



## The Determinants Of Purchase Decision

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### Abstract

*This study aims to analyze the effect of the halal label, product quality, financial literacy and price on purchasing decisions for REVLON lipstick products in Semarang. The number of samples in this study were 100 respondents, the sampling technique was purposive sampling. The analytical tool used is path analysis, where previously tested the validity and reliability as well as the classical assumption test. The test results show that the halal label, financial literacy and price have a positive and significant effect on purchasing decisions for REVLON lipstick products in Semarang, while product quality has a negative effect on purchasing decisions. This study uses the halal variable as one of the determinants of purchasing decisions because it is still rarely used by previous marketing research studies with Muslim women as respondents. Research limitations: 1. The object used in this research only focuses on one product. 2. This study only uses 4 (four) independent variables, namely: Halal Label, Product Quality, Financial Literacy and Price. 3. This study only used a limited sample of 100 respondents.*

**Keyword:** Halal, Product, Literacy, Price, Purchase

### 1. INTRODUCTION

The world of cosmetics is currently growing rapidly everywhere, there are many beauty bloggers or vloggers who often use certain cosmetic brands as personal equipment and even become a necessity for some people. It is not uncommon for cosmetics to become a primary need in monthly shopping, especially for women. Women tend to spend more money on appearance such as: clothes, grooming tools, hair beauty and so on (Kasali, 2006). Cosmetics is a tool used by women to realize the image of herself as she wants. Cosmetics is one of the purchases that emphasizes the involvement of feelings (emotional), so that sometimes idol figures or figures who become brand ambassadors in a cosmetic advertisement can stimulate purchases (George & Michael, 2001).

Individual behavior in deciding to buy a product is often referred to as a buying decision. In the Qur'an, the basis for behavior is contained in Surah Al-Hashr verse 18 which reads:

حَبِيزُ اللَّهِ إِنَّ طِ اللَّهِ وَانْفُوا َّ لِعَدِ قَدَمَتِ مَا نَفْسُ وَانْتَنَظَرَ اللَّهُ انْفُوا اْمَنُوا الَّذِيْنَ يَأْتِيهَا تَعْمَلُونَ بِمَا

Yaaa ayyuhal laziina aamanut taqul laa; waltanzur nafsum maa qaddamat  
lighadiw wattaqual laah; innal laaha khabiirum bimaa ta'maluun

Purchase decision as the selection of an action from two alternative choices or more (Sangadji & Sopiah, 2013). The decision to buy from consumers can be influenced by consumer psychological factors and consumer characteristics obtained from other stimuli and marketing stimuli (Kotler & Keller, 2016). Psychological forces that shape a person's behavior are largely unconscious, and that one cannot fully understand one's own motivations (Freud, 2006; Kotler & Keller, 2016).

Marketing stimuli that can attract individuals to buy a product are halal label (Widyaningrum, 2016), product quality (Kasanti, et al, 2019). financial literacy (Robb & James, 2009) and price (Putranto & Qiyanto, 2020). The halal label listed on the product is a special indicator for Muslims that the product can be consumed (Caswell, 2006; Yunos et al, 2014). Manufacturers install halal labels to provide information and convince consumers that their products are halal and in accordance with Islamic religious rules, where the majority of Indonesian consumers can recognize halal labels. applicable in Indonesia (.Ambali & Bakar, 2014). Therefore, producers must manage the halal label which is one of the most important determining factors in purchasing decisions. A halal label that is guaranteed and supported by the quality of the products it has will be able to increase the competitiveness of the company's products and will create purchases. Therefore, with a guaranteed halal label, it will increase the interest of new consumers. Islamic consumers tend to choose products that are declared halal compared to products that have not been declared halal by the authorized institution (Sumarwan, 2011). Halal is intended for something that is good and clean to be eaten or to be consumed by humans according to Islamic law. The opposite of halal is haram, which is not justified or prohibited according to Islamic teachings. Allah has confirmed in the Qur'an Surah Al Maidah verse 3:

حُرِّمَتْ عَلَيْكُمُ الْمَيْتَةُ وَالدَّمُ وَلَحْمُ الْخِنْزِيرِ

Hurrimat 'alaikumul maitatu waddamu wa lahmul khinziiri

Forbidden to you (eating) carrion, blood, and pork" QS (5: 3)

In addition, the Word of Allah SWT in Surah al-Baqarah verses 168-169

yaa ayyuhaa nnaasu kuluu mimmaa fii l-ardhi halaalan thayyiban walaa tatabi'uu khuthuwaati sysyaythaani innahu lakum 'aduwun mubiin.

