

Does the Halal Label Mediate Consumer Purchasing Decisions?

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ABSTRACT

Introduction: To determine the influence of price levels, celebrity endorser, halal lifestyle and the level of halal labels as an intervening variable in purchasing decisions for Kahf products in Indonesia.

Method: The method used in this research is quantitative with a causality. The sample for this research consisted of 240 respondents taken using purposive sampling which was carried out from September – December 2023. The analysis tool used was Partial Least Square – Structural Equation Modeling (PLS-SEM) using the SmartPLS 3 application.

Results: The results show price levels, halal lifestyle, celebrity endorsers, halal labels, and purchasing decisions for Kahf products are in the high category. Then, the price level has a positive and significant effect on purchasing decisions for Kahf products, but the level of halal lifestyle and celebrities endorser no effect. Other findings show that the halal label is able to mediate price, halal lifestyle and celebrity endorser on the decision to purchase Kahf products.

Conclusion and suggestion: The development of marketing strategies by companies that sell at competitive prices, a halal lifestyle, and the

support of well-known celebrities can improve the image of halal products and increase the appeal of consuls.

INTRODUCTION

Indonesian Muslim spending on halal products and services is projected to increase by 14.96% in 2025, namely USD 281.6 billion (Kemenperin, 2023). However, according to Global Islamic Economy (GIE) data, it shows that the export value of Indonesia's halal food, fashion, pharmaceutical and cosmetic products until April 2022 is IDR 133 trillion. Meanwhile, imports from OIC (Organization of Islamic Cooperation) countries reached IDR 2,143 trillion. There is a large gap between the export value of national halal products and the value of imports of halal products from OIC countries into the country (Alamsyah, 2022; Monoarfa et al., 2023a).

In the halal cosmetics sector, it shows that Indonesia's export value reached IDR 7 trillion and imports from OIC countries reached IDR 123 trillion. This also reflects that the Indonesian people's need for halal products still relies on halal products from outside Indonesia (imports), especially for cosmetic products. On the other hand, there is a positive fact that public awareness of the importance of halal products is increasing (KNEKS, 2019).

According to data from the State of the Global Economy Report for 2022, the halal cosmetics sector can survive well amidst pandemic conditions (Mahri et al., 2024). One of them, Wardah Indonesia has entered the men's cosmetics market by launching a new brand called Kahf. Next, PT Paragon Technology and Innovation builds a brand image Kahf with the tagline "Halal & Natural", in addition to the growing "sustainable" trend in global halal industry activities. This shows that Kahf products are halal certified products made from natural, organic and plant-based ingredients. So, it does not rule out the opportunity that Kahf products can penetrate the global market. The name Kahf has a meaning taken from one of the letters in the Koran, namely al-Kahf which tells about youth (Hendriana, 2020).

Furthermore, Kahf is a pioneer of local cosmetics specifically for men and halal certified in Indonesia (Kritanti, 2020). The Kahf product range consists of face wash, hair and body wash, eau de toilette, beard care, and deodorant (Wulan, 2020). Following are the Top 7 market share percentages in the men's facial cleanser category in Indonesia in the time period 1-15 September 2022, and one of them is Kahf. Kahf products as a local brand and halal certified are in third place with a market share percentage of 9.85% and selling around 8.5 thousand products.

Based on a survey conducted by Barra For Men in 2022, it shows that 7 out of 10 men are aware of the importance of skin care, not only to maintain their health but also affect their self-confidence. However, the same number of men still choose not to do skin care because it is still considered to reduce a man's (Widhoroso, 2022) masculinity. As a Muslim, maintaining

cleanliness is part of our faith. Taking care of yourself is part of God's command to his servants . As God's command, His servants are given the opportunity to care for their bodies with all seriousness and totality.

The majority of consumers, before purchasing goods and services, carry out a decision-making process. This involves selecting the product to be used, expectations regarding the quality of the product, and consideration of the price charged for the product (Wulandari, 2021). In addition, Paragon shows that Indonesia has a significant facial care market segment for men, with a figure reaching IDR 3.2 trillion in 2019. Despite this large figure, Paragon considers that men's care products in Indonesia still lack innovation. . Therefore, the Kahf brand was created to increase the level of innovation of men's grooming products in the Indonesian market (Rukmana, 2022).

Along with cultural exchanges that occur and the increasing need and expectation to look your best at all times, the halal cosmetics and skin care industry continues to develop. Additionally, self-care has become an important lifestyle trend for men. Observing this phenomenon, Kahf is committed to supporting and collaborating with various communities in spreading positive enthusiasm and inspiration, with the aim of creating a positive social impact in the surrounding environment through the #MyChoosePath campaign (Fahrur, 2022).

Many studies have tried to explain the factors that influence consumer decisions in choosing halal cosmetics Ningsih (2020), Haro (2020), Anastino (2021), Fitriana (2022), Harahap et al. (2022), Juliana et al., (2022), Meinawati and Ardyansyah (2023), Isman et al. (2023), Sabita and Mardalis (2023), Geng et al. (2023), and Monoarfa et al. (2023b). This research shows that there is a positive influence regarding price levels, celebrity endorsers, halal lifestyle and halal labels on consumer decisions. However, there is also research to the contrary, such as research conducted by Destarini and Prambudi (2020), Wardani (2021), Hendra (2021), Wulandari (2021), Mutianingrum (2021), Prasasti and Ekawaty (2022), Nisa and Marwini (2023).

