EVALUATING THE IMPACT OF BRAND IMAGE, PRICE AND HALAL CERTIFICATION ON UNIVERSITY STUDENTS PURCHASE DECISIONS OF ORIFLAME MAKEUP

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ABSTRACT

The purpose of this study was to determine the effect of brand image, product price and halal label on purchasing decisions of Oriflame makeup products. This study uses quantitative research methods. Primary data were collected through a questionnaire with a Likert scale that reflects five points from strongly agree to strongly disagree. The sample selection technique used was purposive sampling. The sample criteria in this study were students of the State University of Jakarta who had purchased Oriflame products in the last six months, the sample in this study was 150 respondents and were between 18 and 34 years old. The data analysis technique in this study used SPSS 24 software. The results of this study indicate that brand image has a positive and significant effect on purchasing decisions, product prices have a positive and significant effect on purchasing decisions and product halal labels have a positive and significant effect on purchasing decisions.
Keyword: Brand image, Product price, Halal label, Purchasing decision

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh citra merek, harga produk dan label halal terhadap keputusan pembelian produk makeup oriflame. Penelitian ini menggunakan metode penelitian kuantitatif. Data primer dikumpulkan melalui kuisioner dengan skala Likert yang mencerminkan lima poin dari sangat setuju hingga sangat tidak setuju. Teknik pemilihan sampel yang digunakan adalah purvosive sampling. Kriteria sampel dalam penelitian ini adalah Mahasiswa Universitas Negeri Jakarta yang pernah membeli produk oriflame dalam enam bulan terakhir, sampel dalam penelitian ini sebanyak 150 responden dan berusia antara 18 hingga 34 tahun. Teknik analisis data dalam penelitian ini menggunakan software SPSS 24. Hasil penelitian ini menunjukkan bahwa citra Merek berpengaruh positif dan signifikan terhadap keputusan pembelian, Harga produk berpengaruh positif dan signifikan terhadap keputusan pembelian serta Label halal produk berpengaruh positif dan signifikan terhadap keputusan pembelian.
Kata kunci: Citra merek, Harga produk, Label halal, Keputusan pembelian

INTRODUCTION

Due to the country's growing population, Indonesia's cosmetics market is now regarded favorably, particularly for women. One of the sectors with the quickest growth is the beauty business. Due to the fact that a lot of businesses and skincare and cosmetics goods are

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presently being launched, as well as the fact that Indonesia is thought to hold a sizable market share in the beauty sector (Priono, Qury Madina Bilkis, 2021).

Consumers utilize the wide variety of cosmetics on the market, which are made both domestically and abroad, which is proof of this. As people become more conscious of how important it is to take care of their looks, cosmetics are also evolving (Nusaresearch, 2020). The rapid expansion is consistent with the rising demand for beauty goods; these days, cosmetics are not just necessities but also wishes addressed (Rahmawati & Ahsan, 2021)

Cosmetic products are in principle to meet consumers' beauty or beauty and health needs. People usually easily recognize a beauty product through social media, advertisements and display screens which makes it easy for people to remember a brand image. According to (Maharani et al, 2020) brand image is a long-lasting recognition that is formed through involvement and is generally consistent. Thus it can be seen that brand image can arise from experiences that provide an overview of the involvement between consumers and brands.

Price is another factor that affects customer purchasing power in addition to brand image. Because there are so many cosmetics on the market, the cosmetics industry also sells makeup at a range of price points, from the least expensive to the most expensive. (Putri et al., 2020) state that pricing is a mix element with elastic properties that are subject to location and time variations. Price flexibility enables businesses to modify their prices in response to changes in the market as a whole, rival tactics, production costs, and consumer demand.

