

THE INFLUENCE OF BRAND IMAGE, BRAND TRUST, AND HALAL LABEL ON PURCHASING DECISIONS OF HANASUI LIP CREAM AMONG FEMALE STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH

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Abstract

This research examines the influence of brand image, brand trust, and halal labels on the purchase decision of Hanasui lip cream among female students of the Faculty of Economics and Business at Malikussaleh University. This research obtained data by distributing questionnaires as a data collection instrument. This research uses a quantitative approach with multiple linear regression analysis with the help of the SPSS (Statistical Package for the Social Sciences) tool. The sampling technique used is a non-probability sampling technique with a sampling technique using purposive sampling as the determinant of the sample. The population is 105 who use Hanasui lip cream at the Faculty of Economics and Business, Malikussaleh University. Partial test results show Brand image has a negative and insignificant effect on Purchase Decision, Brand trust has a positive and significant effect on Purchase Decision, and Halal Labels have a positive and significant effect on Purchase Decision.

Keywords: *Brand Image, Brand Trust, Halal Label, purchase decision*

1. INTRODUCTION

Indonesia is the largest Muslim country in the world. According to data from The Royal Islamic Strategic Studies Center (RISSC), the population of Muslims in Indonesia in 2023 reached 240.62 million people, or about 86.7% of the total population. This data explains that nearly 87% of Indonesian consumers who purchase products certainly pay attention to the halal status of the products they buy. The growing halal market, especially in Indonesia, forces companies to keep up with the competition to survive in an increasingly competitive market. One of these industries is the cosmetics industry. Indonesia is considered a major opportunity in the beauty world. The halal cosmetics industry is growing in response to high market demand.

Halal cosmetics provide a solution for Muslim women who want to look beautiful without violating Islamic teachings. One example is the brand Hanasui. Hanasui Lip Cream is a local halal cosmetic brand suitable for various skin tones of Indonesian women and perfect for beginners just learning to apply makeup. Over time, various local brands such as Wardah, Hanasui, Madam Gie, and Implora have emerged, making consumers more selective in choosing products and making purchasing decisions. Companies are increasingly competing to improve their products. Foster (2016) states that purchasing decisions are the process in which consumers make decisions to buy various products and brands, starting with recognizing needs, searching for information, evaluating information, making purchases, and then evaluating the decision after the purchase.

Consumers often consider the brand image when making decisions to purchase products or services. Kotler and Keller (2012) state that brand image is the perception and belief held by consumers, as reflected in associations. Aeni and Ehksan (2021) argue that consumers will always buy products that meet their needs, but the products they choose and how they make purchasing decisions are closely related to their perception of the brand being offered. Another factor that can influence purchasing decisions is brand trust. Lau & Lee (1999) define brand trust as the willingness of customers to rely on a brand despite the risks, because of their expectations that the brand will deliver positive outcomes.

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Cosmetics have become an important part of women's lives to present a beautiful and attractive appearance. The halal label indicates that a product complies with Islamic law and is permitted for consumption or use by Muslims. However, some products in the market still lack halal certification on all of their packaging. Rangkuti (2010) states that halal labeling is the inclusion of a statement or halal mark on the packaging or product to indicate that the product is certified halal.

Consumers must look for and choose cosmetic products that provide safety when used and have been inspected by the Indonesian Council of Ulama (LPPOM MUI). For Muslim consumers, the presence of a halal label can significantly impact their purchasing decisions. Based on the background described above, the author wishes to investigate whether brand image, brand trust, and halal labeling influence purchasing decisions, with the research titled **"The Influence of Brand Image, Brand Trust, and Halal Label on Purchasing Decisions of Hanasui Lip Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University."**

