

The Influence of Halal Labeling, Brand Image, Online Consumer Reviews and Social Media Marketing on Purchasing Decisions

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ABSTRACT

This study aims to examine the effect of halal labeling, brand image, online consumer reviews and social media marketing on Wardah cosmetic purchasing decisions. The research method used is quantitative, with data collection through questionnaires distributed online. The population in this study were students from three universities in Purwokerto. Sampling using non-probability sampling method with purposive sampling approach with a total sample of 153 using SPSS version 27. The results showed that social media marketing has a positive and significant effect on purchasing decisions. Meanwhile, halal labeling, brand image, and online consumer reviews have no significant effect on purchasing decisions for Wardah cosmetics

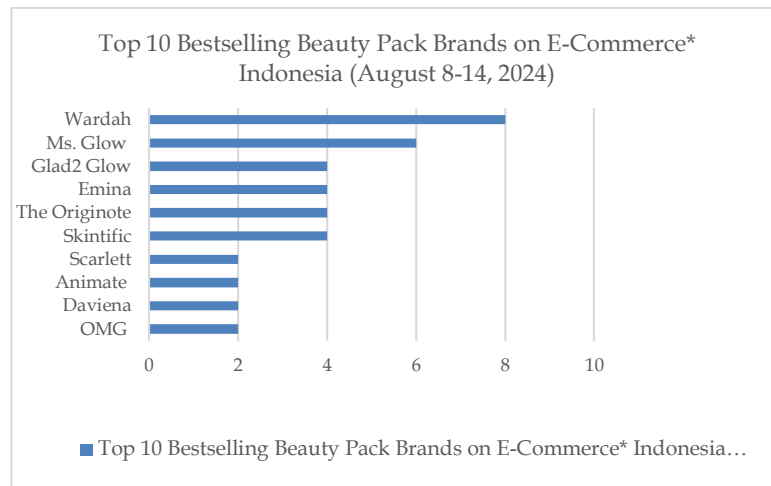
INTRODUCTION

In Indonesia, modern lifestyles are increasingly developing, especially those related to Islamic principles, as seen in the cosmetics industry that has a halal license is a trend at this time plus the rapid circulation of beauty production in the cosmetics market (Cahyani et al., 2022). The majority of Indonesians are Muslim and have a large market share for women's needs including cosmetics. Analysis of the data demonstrates that the quantity of Muslims in Indonesia is the second largest globally after Pakistan with the total Muslim population in Indonesia is 84.35%, while Pakistan is 98.19% Muslim population (CNBC Indonesia, 2024).

Cosmetics have now grown rapidly into a significant industry (Saprianti & Nursanjaya, 2021). For many women from teenagers to adults, cosmetics have become an integral part of their daily routine to support their appearance (Amin, 2020). Various beauty brands are competing to develop products with innovative formulas, companies continue to develop new breakthroughs to be consistent and beat their competitors and provide all customer needs to choose their products (Saprianti & Nursanjaya, 2021). To meet the needs of women in beautifying themselves with halal-certified care products and made from ingredients that pass safety tests, various cosmetic brands in Indonesia and abroad offer cosmetic products with halal labels to consumers (Adianti & Ayuningrum, 2023).

Hasibuan, (2024) citing Safitri's statement, (2020) that Wardah is a cosmetic brand that is part of the company PT. Paragon Technology and Innovation and was founded in 1995 by Nurhayati Subakat, has become one of the pioneers in the halal cosmetics industry in Indonesia and is the most preferred choice for consumers who want safe and halal cosmetic products. Wardah is a cosmetic manufacturer that combines natural purity with modern, halal, and reliable processes to produce high-quality halal products that meet international innovation standards (Laudia Tysara, 2025). Wardah is a local product that has its own characteristic color and has many consumers, especially among students.

In addition, Wardah is also sold at an affordable price according to the benefits obtained by consumers. So that with an affordable price Wardah can reach the market from all circles, from the lower, middle to upper classes.