"O mankind, eat what is lawful and good from what is on the earth and do not follow the steps of the devil; for verily the devil is a real enemy to you. Verily, the devil commands you to do a lot of evil and abominations, and tells Allah what you do not know." (Surat al-Baqarah: 168-169)

In the hadith Al-Quran, in AL-Nahl verse 114 also written the principle of halal:

تَعْبُدُونَ لِيَاةَ كُنْتُمْ اِنْ اَللّٰهُ نِعْمَتٌ وَّاشْكُرُوْا طَيِّبًا حَلٰلًا اَللّٰهُ رَزَقَكُمْ مِمَّا فَكُلُوْا

Fakuluu mimmaa razaqa kumul laahu halaalan taiyibanw washkuruu ni'matal laahi in kuntum iyyaahu ta'buduun

"So eat what is lawful and good from the sustenance that Allah has given you; And be grateful for the favors of Allah if you worship Him alone" (Qur'an 16:114).

In the letter it is explained that Allah commands humans to eat (consume) halal food, this can be analogous to products other than food consumed by Muslim consumers including cosmetics. It is explained that Islam teaches to always consume what is on earth that is completely lawful and good, both food and drink and even other than that such as cosmetics. Halal cosmetics if the ingredients contained therein must be of selected raw materials according to Islamic law and have a halal certificate from the Indonesian Ulema Council (MUI). The greater awareness of consuming halal products in the community will have an impact on the increasing number of consumers who care about the halal label certificate that they will buy, because today many consumers are increasingly critical and have good knowledge before making a purchase decision. As well as REVLON cosmetic products that already have a halal label on their products. Consumers will feel calm and comfortable when using cosmetic products that include information regarding the composition, method of use, product benefits, product validity period and information that the product is safe and has been inspected by the Food, Drug and Cosmetics Supervisory Agency (BPPOM).

In addition, product quality is a tangible manifestation of the manifestation of

individual psychological aspects as consumers. Individuals tend to buy a product with good quality compared to products that have standard quality. Product quality is the ability of a product to provide appropriate results or performance even beyond what the customer wants (Kotler & Amstrong, 2016)

A seller has provided quality if the seller's product or service can meet or exceed the expectations of consumers (Kotler & Keller, 2016). Most consumers want products that have good quality, in the sense that these products have benefits for meeting needs and are safe for use by consumers.

It should be noted that individual buying decisions are also correlated with the price of the product itself. Consumers tend to want to get a good product that matches the price paid. Affordable prices are a consideration for consumers who will buy certain products. Price is the amount of money charged for an item or service or the sum of the value of money exchanged by consumers for the benefits that exist in the product used (Kotler & Amstrong, 2016).

Price is the amount of money charged for a product and service or the value that customers exchange for the benefits of owning or using a product or service (Kotler & Amstrong, 2016). In addition, price is also an important component of a product, because it will affect the profits of producers. Pricing by the company has several specific objectives, such as: (1) to be flexible in the price, (2) the price level against the product cycle, (3) to whom and when discounts and assistance will be given, (4) how transportation costs will be handled (Cannon et al, 2009).

One of the factors that are thought to cause the emergence of consumptive behavior in purchasing decisions is the lack of financial literacy (Tenriawaru et al, 2018). The current era of consumption makes consumers increasingly irrational in buying their needs. There are many things that cause people to become more consumptive and make purchases without future consideration, such as the increasing number of online shopping systems and shopping centers that are scattered everywhere.

Without being equipped with knowledge in the field of finance, the possibility of making mistakes in managing financial resources will be greater and prosperity will be difficult to achieve (Nababan & Sadalia, 2013). Financial education allows a person to process various financial information and have financial knowledge (Munaldus et al,

2013). Individuals need basic financial knowledge to manage financial resources effectively. effective for their well-being. Increasingly complex individual needs require people to have adequate financial literacy (Nababan & Sadalia, 2013). Having financial literacy is vital for a prosperous life. With proper financial management which is certainly supported by good financial literacy, the standard of living is expected to increase, this applies to every level of income,

As time goes by, there are many competitors in the cosmetic or beauty product business, one of which is lipstick. This is known through top brand data or market share which shows the size of a company's sales.