2. IMPLEMENTATION METHOD

The object of this research is female students of Malikussaleh University who use Hanasui lip cream products. The objects are located at Malikussaleh University, Lhokseumawe City. The population used in this research is all female students of the Faculty of Economics and Business at Malikussaleh University who use Hanasui lip cream cosmetics. The sampling technique used in this research follows the formula of Heir et al., (2017) since the population size in this study is unknown or very large. This formula involves adding up all the indicators from all the variables used and multiplying the result by 5 to 10 (Hair et al., 2019). Therefore, the sample size was calculated using the Heir et al. formula. In this research, the researcher set the sample size at 105 samples (21 (total indicators) x 5 (ratio) = 105). The technique used in this research is multiple linear regression analysis with the aim of determining the influence of independent variables consisting of brand image, brand trust, and halal labeling on the dependent variable, which is the purchasing decision of Hanasui lip cream among female students of Malikussaleh University. This analysis was processed using SPSS version 20 software.

The multiple linear regression equation in this research is as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$$

3. RESULTS AND DISCUSSION

3.1 Results

Independent variables are variables that influence or cause changes in the dependent variable (Siyoto and Sodik, 2015). The independent variables (X) in this research are brand image, brand trust, and halal labeling. The dependent variable is the variable that is influenced or is the result of the independent variable (Sugiyono, 2017). In this study, the dependent variable is the purchasing decision.

Regression analysis is a statistical method used to measure the relationship between one or more independent variables (called predictor or explanatory variables) and a dependent variable (called the response variable or dependent variable). The goal of regression analysis is to understand and measure how changes in one or more independent variables can predict or explain variations in the dependent variable. The results of the partial regression analysis in this study are presented in the following table:

Table 1 Analysis Results Multiple Linear Regression
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,415	1,800		4,119	,000
Brand Image	-,155	,082	-,163	-1,884	,062
Brand Trust	,323	,058	,483	5,553	,000
Halal Label	,478	,073	,489	6,571	,000

Source : Data in processed , 2024

From table 1 it is obtained mark tcount from every Variable Free . With see existing criteria determined then , $\alpha = 0.05$ With the t table value 1.65950. from description the can withdrawn conclusion as following :

1. By Partial mark brand image influential negative and insignificant to purchase decision of Hanasui Lip Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University, Where in a way statistics tcount > ttable or $-1.884 < 1.65950$ with level significant equal to $0.065 > 0.05$ so can it is concluded that H1 is rejected.
2. By Partial mark brand trust influential positive and significant to purchase decision of Hanasui Lip Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University, Where in a way statistics t count > t table or $5.553 > 1.65950$ with level significant equal to $0.000 < 0.05$ so can concluded H 2 accepted.
3. By Partial mark label halal influential positive and significant to purchase decision of Hanasui Lip Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University, Where in a way statistics t count > t table or $6.571 > 1.65950$ with level significant of $0.000 < 0.05$ so can concluded H 3 accepted .

The coefficient of determination value ranges from 0 to 1, with the following classification: 0 (no correlation), 0 – 0.49 (weak correlation), 0.50 (medium correlation), 0.51 – 0.99 (strong correlation) , and 1.00 (perfect correlation) . A low coefficient of determination means that the ability of the independent variable to explain the dependent variable is very limited (Ghozali, 2018). The results of the coefficient of determination test in this study are presented in the following table:

Table 2 Coefficient Results Correlation and Determination

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	0,715	0,512	0,497	1,195

Source : Data processed (2024)

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Based on the results of the coefficient of determination test presented in the table above, an Adjusted R-squared value of 0.497 was obtained. This shows that purchase decision is influenced by the variables brand image, brand trust and label halal by 49.7%, the remaining 51.2% of purchase decision is influenced by other variables not explained in this research. Therefore, it can be concluded that the Brand Image, Brand Trust, and Halal Label on Purchasing Decisions of Hanasui Lip Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University, because they are in the 0 - 0.49 category (weak correlation).