Thus, the research discovers a new aspect in analyzing consumer attitudes toward halal beauty products. Despite the current research available, our study has uncovered ongoing discrepancies in comprehending buying choices in this specific market segment. Therefore, our study helps bridge this gap by introducing the halal label as a mediating factor. By adding this variable, we broaden the analysis to fully assess how halal certification affects consumer preferences and buying habits. This new method not only improves the comprehension of the subject but also offers important perspectives for industry players trying to navigate the challenges of the halal cosmetics market. Therefore, our research not only focuses on a lesser-known area of consumer behavior but also provides a new viewpoint that enhances the current body of literature on halal cosmetics.

Apart from that, this research is important to carry out because based on factual conditions, there is a decline in the export value of halal cosmetic products and dependence

on imports shows that Indonesia is still unable to meet domestic needs for halal cosmetic products. Dependence on imports can become an economic vulnerability because fluctuations in prices and supplies from abroad can have a negative impact on national economic stability. Seeing Indonesia's position in the 2019-2024 sharia economic master plan as the largest halal industry, supporting the development of local brands such as Kahf in halal cosmetic products has great urgency because it can help reduce dependence on imports, increase company income, and support the growth of the halal cosmetics industry.

LITERATURE REVIEW

Purchase Decision

Purchasing decision theory comes from consumer behavior theory, consumer behavior refers to the way individuals, groups and organizations select, obtain, use and utilize goods, services, ideas or experiences to meet the various needs and desires they have (Kotler & Keller, 2016). The stages in the purchasing decision process include concrete steps taken by buyers when they want to make a transaction. Consumers have the freedom to choose products that suit their needs, determine the location and method of purchase, determine the quantity of goods to be obtained, choose the time of transaction, and identify the reasons behind the purchasing decisions taken (Kotler & Armstrong, 2012).

In Islam, purchasing decisions are part of consumer behavior which are closely related to individual decisions in competition and in choosing and using goods and services (Sahla et al., 2019; Sulaiman, et al., 2020; Handriana, et al., 2020; and Lestari, et al., 2022). In Malaysia, the subjective standard plays an important role, with family members, colleagues, and coworkers serving as individual strong referent points (Afendi et al., 2014)

Muslims believe that making consumption decisions is a personal responsibility and a way to adhere to Islamic teachings. Therefore, to understand consumer behavior in Islamic markets such as the halal products market, it is important to have a thorough grasp of the influence of religious factors on decision-making processes. For instance, consumers may view halal certification as a crucial factor in their purchasing decisions, indicating their commitment to adhering to Islamic dietary guidelines and moral principles. Elements like trust, authenticity, and reputation play a significant role in shaping consumer decisions in Islamic markets, as people seek items and services that align with their religious beliefs and values.

Kotler & Keller (2016) stated that purchasing decisions have the following dimensions; Product choice, brand choice, dealer choice, purchase time, purchase amount, payment method. Meanwhile, in research Ishak et al. (2020) the indicators used to measure purchasing decision variables include; diversity of product variants, ease of getting a product, need for a product.

Price Concept

According to this view [Kotler & Keller \(2016\)](#), price reflects the amount of money charged to obtain a product or service. In a broader sense, price is the amount of money exchanged by consumers to obtain benefits from owning or using the product or service. If the price of the product is in line with the level of service and quality provided, it is likely to get a positive response from consumers ([Bayu et al. 2020](#)).

Dimensions of price according to, [Kotler & Keller \(2016\)](#) among others ; price affordability, discounts or discounts, setting selling prices. Meanwhile, according to [Tjiptono \(2015\)](#) the dimensions used to measure price levels, among others ; price affordability, price suitability to product quality, price competitiveness, price suitability to product benefits.

Several studies show that price levels influence purchasing decisions [Wulandari \(2021\)](#), [Nugroho et al. \(2021\)](#), [Fathurrahman & Anggesti \(2021\)](#), [Hanafia \(2022\)](#), and [Monoarfa et al. \(2023\)](#). This is because although halal products may have higher prices due to production or certification costs, consumers who really care about halal may be willing to pay more for products that meet halal standards ([Rahayu, 2020](#)). Based on this description, the following hypothesis is created:

H1: Price has a positive effect on purchasing decisions for Kahf products.

Halal Lifestyle Concept

[Kotler & Armstrong \(2012\)](#) states that lifestyle reflects a person's pattern of living in the world. This is reflected in their activities, interests and views, which ultimately show the individual's overall identity when interacting with the surrounding environment. According to Muslim Judicial Halaal Trust (MJCHT), a halal lifestyle refers to individual actions carried out according to their abilities in a correct, honest, integrated, moral, fair manner and in line with the principles of the Islamic religion. By adopting this lifestyle, a person is able to reveal his character. A similar principle applies to the Muslim community, where all areas of life are regulated by Islamic teachings ([Hoiriyah & Chrismardani, 2021](#)). Therefore, adopting a halal lifestyle is considered a responsibility that reflects the ideal aspirations of a Muslim ([Meinawati & Ardyansyah, 2023](#)).

