique guidelines to protect Muslim buyers from obtaining Halal goods. Halal goods guarantee, as mentioned in the UJPH, is a halal belief regarding the halalness of an item that is confirmed by a halal testament. Thus, halal goods are defined as goods that have been declared halal according to Islamic law (Rufaidah, 2021).

The implementation of the Assertion of Halal Goods is the obligation of Express, and the public authorities are responsible for coordinating JPH (Rohamah et al., 2021). To carry out this halal guarantee, UUJPH orders the establishment of a Coordinating Body for the Confirmation of Halal Goods which is located under and competent under the Minister of Religion (Z. A. Putri, 2021). Apart from BPJPH, workplaces, and related organizations also have situations to manage halal goods. This plan means giving space to several organizations and other organizations to handle the administration of halal products, such as public organizations, regional legislatures, state, strict administration, and BPOM (Rohamah et al., 2021).

### **Halal and Haram Concept**

The idea of "Halal" is an expression of the Koran, and is used in different places with various ideas, and some of them are connected with food or drink (Khairunnisa, 2021). These two words are also used in the Hadith of the Prophet. Halal in language, according to some understandings, comes from a basic word that means something reasonable according to Shari'a (Andini Indalaini Lestari, 2021).

The notion of "Haram" is not permissible, illegal, or not permissible, from the point of view of the term. According to Yusuf Al-Qaradawi, haram is something that is tabooed by Allah with a strict prohibition; any individual who opposes it will face Allah's torment in the afterlife (Matondang et al., 2023). Sometimes he is also compromised by Sharia sanctions in the world. There are two kinds of denial, more specifically, because it is carried by its substance, which is terrible and disgusting, something that is contrary to Thayyib (Sitompul, 2021). Conversely, it is illegitimate from its appearance, that is illegitimate because it relates to the rights of Allah or the privileges of His workers, and this is contrary to what exists. Legitimate (Nurdin & Setiani, 2021).

### **Buying decision**

Purchase choice is a shopper's activity to form inter-brand references in the decision-making process to buy the most preferred item (Purnomo & Rusdiansyah, 2018). Complex dynamic cycles often include multiple choices. A choice involves a decision between at least two elective activities or ways of behaving (Mujahid, 2016). The choice then requires a decision between several different ways of behaving. At the buyer's independent referral center is a coordination cycle that consolidates information to assess at least two elective ways of behaving, and selects one of them. the consequence of this

mixed cycle is a decision, which is introduced intellectually as a desire to act (Putriana, 2022).

### **Factors Influencing Consumer Purchase Behavior**

Buying behavior is the investigation of how people, associations, and associations select, buy, use, and dispose of products, administrations, ideas, or associations to satisfy their wants and needs. Several factors can influence the buying behavior of buyers, for example, social strength and mental strength (Suryowati, 2020). Socio-social strength consists of social variables, social level, peer gathering, and family. Then, at that point, the mentality consists of opportunities for growth, character, perspective, and belief (Nurdin & Setiani, 2021). Factors influencing buyer behavior incorporate social elements, social variables, individual variables, and mental variables among buyers. Factors that can influence the buying behavior of buyers towards an item include culture, social class, reference collection, and family (Sakirah et al., 2022).

### **Cosmetics**

Excellent care products that are alluded to by referring to the Indonesian word Great include the importance of main tools such as powder, cream, lotion, and others to apply makeup, skin, and so on. The term beauty care item comes from the Greek word "kosmein", which means "bright". Beauty care items are generally used both for greatness and prosperity (Agus Purnomo, Trimulato, Supriadi, dan H. Elman Nafidzi, 2023, n.d.). Prosperity, according to a far-reaching viewpoint, is a condition of appearance importance, constancy, and interaction. The presence of thick skin should be visible in the actual skin, such as its variability, flexibility, skin thickness, and surface. Various factors influence the existence of healthy skin, such as age, race, climate, sunlight, and pregnancy. Beauty care products are beneficial to further enhance the health, cleanliness, and actual presence of an individual and protect body parts from damage caused by weather. Beauty care products are known for their treatment guidelines, so the group must meet their needs, welfare, and use according to the Government Assistance Act and its implementing regulations (Atika & Purnomo, 2022).