**Table 1**  
**Top Brand Index for Lipstick Category in 2018-2020**

BRAND	YEAR 2018 TBI TOP		YEAR 2019 TBI TOP		YEAR 2020 TBI TOP	
Wardah	36.2%	TOP	33.4%	TOP	33.5%	TOP
Revlon	10.7%	TOP	9.2%		8.8%	
Maybeliene	7.6%		7.7%		6.1%	
Pixy	7.5%		6.0%		5.4%	
Viva	7.2%		4.5%		4.5%	

*Source*(<https://www.topbrand-award.com/top-brand-index>)

Table 1 shows the percentage of REVLON brand cosmetic products in the lipstick category in 2018-2020 which experienced a drastic decrease compared to other product brands, even though in 2018 REVLON brand lipstick was included in the TOP category. The occurrence of a decrease in the percentage must be re-evaluated by REVLON by reviewing the cause. REVLON brand lipstick is a lipstick brand that is familiar among women and is easy to buy. With the halal label that it carries, it makes it easier for companies to promote it which is different from other brands. This will affect Muslim consumers in particular to choose it because halal is different from other products. Its halalness also makes Muslim consumers prefer products that are clearly halal and in accordance with Islamic law.

### **Purchase Decision Theory**

The purchase decision is the stage in the buyer's decision-making process where

the consumer actually buys (Kotler & Keller, 2016). Purchasing decision is a problem solving process which consists of analyzing or recognizing needs and wants, seeking information, evaluating sources of selection of alternative purchases, purchasing decisions and behavior after purchase (Peter & Olson, 2000). Behavior is a real action or activity carried out.

In the Qur'an, the basis for behavior is contained in Surah Al-Hashr verse 18 which reads:

حَبِيبُ اللَّهِ إِنَّ اللَّهَ وَانْفُوا ۚ لَعْدِ قَدَمْتِ مَا نَفْسُ وَانْتَنَظَرَ اللَّهُ انْفُوا أَمْنُوا الَّذِينَ يَأْتِيهَا تَعْمَلُونَ بِمَا

Yaaa ayyuhal laziina aamanut taqul laa; waltanzur nafsum maa qaddamat  
lighadiw wattaqual laah; innal laaha khabiirum bimaa ta'maluun

The translation: O you who believe, fear Allah and let everyone pay attention to what he has done for tomorrow (the hereafter); and fear Allah, verily Allah is aware of what you do. Allah says: O you who believe, fear Allah, that is, avoid the punishment that Allah can bring down in the life of this world and the hereafter by carrying out His commands to the best of your ability and avoiding His prohibitions, and let everyone pay attention to what He has commanded. put it forward, namely the good deeds that he has done, for the near future, namely the hereafter. It is required to pay attention to it again in order to perfect it when it is good, or fix it if there are still shortcomings, so that when the time comes for inspection, there are no more shortcomings.

### **Halal Label Theory**

Definition of Halal The word halal (حلال, halāl, halaal) is an Arabic term in Islam which means "allowed" or "permissible". Etymologically, halal means things that are permissible and can be done because they are free or not bound by the provisions that prohibit them (Al Qardhawi, 2007).. The term halal in everyday life is often used for food or drinks that are obtained for consumption according to Islamic law.



Figure 1. Halal Label

Halal label is the inclusion of halal writing or statement on product packaging to indicate that the product in question is a halal product. The halal label is obtained after obtaining a halal certificate. According to the technical instructions for the halal production system issued by the Ministry of Religion, a halal certificate is a written fatwa from the Indonesian Ulema Council (MUI) which certifies the halalness of a product in accordance with Islamic law. This halal certificate is a requirement to obtain a permit for the inclusion of a halal label on product packaging from the authorized government agency. As for what is meant by halal products are products that meet the halal requirements in accordance with Islamic law. Halal requirements for a product include: Does not contain pork and ingredients derived from pork (Susanto, 2011). Does not contain ingredients that are forbidden. Such as materials derived from human organs, blood, dirt, and so on. All materials derived from halal animals slaughtered according to Islamic law. All places of storage, points of sale. Processing, handling and transportation shall not be used for pigs. If it has ever been used for pork or other non-halal goods, it must first be cleaned in a manner regulated according to Islamic law. All foods and drinks that do not contain khamr. the place of management and transportation shall not be used for pigs. If it has ever been used for pork or other non-halal goods, it must first be cleaned in a manner regulated according to Islamic law. All foods and drinks that do not contain khamr. the place of management and transportation shall not be used for pigs. If it has ever been used for pork or other non-halal goods, it must first be cleaned in a manner regulated according to Islamic law. All foods and drinks that do not contain khamr.

The terms of halal products according to Islam are halal in substance, halal in how to obtain them, halal in the process, halal in storage, in transportation and halal in presentation. Cosmetic products are not eaten and enter the body. Therefore cosmetics are usually associated with sacred or unclean matters. The product can be

said to be haram if the cosmetic product contains unclean ingredients, such as animal derivatives (collagen) or parts of the human body, such as placenta. Halal cosmetics also cannot contain alcohol, because alcohol/Khamer is not allowed in the halalness of a product that is consumed.