Source: Databoks (2024)

Figure 1. Best Selling Beauty Brands in E-Commerce in August 2024

According to the databox above, it shows that in August 2024, Wardah products ranked first as the best-selling beauty package in Indonesian e-commerce, beating other competing brands in the same category. This achievement shows the high customer interest and trust in Wardah products, which are known for their halal certification, affordable prices, and strong digital marketing tactics, especially through social media. This high sales figure shows that consumers have gone through the stages of information search, alternative evaluation, and finally made a buying decision based on the belief that Wardah products suit their personal needs and values.

Consumers often consider the products they want to buy before making a purchase. According to Kotler and Keller, (2016) states that consumer behavior includes how consumers make decisions to choose, make transactions, and utilize goods and services. This purchasing decision this process begins when consumers realize the problems and needs caused by internal and external stimuli to satisfy their requirements and wants. In addition, consumer purchasing decisions are also the final determination reached by a buyer after considering various factors. consumer purchase selection processes also reveal the breadth of marketers' efforts to penetrate the market these products to buyers (Abarca, 2021) . Purchasing decisions are influenced, among others, by halal labels, brand image, online consumer reviews and social media marketing.

The existence of competition and global trade ASEAN-AFTA, NAFTA makes producers have to provide a sign that the products produced already have a halal label (as evidenced by the presence of a halal certification logo on the product packaging Ropikoh et al, (2021) quoting the statement of Charity (2017). One aspect that the halal label is now a matter of concern, which is not only relevant from a religious perspective, but has also begun to be seen as a guarantee of product quality and hygiene, even by non-Muslim consumers (Cahyani et al., 2022). the current phenomenon is the emergence of several cosmetic brands that are unclear about their halalness. For example, they may not be labeled halal because they use harmful chemicals or may contain haram ingredients such as borax or pork oil, which is against Islamic law (Saprianti & Nursanjaya, 2021).

Research conducted by, Nur'aeni, (2021) ; Hudrotullah, (2024) and Aeni & Lestari, (2021) The halal label has a positive and significant effect on purchasing decisions. However, it disagrees with research conducted by, Suryani, (2024) ; Nur & Khusnul, (2024) and Salsabila, (2023) which shows that the Halal Label has a positive but insignificant impact on consumer purchase decisions. Meanwhile, according to Uliya et., al (2023) ; Israwati, (2020) shows indicates that the halal certification label does not exhibit a significant influence on consumer purchasing decisions.

In addition to carrying halal values, Wardah has also managed to adapt to changing market trends and consumer needs, with a strong brand image (Hasibuan, 2024). Brand image constitutes the consumers' overall perceptions and associative impressions of a brand customer's awareness and belief of the brand described in their experience or memory. Brands are not only goods made by companies, but also goods that can be purchased by customers (Tjiptono, 2014). Based on data from the top brand awards (2024), Wardah is the top 3 ranked cosmetic brand with various categories, competing with local and foreign products.

According to Research, Sutriani et al., (;2024); Muhamad Ikhsan & Fajar Satria, (2025); Krisnadana & Telagawathi, (2022) Brand image positively and significantly affects the decision-making process of buyers for Wardah cosmetic products. Meanwhile, according to Wowor et al., (2021); Wadi et al., (2021); Fauzi, (2020) shows that brand image has no significant effect on purchasing decisions. Apart from brand image, there is also an Online Consumer Review which is a consideration for making purchasing decisions. Online Consumer Review is a type of e-wom that can be used as a way of delivering messages that have the potential to influence purchasing decisions (Purwanto, 2021). The Online Customer Review function was created to allow customers who have purchased goods to share their experiences about the product quality they purchased (Ali et al., 2023). With online reviews, customers can give positive or negative opinions about their shopping experience. These opinions can include factors such as store service, seller response, product quality, price and more (Noviani, 2022).