Because they are bad for you over time, side effect cosmetics are also really avoided in today's society. A halal label, according to Jamsa and Sumbalatu (2023) is the offering of a written confirmation in Arabic characters that a product is halal. It is crucial for a product to have a halal label. This is so because a product's identity is shown by its halal label. A halal mark allows customers to obtain the goods they desire. The advantages of a halal certification might also dispel customers' skepticism about purchasing a product. The purpose of this study was to determine the effect of brand image, product price and halal label on purchasing decisions of Oriflame makeup products

LITERATURE REVIEW
Brand Image

Brand image is defined as "customer perception and belief," which is expressed in relationships stored in consumer memory. This is reflected in the associations that occur in consumer memory of the brand of a product that is seen, considered, and imagined. (Genoveva & Utami, 2020) state that creating the right brand image for a product will undoubtedly be very helpful for marketers, as the brand image will have an impact on consumers' assessment of the expected alternative brand. The better the brand image attached to the product, the more interested consumers will be in purchasing the product. Brand image is also a particular symbol design or a combination of them that identifies the seller of a product or service or group of sellers and differentiates it from competing products (Hertina & Wulandari, 2022)

Product Price

Price, in the opinion of (Darmawan, 2019) is a helpful tool for increasing revenue and pleasure. Price is crucial since it affects consumers' decision to make the purchases they want to make because they frequently compare prices with other locations. According to the definition given above, price is the sum of money that can be used to purchase an item or service that will satisfy the demands and preferences of the buyer. According to (Ismaulina et al., 2020) Price is the amount of money or a measure of the size of the value needed to get a number of combinations of goods and services. So that someone feels satisfied with the product they are going to buy and someone will dare to pay a high price for the product if the

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satisfaction value obtained with the product they buy is high or large. On the other hand, if satisfaction with a product is low, the person will not be willing to pay or buy the product at a high price. One of the factors that determines a business's success is price, as it establishes the amount of profit that will be made from selling its goods and services (Damayanti et al., 2024) In Islamic economics, prices are set by the equilibrium between supply and demand; changes in price are not always the result of unfair behavior on the part of some parties to the transaction.

Halal Label

(Widyaningrum, 2019) defines a halal label as any writing or statements on a product's packaging indicating that the item in question satisfies the requirements to be classified as halal. After acquiring a halal certificate, one can receive the halal label. To get approval from the appropriate government body to put a halal label on product packaging, you must have this halal certificate. Products that comply with Islamic law's halal requirements are referred to as halal products. One crucial component that should be considered while making decisions for consumers is the halal label. The global halal cosmetics market is starting to improve, so far. In addition, displaying a halal label on a product's packaging can boost customer confidence and encourage them to purchase the item (Harahap, 2020). Although halal certification and halal labeling are two distinct processes, they are connected.

Purchasing Decision

The stage of decision-making where consumers actually make a purchase is known as the purchasing decision. Consumers go through a number of steps in the purchasing process before making a purchase, including identifying requirements or problems, gathering information, weighing options, making a decision, and acting after the purchase (Darmansah & Yosepha, 2020). The process consumers go through to identify and launch problems, obtain information about unique things, and assess the feasibility of each potential solution, according to (Putri et al., 2020). Influences their purchasing decisions. In the meantime, (Rahmawati, Rani, 2023). Impulses and wants are what propel a person's purchases; they are their internal motivators. Thus, judgments on what to buy might serve as a catalyst for activity toward achieving objectives and a sense of fulfillment. Understanding the behavior of customers or purchasers requires an understanding of their purchasing decisions.

Hipotesis Development
Brand Image on Purchasing Decisions

According to research (Adelia Fitri, 2024) that shows brand image also has a positive and significant influence on purchasing decisions, a product with a strong brand will benefit from it, and vice versa; a product with a weak brand will be harder for customers to accept. Good brand perceptions will help consumers make decisions more quickly when it comes to buying products, as they will provide them with advantages over competing offerings.The hypothesis's findings provide an explanation for why brand image matters when making a purchase choice.
H_1: Brand Image are positively and significantly impacted by purchasing decisions

Product Prices on Purchasing Decisions

According to research (Pratiwi et al., 2021) that demonstrates the substantial impact of price on consumer decisions, businesses that offer low prices will see an increase in purchases; on the other hand, those that offer high prices will see a decrease in purchases.

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The same study as (Haque, 2020) demonstrates that pricing has a strong and favorable impact on consumers' decisions to buy. One factor influencing consumers' decisions about a good or service is price. According to the hypothesis's findings, consumers will be more favorable toward a brand when making a purchase at a better price.