According to Government Regulation Article 10 Number 69, every producer or distributor of food, medicine or cosmetics packaged into Indonesian territory for trading and declares that the food is halal for Muslims, is responsible for the truth of the statement and is obliged to include a halal statement or text. on the label.

The halal label is a guarantee given by an Institute for the Study of Food, Drugs and Cosmetics, the Indonesian Ulema Council (LP POM MUI) to ensure that the product has passed the halal test according to Islamic law. The inclusion of the halal label aims to provide consumers with halal protection and comfort for the use of these products (Yuswohady, 2015). Halalness will be important in marketing studies in Indonesia because currently consumers are using company products as well as to practice Islamic principles in daily life. Halal is the main point for Muslims to worship so that humans are always on the right path. The concept of halal in the lives of Indonesian people has been applied in social life.

### **Product Quality Theory**

Product quality is a condition of assessment of an item in accordance with predetermined measuring standards (Handoko, 2016). Product quality is a product or service characteristic that depends on its ability to satisfy and meet customer needs in accordance with the standards set by the customer. In practice every company must work hard to provide a high level of conformity quality (Kotler & Amstrong, 2016). There are 8 product quality dimensions, namely (Garvin, 2016) : 1. Performance. 2. Additional features or features. 3. Reliability. 4. Conformance to specifications. 5. Durability. 6. Service Ability. 7. Aesthetics. 8. Perceived Quality).

### **Financial Literacy Theory**

Knowledge related to finance is called financial literacy, which relates to a person's competence to manage finances. Financial literacy as knowledge and understanding of financial concepts and risks, along with the skills, motivation, and self-confidence to apply that knowledge and understanding to make effective



decisions, improve the financial well-being of individuals and society, and enable participation in economic life (PISA, 2012). To create value crystallized in behavior, financial literacy is needed because in principle financial literacy is a useful tool to change behavior from unintelligent to intelligent (Sina, 2012).

## **Price Theory**

Price is the amount of money charged for a product and service or the sum of the value that customers exchange for the benefits of owning or using a product or service (Kotler & Amstrong, 2016). Companies must consider many factors in formulating their pricing policy (Abdullah & Tantri, 2014). The seller of goods in setting prices may have different goals from each other. If the company gets a market share with a certain area, then it must try to maintain it or even develop it. 4. Pricing to face or prevent competition. When a new company tries to enter the market with the aim of knowing at what price it will set a sale. 5. Pricing to maximize profit. This goal is usually a role model for every business venture. The objectives of pricing include: a. Profit orientation: achieve new targets, and increase profits. b. Sales orientation: increase sales volume, and maintain or develop market share (Machfoedz, 2013).

## **The Effect of Halal Label on Purchase Decision**

The halal label is a guarantee given by an Institute for the Study of Food, Drugs and Cosmetics, the Indonesian Ulema Council (LP POM MUI) to ensure that the product has passed the halal test according to Islamic law. The inclusion of the halal label is intended so that consumers get halal protection and comfort for the use of these products (Yuswohady, 2015).

In addition, the principle of halalness is also stated in the hadith and the Koran. In the letter AL-Nahl verse 114 it is written: "Then eat what is lawful and good from the sustenance that Allah has given you; And be grateful for the favors of Allah if you worship Him alone" (Qur'an 16:114).

In the letter it is explained that Allah commands humans to eat (consume) halal food, this can be analogous to products other than food consumed by Muslim consumers including cosmetics and skin care. Information about halal on products sold especially in Indonesia has a very important meaning and is intended to protect people who are Muslim in order to avoid consuming food that is not halal (haram). Halal labels in Indonesia are under the supervision of the Indonesian Ulema Council or MUI. This shows that the halal label has a positive effect on purchasing decisions. This also indicates that the presence of a halal label on product packaging can be

more convincing to the public in buying the product (Kotler & Amstrong, 2016).

H1: Halal label has an effect on purchasing decisions.

### **The Effect of Product Quality on Purchase Decisions**

Product quality is the ability of a product to provide appropriate results or performance even beyond what the customer wants (Kotler & Amstrong, 2016). The higher the quality of the product, the higher the consumer's decision to purchase the product in question (Kotler & Keller, 2016). The characteristics of a quality product are defects-free, standard-compliant products. Product quality is an action taken by the company to win competition in the market by establishing a set of significant differences in the products or services offered to differentiate the company's products from competitors' products.

Therefore the company tries to focus on product quality and compare it with products offered by competing companies. However, a product with the best performance or even better appearance is not a product of the highest quality if its appearance is not what the market needs and wants.