Research conducted by, Fauziah et al., (2023) ; Tarisa Agista et al., (2024) ;(Agustiningsih & Hartati, 2023) which shows that the influence of Online Consumer Review has positively and significantly enhances purchasing behavior Decisions. Meanwhile, according to research, Gani et al., (2023) which states that online consumer reviews have a significant effect on purchasing decisions. However, it disagrees with research Mokodompit et al., (2022) and Lestari & Lubis, (2025) Which states that online consumer reviews have no significant effect on purchasing decisions.

Social media marketing can also influence purchasing decisions which is a form of online marketing that aims to build brand awareness through the use of social web tools that can be done anywhere and anytime (Nursiti, 2022). Social media marketing includes marketing, customer service, sales, and building relationships with customers through online communities, social networks, and collaboration through digital platforms to reach a wider target (Sufian, et al.,

2020). A number of companies in Indonesia that carry out digital transactions through e-commerce reflect the rapid growth of online businesses (Darmansah & Yosepha, 2020).

Research findings conducted by (Lazuardy, 2023);(Sumarga et al., 2024); Lidya & Kartika, (2023) which states that social media marketing has a positive and significant effect on purchasing decisions. Meanwhile, according to, Lutfia et al., (2021); Nurrokhim & Widyastuti, (2021) ; Ifanisari et al., (2024) shows that social media marketing variables do not have a significant effect on purchasing decisions.

The novelty of this research is the testing related to marketing conducted via social media platforms independent variables affecting buyers' decision-making process, which has not been done by other researchers such as Sutriani et al., (2024);Nur & Khusnul, (2024);(Utami & Hidayah, 2022). The main difference between this study and previous research focuses on the types of variables studied related to independent variables. In this study, researchers added one additional variable, namely Social Media Marketing, from previous studies by Nursiti, (2022);(Lidya & Kartika, 2023); (Sumarga et al., 2024) because this variable significantly influences purchasing choices. Based on these findings, the authors want to conduct research titled 'Impact of Halal Label, Brand Image, Online Consumer Reviews, and Social Media Marketing on Wardah Cosmetics Purchasing Decisions'.

LITERATURE REVIEW

Cognitive Theory

Cognitive theory focuses on the way consumers think and assess available information, such as product quality, price, and brand reputation, before they decide to buy something. Cognitive theory according to, Peter & Olson, (2018) refers to consumers' thoughts and their beliefs about a product. Cognitive theory is a type of psychological response that relates to consumers' mentality towards situations and events that take place related to understanding, assessing, planning, deciding and thinking in the decision-making process. The Halal label signals product trust and safety which is cognitively processed by consumers according to their beliefs. The existence of a brand image forms positive perceptions and associations that influence how consumers assess products. Online Consumer Reviews and Social Media Marketing act as external sources of information that assist consumers in processing more complete information before making a purchase decision. However, the influence of each of these variables on decision making is highly dependent on how consumers process and assess this information subjectively within their cognitive framework.

Purchase Decision

Purchasing decisions are defined as studies of how individuals, groups, or organizations make choices, buy and make use of goods, services, or experiential solutions or solutions to meet their expectations and needs (Kotler and Armstrong, 2016). A decision is choosing between two or more options; in other cases, one must have other options when making a decision (Schiffman, Leon G, Kanuk, 2007). Purchasing decisions are purchasing decisions taken by consumers of a product or service. In making decisions, consumers tend to assess

quality, price, and products that are widely known (Kotler and Keller, 2011). Therefore, purchasing decisions can show whether the company's goals are achieved or not.

Halal Label on Purchasing Decisions

Halal labeling is the writing of halal information on the product to indicate the halalness of the item. Halal labeling is the inclusion of halal claims on product packaging to indicate that the product claimed is a halal product (Salsabila, 2023). The halal label on a product may only be included if the product has obtained a halal certificate from MUI. According to the results of research by Rangkuti, (2010) in Suryani, (2024) that the halal label is the inclusion of a halal mark on product packaging as proof that the product is declared halal. The study results from Sutriani et al., (2024); Alfiah & Muflikha, (2022); Maura & Hidayatullah, (2023) Findings indicate that the halal label exerts a statistically significant positive influence on consumers' purchasing decisions.