H_2: Product price are positively and significantly impacted by purchasing decisions

Halal Label on Purchasing Decisions

Based on research (Ullayya Sa'adah, 2023) demonstrating the beneficial and considerable influence of the halal label on purchasing decisions. When making selections about what to buy, buyers take into consideration the halal label since it gives them peace of mind and removes any uncertainty about whether the product's production process and raw materials were handled correctly.Based on the hypothesis's findings, it can be said that businesses cannot take the halal label for granted because it serves as a crucial point of reference for customers when selecting a product that carries the halal label, which fosters feelings of satisfaction, security, and trust. halal and a product's safety.

H_3: The halal label are positively and significantly impacted by purchasing decisions

METHOD

Researchers implemented a method of quantitative analysis for this study because they were interested in finding out how variables related to research objectives. (Candra Susanto et al., 2024) define quantitative research methods as those that employ scientific techniques to gather numerical data, perform statistical analysis, and explore the possibility of objectively testing hypotheses to make more generalizations about the population. The DKI Jakarta region served as the site of this study. The State University of Jakarta students who had bought Oriflame goods made up the study's population, and more than 150 respondents who met the sample criteria and had bought Oriflame products during the previous six months were utilized as samples. The method of gathering data that had been used to. Data analysis in this study used multiple regression analysis with the help of the SPSS program.

RESULTS AND DISCUSSION

Classical Assumption Test and Data Prerequisite Test

Before conducting multiple regression tests, the research data must go through a series of tests to ensure that the data meets the classical assumptions of regression. The first step taken is the normality test. This test aims to determine whether the distribution of data from the dependent variable and independent variables follows a normal distribution. This is important because valid regression results can only be obtained if the data distribution is normal. The method used for the normality test in this study is the Kolmogorov Smirnov test. Based on the test results, the data in this study can be declared normal.

After the normality test, the next step is the heteroscedasticity test. This test aims to ensure that the residual variance of the regression model is constant. In regression, heteroscedasticity occurs if the residual variance varies at each predictor level. This condition can lead to inefficient estimation and misinterpretation. To test heteroscedasticity, this study uses the Glejser test, if the independent and residual variables' absolute significance values are more than 0.05, the data is considered to be free of heteroscedasticity. The brand image sig value is $0.056 > 0.05$, the product price value is $0.789 > 0.05$, and the halal label value is $0.674 > 0.05$; therefore, it can be said that none of the exhibit heteroscedasticity.

Furthermore, the research data were also tested for autocorrelation. Autocorrelation is a condition in which the residuals of the regression model are correlated with each other, which should not occur in a good regression model. The Durbin-Watson test is used to detect the presence of autocorrelation. A Durbin-Watson value close to 2 indicates no

autocorrelation, while a value far from 2 indicates positive or negative autocorrelation. Based on data analysis, that the Durbin Watson value is 2.039. Thus, $1.67 < 2.039 < 2.2259$ can be established, where 2.039 lies between 1.67 and 2.2259. Since the DW value falls between the DU and 4-DU values, the data has passed the autocorrelation test, suggesting that there is no autocorrelation

Finally, the data were tested for multicollinearity. Multicollinearity occurs when there is a high correlation between two or more independent variables in a regression model, which can affect the stability and interpretation of the regression coefficients. The Variance Inflation Factor (VIF) and Tolerance tests were used to detect multicollinearity. A VIF greater than 10 or a Tolerance less than 0.1 indicates high multicollinearity. Based on data analysis, the brand image value of 6,677, product price of 6,371, and halal label of 5,854. The VIF value of these values is less than 10 or VIF <10, and the tolerance value of the brand image value is 0.150, product price is 0.157, and halal label is 0.171, which is greater than 0.10 or tolerance> 0.10. Therefore, it may be said that multicollinearity is not present in this research variable.