Consumers tend to judge a product based on its quality. Good product quality can make consumers without hesitation to make purchasing decisions. Product quality influences purchasing decisions (Kasanti et al, 2019).

H2: Product quality affects purchasing decisions

### **The Effect of Financial Literacy on Purchase Decisions**

Financial literacy in the form of all aspects of personal finance is not intended to make it difficult or to restrict people from enjoying life and using the money they have, but rather with financial literacy, individuals or families can enjoy life by using their financial resources appropriately in order to achieve their personal financial goals. Financial literacy trains humans to control their consumptive behavior so that they can make a priority scale in shopping, and they are less likely to buy goods that are less useful or wasteful (Imawati et al, 2013). Sufficient financial literacy will have a positive influence on a person's financial behavior, including in making purchasing decisions (Robb & James, 2009).

H3 = Financial Literacy has an effect on Purchase Decisions

## The Effect of Price on Purchase Decision

Price is the amount of money charged for an item or service or the sum of the value of money exchanged by consumers for the benefits that exist in the product used (.Kotler & Amstrong, 2016). The objectives of pricing are as follows: 1. Pricing to achieve income on investment. 2. Pricing for price stability. This is usually done for those who happen to be in control of the price. 3. Pricing to maintain or increase its share in the market. From the above understanding it can be explained that the price is a sum of money values including goods and services offered to replace the property rights of an item and service to another party.

Price has a positive and significant influence on purchasing decisions (Putranto & Qiyanto, 2020).

H4 = Price has an effect on Purchase Decision

## 2. METHOD

The type of research used is explanatory research. This research was conducted at Gaha Mukti Housing Semarang. In this study, the population in question is all women consumers of REVLON lipstick and the number is unknown. In determining the sample, if the population is unknown, the researcher uses the formula, namely (Purba, 2006).

$$n = \frac{Z^2}{4(\text{Moe})^2}$$

Information :

n = Number of samples needed

Z = Z value at 95% confidence level ( $\alpha = 5\%$ ) is 1.96

Moe = Margin of error or tolerable error is usually 10%

$$n = \frac{1,96^2}{4(0,1)^2} = 96.04 \text{ (rounded up to 100)}$$

Based on the above calculations, the number of samples was 96.04 which was rounded up to 100 respondents. This study uses non-probability sampling with purposive sampling technique. The respondent's criteria are women who use REVLON lipstick and are Muslim.

## **Operational and Measurement Definition**

### **a. Halal Label (X1)**

The halal label is a guarantee given by an Institute for the Study of Food, Drugs and Cosmetics, the Indonesian Ulema Council (LP POM MUI) to ensure that the product has passed halal testing according to Islamic law.

The inclusion of the halal label is intended so that consumers get safety protection and comfort for the use of these products (Yuswohady, 2015). Halal label indicators in this study are (According to Government Regulation Number 69 of 1999): 1) Figure. 2) Writing. 3) Combination of Image and Text. 4) Stick to the Packaging.

### **b. Product Quality**

Product quality is the ability of a product to provide results or performance that match even exceeds what the customer wants. Product quality indicators in this study are: 1) Product specifications. 2) Product performance. 3) Product display. 4) Customer satisfaction with product quality (Kotler & Amstrong, 2016).

### **c. Financial Literacy**

Financial literacy is the level of knowledge and understanding possessed by respondents regarding financial concepts that are used to make effective financial choices, improve the financial well-being of individuals and groups and to participate in economic life. The price indicators in this study are: 1) Basic knowledge of personal finance. 2) Basic knowledge of money management. 3) Knowledge of credit or debt. 4) Knowledge of saving or investing (Nababan & Sadalia, 2013).

### **d. Price**

Price is the price paid and the methods or conditions associated with the sale (Payne, 2007). The price indicators in this study are: 1) price affordability. 2) price match with quality. 3) price match with benefits. 4) price according to ability or purchasing power (Kotler & Amstrong, 2016).

### **e. Purchasing Decision**

Purchasing decision is an integrated process that is combined to evaluate two or

more alternative behaviors and choose one of them (Peter & Olson, 2009). The indicators of purchasing decisions in this study are: 1) Stability in a product. 2) Habits in buying products. 3) Provide recommendations to others. 4) Make a repeat purchase (Weenas, 2013).

Measurement of responses to the variables of price tags, product quality, financial literacy, prices and purchasing decisions used a 1-5 Liker Scale model.

### **Validity Test**

An instrument is said to be valid if all the instruments of the questionnaire being tested meet the criteria for evaluating the validity test, namely  $r_{count} > r_{table}$ .