H1: Halal label has a significant positive effect on purchasing decisions

Brand Image on Purchasing Decisions

Consumers' understanding of brands as a result of the associations in their minds is referred to as brand image according to (Philip Kotler dan Kevin Lane Keller, 2016). Brands are not only goods made by companies, but also goods that can be purchased by customers (Tjiptono, 2014). Brand Image according to Rendy Sutiyono, (2020) brand image is a description of the product identity given to customers to distinguish products from competitors. The study results from Nurmono, (2022); Sakbania & Setianingsih, (2023); Kuengo et al., (2022) show that brand image has positively and significantly enhances buying behavior and decision outcomes.

H2: Brand Image has a significant positive effect on purchasing decisions

Online Consumer Review on Purchasing Decisions

Online consumer reviews are not controlled by marketers and are considered more trustworthy, they strongly influence the decision-making process towards consumer purchases (Hoyer, et al., 2021). Consumer ratings through online platforms are one way of spreading word of mouth in the context of online commerce (Filieri, 2015). According to, Mo, Li & Fan, (2015) online consumer review is a form of consumer evaluation of a product, covering various important aspects. Research conducted by, Fauziah et al., (2023) ; Tarisa Agista et al., (2024) ; (Agustiningsih & Hartati, 2023) which shows that the influence of Online Consumer Review has a positive and significant effect on Purchasing Decisions.

H3: Online Consumer Review has a significant positive effect on purchasing decisions

Social Media Marketing on Purchasing Decisions

According to Sufian, et al., (2020) in Indrawati et al., (2023) Social media marketing is a digital marketing strategy in which companies share information via social media. Social media marketing includes marketing, customer service, sales, and building relationships with customers through online communities, social networks, and online collaboration to achieve broader goals. Social media marketing also known as social media marketing, is a type of marketing that aims to increase brand awareness through the use of social web tools that can be done

anywhere and anytime (Gunelius, 2011). According to Kotler & Armstrong, (2016) Social media is a platform on the internet that allows people to interact, work together, share information, and form social relationships. The study results from Butarbutar & Auditya, (2022); Pradana et al., (2025); Lidya & Kartika, (2023); Sumarga et al., (2024) show that social media marketing has a positive and significant effect on Purchasing Decisions.

H4: Social Media Marketing has a significant positive effect on purchasing decision

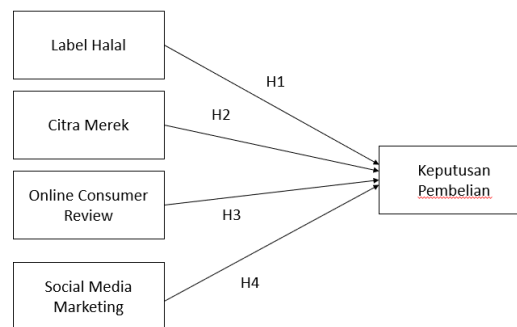


Figure 2. Framework of Thought

METHODOLOGY

This research includes using quantitative research. The population is students from three universities in Purwokerto, namely Jenderal Soedirman University, Muhammadiyah Purwokerto University, Saifuddin Zuhri State Islamic University Purwokerto who have purchased Wardah cosmetics. In determining the sample, this study used non-probability sampling with a purposive sampling approach. The criteria: 1. Students at Jenderal Soedirman University, Muhammadiyah Purwokerto University, State Islamic University Saifuddin Zuhri Purwokerto. 2. Have purchased wardah products. The number of research samples was 153 respondents. Primary data was collected through a questionnaire provided by google forms for this study. The value or weight arranged based on the Likert scale is given to each respondent's answer choice. The research data were collected and calculated using the SPSS version 27 analysis tool.