Hypothesis Testing

It is readily apparent from the above table that brand image influence purchase decisions positively. The hypothesis test findings for the first variable, brand image, indicate a significance level of $0.001 < 0.05$ for brand image. It is evident through the results of the hypothesis test for the second variable product price that product price influences purchases in a positive way at a significance level of $0.000 < 0.05$. The third variable, the halal label, has a significance level of $0.000 < 0.05$ according to the results of the hypothesis test.subsequently can be said that the research hypothesis is that consumers' decisions to buy are positively influenced by the halal label.

Table 1. Hypothesis Testing

Coefficients						
		Unnormalized Coefficients		Typical Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constantly)	0.296	0.722		0.411	0.682
	Brand Image	0.310	0.129	0.164	2.398	0.001
	Product Price	0.375	0.087	0.288	4.300	0.000
	Halal Label	0.652	0.079	0.528	8.227	0.000
a.	Reliace Variable: Purchasing Decisions					

Coefficient Determinant

Based on the value of the determination coefficient test in Table 2, it is known that the R^2 coefficient value is 0.897, which means that the brand image, product price, and halal label variables are able to explain the Purchase Decision as a dependent variable of 89.7%, and the rest is supported by other factors not included in this study.

Table 2. Coefficient Determinant

Model Summary				
Model	R	R Square	Adjusted R Square	Error Standard for Estimate
1	.947[a]	0.897	0.895	3.60007
a. Forecasters: (Constantly), Halal Label, Product Price, Brand Image				

Discussion

The research's test findings indicate that factors related to brand image have an impact on consumers' decisions to buy Oriflame cosmetics. This is demonstrated by test findings,

which indicate that Ha is accepted since the t-table value for brand image on purchase choices is 0.001 < 0.05. Consequently, it may be said that brand perception significantly and favorably influences consumers' decisions on purchasing. This is according to research by (Adelia Fitri, 2024) which found that brand image also has a beneficial and important impact on purchasing decisions and that a product with a positive brand image will benefit from it, and vice versa, a product with a negative brand image will be harder for consumers to accept. With items that have a positive brand image, buyers will make decisions more quickly since it will be obvious in their best interest to acquire the product.

The study's test findings indicate that the choice to buy Oriflame cosmetics is influenced by the product price variable. This is demonstrated by the test results, which indicate that Ha is accepted because the computed t value of the product pricing table on purchasing decisions is 0.000 < 0.05. Therefore, it may be said that product pricing significantly and favorably influences consumers' decisions on purchasing. This is according to research (Pratiwi et al., 2021) that suggests the importance of price in influencing consumer decisions. The study suggests that a company's low price will lead to more purchases, while a high price will result in a decrease in purchases.

The test findings in this study indicate that the choice to buy Oriflame cosmetics is influenced by the halal label variable. This is demonstrated by test findings, which indicate that Ha is accepted since the computed t value of the halal label table on purchase decisions is 0.000 < 0.05. Therefore, it can be said that the halal label significantly and favorably influences consumers' decisions on purchasing. This is according to the results of the research (Dwi et al., 2024) that show the more people's religiosity, the more they are inclined to consider halal labeling when making a purchasing choice and that the halal label has a substantial effect on the decision to purchase cosmetic products.

CONCLUSION AND RECOMMENDATION

The following conclusions on the impact of brand image, product price, and halal label on purchase decisions may be made based on the findings of the researcher's data research. This is demonstrated by the first test's findings, which indicate that Ha is accepted since the brand image table's t-value on purchase decisions is 0.001 < 0.05. The second test conclusions suggest that the product pricing table's t-value on purchasing decisions is 0.000 <0.05, indicating that Ha is accepted and the third test's results, which suggest Ha is accepted since the halal label table's t-value on purchasing decisions is 0.000 < 0.05, are based on the test results.

The researcher in question had the initiative and provided recommendations for further research based on the findings of the study that they had implemented. These recommendations will be explained as follows: (1) Since this study only looked at three factors—price, promotions, product quality, service quality, and so on more variables that affect purchase decisions may be carried into account in future studies. (2) Increase the number of research references to bolster study subjects to improve research outcomes. (3) Only State University of Jakarta students make up the study's sample. As a consequence, more study may be conducted to get better findings. (4) Buying decisions may be accounted as dependent variables by considering the impact of product price, halal labels, and brand image.

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