### **Reliability Test**

A variable is said to be reliable if the Cronbach alpha value  $> 0$ . (Robb & James, 2009).

### **Normality Test**

To test the collected data is normally distributed or not, the Kolmogorov Smirnov test method is used, namely by looking at significant numbers  $> 0.05$ , the data distribution has been normally distributed.

### **Multicollinearity Test**

To test whether in the regression model there is a correlation between independent variables, a multicollinearity test is carried out, provided that if  $VIF < 10$  or tolerance value  $> 0.1$  then multicollinearity does not occur.

### **Heteroscedasticity Test**

To test whether in a regression model there is an inequality of variance from the residuals from one observation to another observation, the Glejser test is used in this study. The basis for decision making is if the independent variable is significant  $> 0.05$  statistically does not affect the dependent variable, then there is no heteroscedasticity.

### **Multiple Linear Regression**

The regression equation is:

$$\text{Purchase Decision} = a + b_1 \text{ Halal Label} + b_2 \text{ Product Quality} + b_3 \text{ Financial Literacy} + b_4 \text{ Price} + e$$

**t-test (Partial)**

The t-test is to test the effect of the halal label variable, product quality, financial literacy and price partially on purchasing decisions with the condition that if the significant value is  $<0.05$  then the halal label variable, product quality, financial literacy and price affect purchasing decisions.

**Coefficient of Determination ( $R^2$ )**

To determine the magnitude of the influence of the independent variable in explaining the variation of the dependent variable with the condition that the coefficient of determination is between 0-1, then the coefficient of determination test ( $R^2$ ) is carried out.

**Goodness of Fit Test or Model Feasibility Test (F Test)**

The F test is used to determine whether the model can be used to predict the dependent variable in the study or not, the hypothesis used and the basis for decision making, namely if the probability (significance)  $< 0.05$  means the hypothesis is proven then  $H_0$  is rejected and  $H_a$  is accepted so that the result is a fit / feasible model.

**3. RESULTS AND DISCUSSION****Validity Test Results**

**Table 2**  
**Validity Test Results**

Variable		r count	Condit ion	r table	Informatio n
Halal Label	Indicator 1	0.608	>	0.1680	Valid
	Indicator 2	0.734	>	0.1680	Valid
	Indicator 3	0.674	>	0.1680	Valid
	Indicator 4	0.734	>	0.1680	Valid
Product quality	Indicator 1	0.712	>	0.1680	Valid
	Indicator 2	0.718	>	0.1680	Valid
	Indicator 3	0.558	>	0.1680	Valid
	Indicator 4	0.557	>	0.1680	Valid
Financial Literacy	Indicator 1	0.778	>	0.1680	Valid
	Indicator 2	0.741	>	0.1680	Valid
	Indicator 3	0.939	>	0.1680	Valid
	Indicator 4	0.939	>	0.1680	Valid
Price	Indicator 1	0.483	>	0.1680	Valid
	Indicator 2	0.655	>	0.1680	Valid
	Indicator 3	0.838	>	0.1680	Valid
	Indicator 4	0.820	>	0.1680	Valid
Purchasing decision	Indicator 1	0.777	>	0.1680	Valid
	Indicator 2	0.829	>	0.1680	Valid
	Indicator 3	0.602	>	0.1680	Valid

Indicator 4	0.732	>	0.1680	Valid
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Source: Primary data, 2021

The table above shows that all indicators used to measure variables in this study have  $r$  count  $>$   $r$  table (0.1680), thus all indicators are valid.

### Reliability Test Results

**Table 3**  
**Reliability Test Results**

Variable	Cronbach's Alpha	Information
Halal Label	0.809	Reliable
Product quality	0.935	Reliable
Financial Literacy	0.628	Reliable
Price	0.665	Reliable
Purchasing decision	0.832	Reliable

Source: processed primary data, 2021

From the table above, it is known that all variables (halal label, product quality, financial literacy, price and purchasing decisions) have Cronbach's Alpha values  $>$  0.06 Thus, all indicators are reliable.

### Normality Test Results

**Table 4**  
**Normality Test Results**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	2,20601633
	Absolute	,095
Most Extreme Differences	Positive	,075
	Negative	-,095
Kolmogorov-Smirnov Z		,837
Asymp. Sig. (2-tailed)		,421

a. Test distribution is Normal.

b. Calculated from data.

Source: processed primary data, 2021

The value of the Kolmogorov-Smirnov statistical test is 0.837 . Significant asymp value 0.421  $>$  0.05 means  $H_0$  is rejected, meaning the residual data is normally distributed.