Each variable is measured by several indicators compiled based on previous research, namely, the halal label has 4 indicators with a total of 4 questions according to (Adianti & Ayuningrum, 2023). Brand image has three indicators with a total of 3 statements according to (Sutiyono & Hadibrata, 2020). Online Consumer Review there are five indicators with a total of 5 statements (Wandebori et al., 2016). Social Media Marketing there are four indicators (Philip & Keller, 2016). Purchasing Decisions there are six indicators with a total of 6 statements according to (Kotler & Keller, 2016).

RESULT**Respondent Characteristics**

From the acquisition of the distribution of questionnaires, data was collected from 153 respondents. Then after the data is processed, the demographic information of the respondents is known which is used as a basis for understanding the characteristics of the respondents.

Table 1. Characteristics of Respondents

Description	Number (Person)	Percentage (%)
Age:		
18	2	1,3%
19	4	3,2%
20	12	8,2%
21	43	27,8%
22	67	43%
23	18	12%
24	5	3,2%
25	2	1,3%
Gender		
Female	150	97,5%
Male	3	2,5%
University:		
UNSOED	71	44,9%
UMP	51	33,1%
UIN SAIZU PURWOKERTO	31	22%
Allowance:		
< Rp 1,000,000	57	37,7%
Rp 1,000,000 - Rp 2,000,000	71	46,5%
>Rp 2,000,000	25	15,8%

Source: Data Processed by Researchers (2025)

Based on Table 1, it can be concluded that the majority of respondents who filled out the questionnaire were at the age of 22 years with a percentage reaching 43%, while respondents aged 18 and 25 years were only 1.3% each. Significantly, 97.5% or 150 people from the total sample were women, while men only amounted to 2.5% or 3 people. Most respondents come from Jenderal Soedirman University, have a monthly allowance of between IDR 1,000,000 to IDR 2,000,000, and all of them stated that they had purchased Wardah cosmetics.

Descriptive Statistical Analysis

Descriptive statistical analysis in this study was used to provide an overview of respondents' perceptions of each research variable. The results of the analysis show that the halal label variable (LH) shows a value with the highest mean value of 4.46 while the lowest mean of 3.94 is in the item I know the purpose of the halal label image contained in the Wardah cosmetic product packaging. The Brand Image (BI) variable shows the highest mean value of 4.64 and the lowest mean of 4.39 contained in the Wardah brand item is easy to pronounce. The Online Consumer Review (OCR) the variable possesses the highest mean

value of 4.39 while the lowest mean is 4.01 on items stating that the more reviews from other consumers, the easier it will be for me to make purchasing decisions.

Social Media Marketing (SMM) variable, the highest mean value reaches 4.32 for the lowest mean value of 3.80 contained in the item I get information about wardah beauty through reviews on social media, helping them understand the product more clearly. The Purchase Decision Variable (PD) has the highest mean value of 4.50 and the lowest of 3.69 is in the item I will pay for wardah products that I have purchased via e-payment or in cash. This shows that most respondents have carefully considered before deciding to make a purchase decision on Wardah products, although there are still respondents who are less active in comparing products before buying.

Validity Test and Reliability Test

Table 3. Validity Test Results and Reliability Test

Item	Corelation Total	Sig.	Cronbach's Alpha
Halal Label X1			0,836
HL.1	0,790	0,001	
HL.2	0,846	0,001	
HL.3	0,830	0,001	
HL.4	0,816	0,001	
Brand ImageX2			0,849
BI.1	0,876	0,001	
BI.2	0,863	0,001	
BI.3	0,892	0,001	
Online Consumer Review X3			0,852
OCR.1	0,727	0,001	
OCR.2	0,783	0,001	
OCR.3	0,838	0,001	
OCR.4	0,789	0,001	
OCR.5	0,835	0,001	
Social Media Marketing X4			0,724
SMM.1	0,800	0,001	
SMM.2	0,782	0,001	
SMM.3	0,745	0,001	
SMM.4	0,667	0,001	
Purchase Decision Y			0,791
PD.1	0,758	0,001	
PD.2	0,783	0,001	
PD.3	0,732	0,001	
PD.4	0,567	0,001	
PD.5	0,748	0,001	
PD.6	0,763	0,001	

Source: Data Processed by Researchers (2025)

From the test results in the table, all variables have a sign value < 0.05 and each variable has a Cronbach's Alpha value of ≥ 0.70 . This states that the data used is valid and reliable.