Multiple linear regression analysis was used in this research with the aim of determining the influence Brand Image, Brand Trust, and Halal Label on Purchasing Decisions of Hanasui Lip Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University. Based on research findings, the multiple linear regression equation obtained is as follows:

$$Y = 7.415 + -0.155 (X_1) + 0.323 (X_2) + 0.478 (X_3)$$

Based on results equality multiple linear regression above, so the results are described as following:

1. Constant of 7,415, that is if mark brand image, brand trust and label halal worth constant so purchase decision have mark still amounting to 7,415.
2. Coefficient regression variable mark brand image worth positive -0.155, that is increasing mark brand image so will increase purchase decision of -0.155.
3. Coefficient regression variable mark brand trust worth positive 0.323, that is increasing mark Brand trust so will increase purchase decision as big as 0.323.
4. Coefficient regression variable mark halal label worth positive 0.478, meaning increasing mark halal label so will increase purchase decision of 0.478.

Based on the multiple linear regression analysis above, it was found that the variable that has the most significant influence on purchase decision to Hanasui lip cream is halal label. This is because halal label has an influence of 47.8% on Purchasing Decisions of Hanasui Lip Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University. Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University. Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University.

3.2 Discussion

3.2.1 The Influence of Brand Image on Purchasing Decisions of Hanasui Lip Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University

Based on results study testing hypothesis (H_1), brand image does not have a positive effect on purchasing decisions, where the calculated t-value is smaller than the t-table value, $-1.884 < 1.65$, with a significance level of $0.062 > 0.05$. It can be concluded that, partially, brand image (X_1) does not significantly affect purchasing decisions (Y) with a β value of -0.155. This finding is inconsistent with the research conducted by Yusnita Siregar and Muhammad Isa (2017) titled "The Influence of Brand Image and Halal Label on Purchasing Decisions of Wardah Cosmetics among Female Students of the Sharia Economics Department at the Faculty of Islamic Economic Business, IAIN Padangsidimpuan." Based on their research results, it was found that the brand image variable positively influences purchasing decisions.

3.2.2 The Influence of Brand Trust on Purchasing Decisions of Hanasui Lip Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University

Based on results study testing hypothesis (H_2) For the brand trust variable (X_2), the calculated t-value is 5.553, while the t-table value is 1.65. This result indicates that the calculated t-value is greater than the t-table value, with a significance level of 0.000, which is well below $\alpha = 5\%$. The statistical calculations show that, partially, variable (X_2) has an influence on purchasing

decisions (Y) with a β value of 0.323. This finding is consistent with the research conducted by Desi Ana Khoirun and Sri Eka (2021) titled "The Influence of Brand Trust, Price, Service Quality, and Promotion on Purchasing Decisions of Telkomsel Prepaid Cards." Their study shows that the brand trust variable has a positive and significant influence on the purchasing decision variable.

3.2.3 The Influence of Halal Label on Purchasing Decisions of Hanasui Lip Cream among Female Students of the Faculty of Economics and Business, Malikussaleh University

Based on results study testing hypothesis (H_3) The halal label variable (X_3) has a calculated t-value of 6.571, while the t-table value is 1.65. This calculation indicates that the calculated t-value is greater than the t-table value, with a significance level of 0.000, which is well below $\alpha = 5\%$. The statistical calculations show that, partially, the halal label variable (X_3) has a positive and significant influence on purchasing decisions, with a β value of 0.478. This finding aligns with the research conducted by Sonia Cipta Wahyurini and Nurvita Trianasari (2020) titled "Analysis of the Influence of Halal Label and Price on Purchasing Decisions for Wardah Cosmetics," which reported a β value of 0.245.

4 CONCLUSION

Based on the results of the research conducted on the influence of brand image, brand trust, and halal label on the purchasing decisions of Hanasui lip cream among female students of the Faculty of Economics and Business at Malikussaleh University, the conclusions of this study are as follows:

1. Brand image does not have a positive and significant influence on the purchasing decisions of Hanasui lip cream among female students of the Faculty of Economics and Business at Malikussaleh University.
2. Brand trust has a positive and significant influence on the purchasing decisions of Hanasui lip cream among female students of the Faculty of Economics and Business at Malikussaleh University.
3. The halal label has a positive and significant influence on the purchasing decisions of Hanasui lip cream among female students of the Faculty of Economics and Business at Malikussaleh University.

This research is expected to enrich knowledge and complement the literature regarding brand image, brand trust, and halal label.

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