The utilization of priority care items should be considered. Errors in choosing beauty care products can cause various problems. The effects of using wrong or counterfeit beauty care products can cause a variety of things, ranging from changes in skin color, which in turn can cause black spots on the skin, skin color, awareness, skin



problems, skin redness, pain, and usage. In addition, it can also cause nervous system problems such as sleep disturbances, weakness, visual disturbances, strange hand movements, ecological impact, kidney failure, severe brain damage, and lung damage, and is a substance that causes cancer (Cahyanti & Mas'us, 2020). growth (can cause disease) in humans (Purnomo et al., 2023). At the Planet Halal Food Gathering at the Kuala Lumpur Assembly Hall, the master staff of LPPOM MUI found ingredients that are the basic focus of halal beauty care products, including (Andriani, n.d.):

- a) Fats and their derivatives (glycerin, stearic, and acids), which are commonly used as additives in lipsticks, chemicals, creams, and treatments, come from animals.
- b) Collagen and elastin are very useful for maintaining skin flexibility. This substance is generally used as a soaking agent. This substance is a tissue obtained from animals.
- c) Placenta and amnion (amniotic fluid) are discrete. Generally used for skin regeneration and mostly obtained from animals, as well as several other substances that can be produced from animals that are prohibited.

In choosing good beauty care products, in this case, the right beauty care products must be of good quality; to be more specific, they must have satisfactory safety, especially not using prohibited ingredients. In addition, beauty care products must have good production quality and only use ingredients with certain refinements, according to beauty care products such as sunscreen, and include natural ingredients in the manufacture of beauty care products. Currently, many cosmetic products use concentrates of mulberry, Jicama, lemonade, arbutin, Lascorbic acid, AHA (Alpha hydroxy destructive), and Hydroquion (Purnomo, 2015).

## RESEARCH METHODS

This research method uses a descriptive quantitative method with a descriptive approach to explaining the halal logo on cosmetic products. Data sources consist of primary data and secondary data. Primary data consists of questionnaire distribution data and secondary data consists of book data, scientific works, financial reports, and others. In collecting data using a simple random sampling research method. Simple random sampling is a research method carried out by researchers taking respondent data based on random sample data obtained from the total data population. The sample data obtained



from the random sampling method consisted of 100 female students in the Sharia economics study program. Questionnaire data obtained from the field will be analyzed using a simple linear regression test. Before conducting statistical data tests, the first step is to examine the data to determine the impact of variable X on variable Y or other variables (Agustianti et al., 2022). Data on the distribution of questionnaires will be tested for validity and reliability to find out which statements are on variables (Wahyu, 2021). The results of research data obtained from the field can provide information and data in this review, analysts utilize information collected by scientists from unique sources. Important information in this research was obtained directly by distributing questionnaires to MAB UNISKA Banjarbaru students with a predetermined sample size (Zakariah et al., 2020).

**RESULTS AND DISCUSSION**

**Effect of Halal Label on Purchase Decision of Cosmetic Products**

Judging from the results of testing the legitimacy of the halal logo variable in the eight statements, it tends to be seen from the handling of SPSS, including:

**Table 2. Test the Validity of Halal Label Variables (x)**

| Grain | Nilai Corrected |             | Sig.  | R <sub>15%</sub> | Criteria |
|-------|-----------------|-------------|-------|------------------|----------|
|       | Item Total      | Correlation |       |                  |          |
| 1     | 0,558           |             | 0,000 | 0,1996           | Valid    |
| 2     | 0,204           |             | 0,045 | 0,1996           | Valid    |
| 3     | 0,732           |             | 0,000 | 0,1996           | Valid    |
| 4     | 0,157           |             | 0,126 | 0,1996           | Valid    |
| 5     | 0,231           |             | 0,023 | 0,1996           | Valid    |
| 6     | 0,558           |             | 0,000 | 0,1996           | Valid    |
| 7     | 0,252           |             | 0,013 | 0,1996           | Valid    |
| 8     | 0,732           |             | 0,000 | 0,1996           | Valid    |

*Data Source: SPSS Test Data 2023*

Judging from Table 2, it tends to be seen that all explanatory matters for the Halal Brand variable (X) have legal status because all affirmation matters have a value of r count > r table, which is equivalent to 0.1996.