Classical Assumption Test

Normality Test

The normality test can be said to be normal if the significance value is more > 0.05 , then it can be said that the data is normally distributed (Ghozali, 2018). In this study, using one sample kolmogrov-smirnov. The results of the normality test processed with IBM SPSS version 27 can be reviewed in the following table:

Table 4. Normality Test Results

			Unstandardiz ed Residual
N			153
Normal Parameters ^{a,b}	Mean		0,0000000
	Std.		0,35885286
	Deviation		
Most Extreme Differences	Absolute		0,68
	Positive		0,67
	Negative		-0,68
Test Statistics			0,068
Asymp. Sig. (2-tailed)			0,083

Source: Data Processed by Researchers (2025)

From the results of the SPSS output as in the table above, obtaining a significance value of $0.083 > 0.05$ means that the residuals used are normally distributed.

Heteroscedasticity Test

The existence of heteroscedasticity can be tested using the Glejser test by checking the significance value. If the significance value > 0.05 then there are no symptoms of heteroscedasticity. From the table, it can be seen that all independent variables have a significance value > 0.05 , which means that there are no symptoms of heteroscedasticity (Ghozali, 2018).

Table 5. Heteroscedasticity Test

Model	Coefficient	
	B	Sig
(constant)	1,059	$< 0,001$
Halal Label	-0,046	0,227
Brand Image	-0,013	0,742
Online Consumer Review	-0,055	0,164
Social Media Marketing	-0,073	0,091

Source: Data Processed by Researchers (2025)

Based on the results of the table above, it shows that the significance value > 0.05 so that it is stated that there are no symptoms of heteroscedasticity.

Multicollinearity Test

This test is conducted to determine whether there are variables that have a high correlation value between each variable in a regression model. If the VIF value is <10 and the tolerance value is > 0.10, it means that there is no multicollinearity (Ghozali, 2018).

Table 6. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Halal Label	0,428	2,334
Brand Image	0,437	2,289
Online Consumer Review	0,524	1,910
Social Media Marketing	0,510	1,962

Source: Data Processed by Researchers (2025)

It can be concluded that the tolerance value > 0.10 and the VIF value < 10, it is concluded that the regression model does not show any symptoms of multicollinearity.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Regression Analysis Results

Model	Coefficient		
	B	T	Sig
(constant)	1,204	4,902	< 0,001
Halal Label	0,067	1,057	0,292
Brand Image	0,071	1,058	0,292
Online Consumer Review	0,059	0,884	0,378
Social Media Marketing	0,542	7,591	< 0,001

Source: Data Processed by Researchers (2025)

Multiple linear regression is used by researchers to predict how the state (ups and downs) of the dependent variable or multiple linear regression is carried out when the number of independent variables is at least two. Application of multiple linear regression methods the number of variables used is more than one which has one dependent variable. Based on the results of the table above, the regression model of the four independent variables, namely halal labeling, brand image, online consumer review and social media marketing can be explained as follows:

From this equation it can be explained that:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

The result can be said that the equation obtained is:

$$PD = 1.204 + 0.067 HL + 0.071 BI + 0.059 OCR + 0.542 SMM$$

1. The constant value of 1.204, states that the Halal Label, Brand Image, Online Consumer Review and Social Media Marketing are fixed, so the Purchasing Decision is worth 1.204.
2. The Halal Label coefficient value is 0.067, meaning that every 1 unit increase in the Halal Label, the Purchasing Decision increases by 0.067 units, assuming other variables remain constant.
3. The coefficient value of Brand Image is 0.071, meaning that every 1 unit increase in Brand Image, the Purchasing Decision increases by 0.071 units, assuming other variables remain constant.
4. The Online Consumer Review coefficient value is 0.059, meaning that every 1 unit increase in Online Consumer Review, the Purchasing Decision increases by 0.059, assuming other variables remain constant.
5. The Social Media Marketing coefficient value is 0.542, meaning that every 1 unit increase in Social Media Marketing, the Purchasing Decision increases by 0.542 units, assuming other variables remain constant.