**Multicollinearity Test Results****Table 5**  
**Multicollinearity Test**

Model	Coefficients <sup>a</sup>							
	Unstandardized Coefficients		Standardized Coefficients		T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance			VIF	
	(Constant)	-4,897	3,752		-1,361	,177		
1	Halal Label	,306	,115	,245	2,662	,009	,807	1,101
	Product quality	,154	,198	,079	,777	,439	,704	1,421
	Financial Literacy	,311	,211	,175	1,474	,044	,516	1,940
	Price	,451	,181	,273	2,490	0,015	,670	1,493

a. Dependent Variable: Purchase Decision

Source: processed primary data, 2021

Based on table 4, it can be concluded that there is no correlation between independent variables (independent) or there is no multicollinearity because all have a VIF value < 10 or a tolerance value > 0.1

**Heteroscedasticity Test Results****Table 6**  
**Results Heteroscedasticity Test**

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta	T		
	(Constant)	9,167	2.085		4,397	,000
1	Halal Label	-,269	,067	-,390	-3,940	,154
	Product quality	-,072	,115	-,069	-,910	,531
	Financial Literacy	0,025	,122	,026	,206	,837
	Price	-,117	,105	-,125	-1.114	,268

a. Dependent Variable: Abs\_Res

Source: processed primary data, 2021

The results of the heteroscedasticity test for the independent variables (halal label, product quality, financial literacy and price) did not occur heteroscedasticity because the results of the significance probability were > 0.05 (5%).

**Multiple Linear Regression Results****Table 7**  
**Multiple Linear Regression Results**

Model	Coefficients <sup>a</sup>					
	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta	T		
	(Constant)	-4,897	3,703		-1,361	,177
1	Halal Label	,306	,115	,344	2,600	,009
	Product quality	,154	,198	,068	,777	,439
	Financial Literacy	,311	,211	,264	1,474	,044

Price	,451	,181	,369	2,490	0,015
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a. Dependent Variable: Purchase Decision

Source: *processed primary data, 2021*

Based on the table above, the multiple linear regression equation is as follows:

$$PC = 0.344 HL + 0.068 PQ + 0.264 FL + 0.369 P$$

The regression equation has the following meaning:

- a. The value of the purchasing decision coefficient shows a positive number of 0.344, meaning that if the halal label is increased, the purchasing decision will increase.
- b. The product quality coefficient value shows a positive number of 0.068, meaning that if the quality of the product is getting better, then the purchasing decision will increase.
- c. The value of the financial literacy coefficient shows a positive number of 0.264, meaning that if financial literacy is getting better, the purchase decision will be right.
- d. The value of the price coefficient shows a positive number of 0.369 if the price is more affordable then the purchasing decision will increase.

### Hypothesis Testing 1

The first hypothesis states that the halal label has an effect on purchasing decisions. Based on the results of statistical tests, the significance value of the halal label is  $0.009 < 0.05$ , then H1 is accepted, meaning that the halal label has an effect on purchasing decisions.

### Hypothesis Testing 2

The second hypothesis states that product quality has an effect on purchasing decisions. Based on the results of statistical tests, the significance value of product quality is  $0.439 > 0.05$ , so H2 is rejected, meaning that product quality has no effect on purchasing decisions.

### Hypothesis Testing 3

The third hypothesis states that financial literacy has an effect on purchasing decisions. Based on the results of statistical tests, the significance value of financial

literacy is  $0.044 < 0.05$ , so H3 is accepted, meaning that financial literacy affects purchasing decisions.

#### Hypothesis Testing 4

The fourth hypothesis states that the price has an effect on purchasing decisions. Based on the results of statistical tests showed a price significance value of  $0.015 < 0.05$ , then H4 was accepted, meaning that the price had an effect on purchasing decisions.

#### Model Feasibility Test Results (F Test)

**Table 8**  
**Model Feasibility Test Results (F Test)**

ANOVAa						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	314.875	4	62.632	10,408	,001b
	Residual	0,693	95	5.071		
	Total	705.841	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Halal Label, Product Quality, Financial Literacy

Source: processed primary data, 2021

From the results of the F test output, the calculated F value is 10.(Kasanti, 2019)7 with a significance level of  $0.001 < 0.05$ , meaning that the halal label variable, product quality, financial literacy and price are appropriate in explaining the purchasing decision variables.

#### Coefficient of Determination Test (R<sup>2</sup>)

**Table 9**  
**Model Feasibility Test Results (F Test)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,855a	,809	,779	2.25198

a. Predictors: (Constant), Halal Label, Product Quality, Financial Literacy, Price

Source: processed primary data, 2021

From the output above, it is known that the adjusted R square value in the regression model is 0.779, meaning that 77.9% of the purchasing decision variables can be explained by the price tag, product quality, financial literacy and price variables, while the remaining 22.1% is explained by other variables. outside of this research, such as; promotion, location.