**Table 3. Test the Validity of Purchasing Decision Variables (y)**

| Grain | Nilai Corrected |             | Sig.  | R <sub>table 5%</sub> | Criteria |
|-------|-----------------|-------------|-------|-----------------------|----------|
|       | Item Total      | Correlation |       |                       |          |
| 1     | 0.447           |             | 0.000 | 0.1996                | Valid    |
| 2     | 0.510           |             | 0.000 | 0.1996                | Valid    |

|   |       |       |        |       |
|---|-------|-------|--------|-------|
| 3 | 0.298 | 0.003 | 0.1996 | Valid |
| 4 | 0.600 | 0.000 | 0.1996 | Valid |
| 5 | 0.380 | 0.000 | 0.1996 | Valid |
| 6 | 0.449 | 0.000 | 0.1996 | Valid |
| 7 | 0.447 | 0.000 | 0.1996 | Valid |
| 8 | 0.600 | 0.000 | 0.1996 | Valid |

Data Source: SPSS Test Data 2023

Based on Table 3, it tends to be seen that all statement items for the Purchase Choice variable (Y) are of substantial status because all statement items are worth  $r$  count >  $r$  table 0.1996 with a degree of  $0.000 < 0.05$  (5%).

**Table 4. Reliability Test**

| No | Variable                              | R alpha | R Critical | Criteria |
|----|---------------------------------------|---------|------------|----------|
| 1  | Halal label                           | 0,662   | 0,600      | Valid    |
| 2  | Cosmetic product purchasing decisions | 0,658   | 0,600      | Valid    |

Data Source: SPSS Test Data 2023

As can be seen from Table 4, a strong quality test is carried out on explanations of matters that are announced substantially. A variable should be solid or reliable if the solution to the proclamation is generally reliable. Thus, the consequence of the unshakable quality coefficient of the halal brand instrument is  $r_{II} = 0.662$ ; the choice to buy restorative items is  $r_{II} = 0.658$ ; it just so happens that the Cronbach Alpha value is higher than 0.600, and that means that the two instruments are declared reliable or meet the requirements. So every variable that is tried and reliable or predictable has an unshakable quality level (Fajriyah, 2021).

**Table 5. Output Regression Estimation Coefficients**

| Model |             | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|-------------|-----------------------------|------------|---------------------------|-------|------|
|       |             | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)  | 7.602                       | 2.564      |                           | 2.965 | .004 |
|       | Halal Label | .808                        | .066       | .782                      | 12.22 | .000 |

Data Source: SPSS Test Data 2023

From Table 5 it is known that the consistency is 7,602, and that means that if the value of the halal logo (x) is 1% then the choice to buy Corrective Items (y) is worth 7,602. Meanwhile, the relapsing coefficient for the halal logo (x) is 0.808, if a person's halal sign experiences 1 increase, the choice to buy restorative goods (y) will increase by 0.808. The individual kosher logo establishes the acquisition of restorative items (Rismananda et al., n.d.).

**Table 6. Determination Coefficient Test (R2)**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | ,782 <sup>a</sup> | ,611     | ,607              | 1.000                      |

Data Source: SPSS Test Data 2023

Based on Table 6 it is known that the commitment of the halal name variable to the choice of purchasing corrective goods by looking at the results of R Square is equivalent to 0.611; this implies that the variable halal brand has an impact on the purchase choice variable by 62.8%, while the excess of 37.2% is understood by various elements outside the discussion of scientists (Oktaviani, n.d.).

**Table 7. T-test**

| Variable | T-COUNT | T <sub>table</sub> | Prob. Sig | Information                |
|----------|---------|--------------------|-----------|----------------------------|
| X        | 12.220  | 1.985              | 0.000     | 0.05<br>significant effect |

Data Source: SPSS Test Data 2023

The T-test shows how far the influence of the autonomy factor on the dependent variable, with the standard test if  $t_{count} > t_{table}$  or  $sig_{likelihood} < 0.05$  then  $H_0$  is rejected. The specified t value is 12,220 with a critical value of 0,000. Because the specified t value is more prominent than the T table value and the possible sig value is below 0.05, it can be concluded that  $H_0$  is omitted and  $H_a$  is recognized. And it means that "There is an influence of the halal logo (x) on the choice of buying restorative goods (y)" (Suryowati, 2020).