Adjusted R Square

Table 8. Adjusted R Square

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.550	.538	.36367

Source: Data Processed by Researchers (2025)

The coefficient of determination is used to assess the extent to which the independent variable contributes to the dependent variable. The higher the coefficient of determination, the better the ability of the independent variable to explain the variation in the dependent variable. From the results of calculations using SPSS version 27 software, the Adjusted R Square coefficient of determination is 0.538 or 53%. This can be interpreted that the existence of halal labeling variables, brand image, online consumer reviews and social media marketing is able to contribute 53% influence on purchasing decisions for Wardah cosmetic products. While the remaining 47% is influenced by other factors not discussed in this study.

Model Fit Test (Model Fit)

Table 9. Model Fit Test

ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.913	4	5.978	45.203	.000 ^b
	Residual	19.574	148	.132		
	Total	43.487	152			

Source: Data Processed by Researchers (2025)

This test is conducted to evaluate whether the model structure used is significant or not, so that it can be ascertained whether the model can be used to predict the impact of the independent variables together on the dependent variable. The calculated F value is $45,203 > 0.158$, and the significance value is smaller than α , namely $0.001 < 0.05$.

Hypothesis Test

The t test is basically used to measure the extent to which the effect of an independent variable individually can explain the variation in the dependent variable (Ghozali, 2018). Based on the results in table 6 reveals:

The halal label variable has a beta value of 0.067 showing a positive direction with a t value of $1.057 > t$ table of 0.158. The significance value is $0.292 > 0.05$. So it can be concluded that the halal label has a positive but insignificant effect on purchasing decisions, so hypothesis 1 is rejected.

The brand image variable has a beta value of 0.071 indicating a positive direction with a t value of $1.058 > t$ table of 0.158. The significance value is $0.292 > 0.05$. So it can be concluded that the halal label has a positive but insignificant effect on purchasing decisions, so hypothesis 2 is rejected.

The Online Consumer Review variable has a beta value of 0.059 indicating a positive direction with a t value of $0.884 > t$ table of 0.158. The significance value is $0.378 > 0.05$. So it can be concluded that the halal label has a positive but insignificant effect so that hypothesis 3 is rejected.

The Social Media Marketing variable has a beta value of 0.542 indicating a positive direction with a t value of $7.591 > t$ table of 0.158. The significance value is $< 0.001 < 0.05$. So it can be concluded that social media marketing has a significant effect on purchasing decisions, so hypothesis 4 is accepted.

DISCUSSION

The Influence of Halal Labeling on Purchasing Decisions

Based on the results of data analysis, it is known that the halal label variable has an insignificant effect on purchasing decisions. In other words, statistically the presence of a halal label on the product does not have a significant influence on consumer purchasing decisions in buying these products. The results of the analysis show that in the halal label variable (HL) the highest respondent's answer is on the item "I know the purpose of the halal label image contained in the Wardah cosmetic product packaging". And the lowest respondent's answer was on the item "I know clearly where the halal label is located on the wardah cosmetic product packaging" This indicates that although consumers consider the existence of a halal label on Wardah products to be important as a guarantee of halalness, its influence is not strong enough to be a major factor in purchasing decisions. In the context of the halal label, consumers, especially Muslims, will consciously evaluate the presence of the halal label as a cognitive stimulus that provides important information about halalness and product safety. These results further support the similarity of conclusions previously obtained by Rahayu & Handayani, (2023) ; Pamikatsih & Latif, (2020) ; Octavian & Rosyidi, (2023) which shows that the halal label variable has a positive and insignificant effect on purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