## **Discussion**

### **The Effect of Halal Label on Purchase Decision**

Based on the test results using the t test, it shows that the halal label variable has a count of 2.6 (Putranto & Qiyanto, 2020) with a significant level of  $0.009 < 0.05$  (5%) then the halal label has a positive and significant effect. influence on purchasing decisions, meaning that the more proven halal will increase purchasing decisions. The inclusion of the halal label aims to provide halal protection and convenience for consumers in the use of these products (Yuswohady, 2015). In addition, the principle of halalness is also stated in the hadith and the Qur'an in AL-Nahl verse 114 it is written: "Then eat what is lawful and good from the sustenance that Allah has given you; And be grateful for the favors of Allah if you worship Him alone" (Quran 16:114). In the letter it is explained that Allah commands humans to eat (consume) halal food, this can be analogous to products other than food consumed by Muslim consumers. including cosmetics and skin care. This is in accordance with the respondent's answer, namely the female consumer of REVLON lipstick in the Gaha Mukti Housing Semarang for the indicator of the halal label attached to the packaging which shows the highest score. On the other hand, it is also in accordance with the theory from Wibowo & Mandusari (2018) which states that the inclusion of a halal label for information facilities from producer to consumer regarding the product to be sold, so that consumers really know what materials are used including additional ingredients listed on the package. The results of this study support the results of research by Widyaningrum (2016) which states that halal labels affect purchasing decisions,

### **The Effect of Product Quality on Purchase Decisions**

Based on the test results using the t test, it shows that the product quality variable has a t value of 0.777 with a significance level of  $0.439 > 0.05$  (5%), so product quality has no effect on purchasing decisions. This shows that the quality of REVLON lipstick products is not a major factor in influencing purchasing decisions. Cosmetics are not basic needs but when basic needs are met, humans will fulfill the next need, especially to care for and beautify themselves and their appearance. This is in accordance with the respondents' answers, namely women consumers of REVLON lipstick in Gaha Mukti Housing Semarang for performance indicators on product quality which shows the highest score. On the other hand, it is also in accordance with the theory of Kotler & Armstrong (2016) which states that product quality is the ability of a product to provide results or performance that are appropriate and even exceed what customers want. However, the

results of this study contradict the results of research by Pardede & Haryadi (2017) which states that product quality actually affects purchasing decisions

### **The Effect of Financial Literacy on Purchase Decisions**

Based on the test results using the t test, it shows that financial literacy has a t count of 1.474 with a significant level of  $0.044 < 0.05$  (5%) so financial literacy has a positive and significant effect on purchasing decisions. This proves that sufficient financial literacy will have a positive effect on a person's financial behavior in buying REVLON lipstick products. This is in accordance with the respondent's answer, namely a woman who consumes REVLON lipstick in the Gaha Mukti Housing Semarang for the indicator of having received education about money which shows the highest score. On the other hand, it is also in accordance with the theory from Garman & Fargue (2010) which states that financial literacy is knowledge of facts, concepts, principles and underlying technology tools for smart use of money. The results of this study are in accordance with the results of research by Robb & James (2009), namely financial literacy has a positive effect on purchasing decisions.

### **The Effect of Price on Purchase Decision**

Based on the test results using the t test, it shows that the price variable has a t count of 2,490 with a significant level of  $0.015 < 0.05$  (5%) so the price has a positive and significant effect on purchasing decisions. This provides evidence that the price of REVLON lipstick products is affordable and in accordance with the benefits provided is one way to make purchasing decisions. This is in accordance with the respondents' answers, namely women consumers of REVLON lipstick in the Gaha Mukti Housing Semarang for the indicator of price suitability with the benefit of money which shows the highest score. On the other hand, it is also in accordance with the theory of Kotler & Armstrong (2016) which states that price is the amount of money charged for an item or service or the amount of the value of money exchanged by consumers for the benefits that exist in the product used. The results of this study are in accordance with the results of Putranto & Qiyanto's (2020) research which states that price has a positive and significant effect on purchasing decisions.

#### **4. CONCLUSION AND IMPLICATIONS**

Halal label has a positive and significant effect on purchasing decisions for lipstick products. Product quality has no effect on purchasing decisions. This shows that product quality is not the main factor in influencing purchasing decisions in making purchasing decisions for REVLON lipstick products. Financial literacy has an effect on purchasing decisions. Price has a positive and significant effect on purchasing decisions. This provides evidence that the price of REVON lipstick products is affordable and in accordance with the benefits provided.

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