From the results of research directed by experts, it tends to be seen that the halal logo variables jointly influence purchasing decisions for cosmetic products. This can be seen from the halal logo which is 0.000 lower than the importance level used, namely 0.05%. This can also be seen from the calculated T value of 12.220, which means the calculated T value is greater than the t table value, namely 1.985. The halal logo recurrence coefficient of 0.808 states that every time there is an increase in the value of the halal logo on cosmetic products by one unit, it will be followed by an expansion of purchasing decision choices by 0.808, so it is known that to a certain extent, the halal logo sign fundamentally influences the acquisition of goods which can be seen from the halal logo. , raw materials, product quality, and price which influence female students in making decisions to purchase cosmetic products (Mariam & Nopianti, 2022).

The existence of a policy implemented by the government regarding the writing of the halal logo on beauty product packaging is more convincing for students in choosing and making decisions to buy beauty products such as powder, lipstick, foundation, face primer, blush, and others. Based on the results of the distribution of questionnaires, several female students stated that choosing products marked with a halal logo would provide information to buyers, have a strong sense of self-confidence, and feel confident about the health and halal logo of beauty products. From this insight, the interaction will select, coordinate, and determine which improvement items to use. After this confirmation appears, the student's belief and decision regarding the existence of the halal logo will influence the acquisition of the repair item (Suryowati, 2020).

### **Decisions to purchase cosmetic products with a halal logo**

This assertion is following Philip Khotler, who stated that beliefs and mentality influence individual buying behavior. Beliefs depend on belief, and the individual has a mentality concerning religion, legislative issues, clothing, food, and other things where perspective puts the individual into view of liking or hating something. This is also following the morals of Islamic utilization which generally refers to the premise of halal tayyib, which focuses on the permissibility of goods for Muslim consumers in general who will choose goods that can provide maslahah.

This is also supported by an important exploratory study from Wahyu Budi Utami's research (2013) entitled *The Impact of Halal Names on Buy Choice at Wardah Gria Muslim An-Anisa Yogyakarta outlets*. The results showed that the halal sign has a critical relationship to purchase choices, indicated by a value of  $0.666 > r$  table (0.027) (Prastiwi, n.d.). This shows that the existence of a halal mark on superficial goods offers positive benefits that have tremendous opportunities to influence buyers' purchasing choices. Research from Ian Alfiani (2017) entitled *Examination of the Impact of Halal Names, Brands and Costs on Purchase Choices in Medan City* shows that the side effect of this study shows that around 65.1% of the variable halal signs and brand images have an impact on the shopping choices of Muslim shoppers in the city of Medan (Mujahid, 2016).

Consuming Halal merchandise contained in the blessed book is a direct request from Allah Most High, as most would consider it natural to help one's self in the end. Information about the halalness of surface goods sold in Indonesia is very important and

is meant to protect Muslims from consuming non-halal (haram) products. By implementing halal standards, products have clear quality standards, as well as offering more profitable advantages for clients. Items that, until now, had Halal confirmation quickly brought internal comfort to customers (Khasanah et al., 2014). Until now there has been no certainty whether raw materials can be utilized and production connections completed accurately, so what is called Halal in Indonesia is under the management of the MUI (Indonesian Ulama Meeting) (Putriana, 2022).

## CONCLUSION

80% of beauty products needed by women for their daily needs are influenced by the halal logo, raw materials, product quality, and price. There are various beauty products offered to women at different prices and product quality. Purchasing decisions made by students seen from the halal logo show that it has a significant influence on purchasing decisions for beauty products for all MAB UNISKA Banjarbaru students. Based on the statistical test results, the halal logo is 0.000, which means it is lower than the level of interest of women in using cosmetic products of 0.05 (5%). So  $H_0$  is accepted and  $H_a$  is rejected so that the student's decision to buy cosmetic products influences the halal logo and has an impact on the choice of purchasing cosmetic goods. Apart from that, it can also be seen from the calculated T value of 12.220, which means that the calculated T is more prominent compared to the t table, which is 1.985. The relapse coefficient for the halal logo is 0.808, which states that every increase in the value of the halal logo by one unit will be followed by an expansion of purchasing options of 0.808.

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