Based on the results of data analysis in this study, it shows that the brand image variable has an insignificant effect on purchasing decisions. In this case, although brand image can form a positive impression, it is not necessarily the main reason for decision making. In addition, if all brands in the market have the same good image or if consumers are too familiar with a brand (Wardah) then the image is no longer a strong differentiator. The Brand Image (BI) variable shows that the highest respondent's answer is on the item "The Wardah brand is easy to pronounce" and the lowest respondent's answer is on the item "Wardah products are developed in a high-tech factory". These results further support the similarity of conclusions obtained previously by Wowor et al., (2021) ; Wadi et al., (2021) ; Setiawan & Lestari, (2023) ; Fauzi, (2020) shows that the brand image variable has an insignificant effect on purchasing decisions.

The Influence of Online Consumer Reviews on Purchasing Decisions

Based on the results of data analysis in this study, it shows that the online consumer review variable has an insignificant effect on purchasing decisions. Possible reasons for this insignificance include low consumer confidence in the authenticity of reviews available online, regarding Wardah cosmetics, the number of reviews that are manipulative or paid for, and the tendency of consumers to trust personal experience, recommendations from people closest to them, or other factors. The highest respondent answer from the online consumer review variable is "The more *reviews* from other consumers, the easier it will be for me to make purchasing decisions" and the lowest answer is on the item "Reviews provided by other consumers can be trusted". These results further support the similarity of conclusions previously obtained by Syafa'at et al., (2024) ; Amin, (2020) ; Utami & Istiyanto, (2024) ; Rahmawati, (2021) shows that *online consumer review* has a positive and insignificant effect on purchasing decisions.

The Effect of Social Media Marketing on Purchasing Decisions

Based on the results of data analysis in this study, it shows that social media marketing variables have a positive and significant effect on purchasing decisions. This indicates that the marketing strategy through social media carried out by Wardah is able to encourage increased consumer interest and purchasing decisions. Marketing activities through social media are able to reach a wide and fast audience, and provide real-time information. Consumers tend to feel more trust in products that they see consistently on social media, especially if the product gets positive feedback from other users. The highest respondent answer "I get information about wardah beauty through reviews on social media" and the lowest answer was on the item "I get information from my friends who are fellow wardah cosmetic users" helping them understand the product more clearly. These results further support the similarity of conclusions obtained previously by Ramdan et al., (2023); Nasaruddin & Rundu, (2023) ; Abdjul et al., (2022); Lazuardy, (2023) states that *Social Media Marketing* has a positive and significant effect on Purchasing Decisions.

CONCLUSION AND RECOMMENDATION

Based on the results of research conducted on students in Purwokerto, it shows that halal labeling, brand image, online consumer reviews and social media marketing influence Wardah cosmetic purchasing decisions: 1) Halal label has no significant effect on purchasing decisions, 2) Brand image has no significant effect on purchasing decisions, 3) Online consumer reviews have no significant effect on purchasing decisions, 4) Social media marketing has a significant effect on purchasing decisions. Thus the hypothesis expected by the author is at the limit of acceptance or it can be said that there is a significant effect of variable X on variable Y.

FURTHER STUDY

Further research is recommended to expand the scope of locations and demographic characteristics of respondents in order to obtain more generalized results. In this study, respondents were still limited to certain demographic groups, so they did not reflect the diversity of consumers at large. Future studies can involve respondents from various geographical areas. as well as covering a more varied age range, different levels of education, and a more heterogeneous socio-economic background. Thus, the research results will have a higher level of generalization and be able to represent consumer behavior more thoroughly in various market segments. Future researchers can consider adding other variables that also affect purchasing decisions. To enrich the perspective, future studies can compare the influence of halal labeling and marketing strategies between several cosmetic brands both locally and internationally based. Because of the development of digital trends and increasing public awareness of halal products and can see changes in preferences and the influence of variables over time, especially after digital campaigns or certain issues.

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