Several studies show the influence of a halal lifestyle on purchasing decisions, including [Ningsih \(2020\)](#), [Haro \(2020\)](#), [Anastino \(2021\)](#), [Fitriana \(2022\)](#), and [Meinawati & Ardyansyah \(2023\)](#). Based on this description, the following hypothesis is created:

H2: Halal Lifestyle has a positive effect on purchasing decisions for Kahf products .

Celebrity Endorser Concept

[Shimp \(2003\)](#) define celebrity endorser as a well-known figure or celebrity used by a company or brand as part of a marketing or advertising campaign to promote their products or services. The presence of celebrities as endorsers has the potential to influence the

efficiency of a product's advertising campaign, introduce the brand, increase brand attractiveness, stimulate purchasing interest, and play a role in directing consumer purchasing behavior. Overall, this attraction is not limited to physical aspects alone, but also involves various characteristics that consumers can trust in a celebrity, such as intelligence, personality traits, lifestyle, and athletic ability (Juliana et al., 2022). According to (Geng et al., 2023), celebrity endorser indicators are composed of three dimensions, including: 1) attractiveness, 2) trustworthiness, and 3) expertise.

There are several indicators that can be adopted by the author to measure the celebrity variable endorser from (Geng et al., 2023), Shimp (2003), and Aprilia & Hidayati (2020) among others: Expertise, Attractiveness, Truthworthiness (trustworthiness), Similarity. According to Widyaningrum (2016), celebrity endorsers have a positive influence on purchasing decisions for halal cosmetic products. This is supported by research conducted by Afrilianti et al. (2019), Diba (2020), and Isman et al. (2023). Based on this description, the following hypothesis is created:

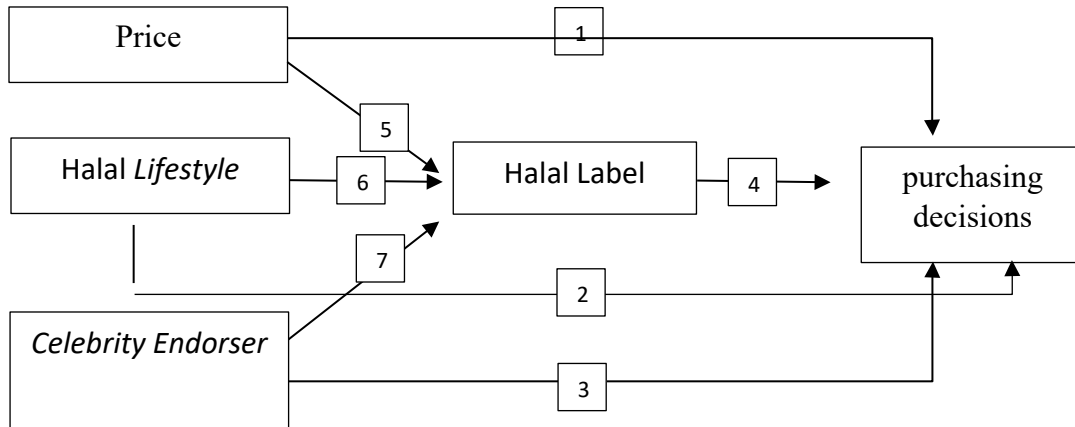
H3: Celebrity Endorser has a positive effect on purchasing decisions for Kahf products .

Halal Label

According to Sahir et al., (2016), the halal label includes a guarantee provided by an authorized institution, such as the Indonesian Ulema Council Food , Drug and Cosmetics Assessment Institute (LPPOM MUI), to verify that the product has passed a halal test in accordance with Islamic teachings. Based on the definition of halal label that has been described, it can be concluded that halal labeling is labeling that includes a halal statement on the packaging of a product with the aim of indicating that the product has been recognized as halal (Isman et al., 2023). several indicators that can be adopted by the author to measure the halal label variable of Leong et al. (2017), Sheth et al. (1999), Anisya et al., (2020), and Muflih & Juliana (2021) including: Combination of images and writing, Religious *values*, Security, Maintaining positive values in behavior in the social environment

Halal labels can mediate perceptions of product value, price level (Rahayu, 2020), and halal lifestyle (Alfian & Marpaung, 2017; Bayu et al. 2020; and Rozjiqin & Ridlwan, 2022). Research conducted by Oktarini (2021), Juliana et al. (2022), and Romdhoni et al. (2022) argue that celebrity endorsers can help increase consumer awareness about halal labels. Based on this description, the following hypothesis is created bellow along with Figure 1, that explain theoretical framework:

- H4: The halal label has a positive effect on purchasing decisions for Kahf products .
- H5: Price has a positive effect on purchasing decisions for Kahf products with halal labels as mediation.
- H6: Halal Lifestyle has a positive effect on purchasing decisions for Kahf products with the halal label as mediation.
- H7: Celebrity Endorses have a positive effect on purchasing decisions for Kahf products with halal labels as mediation



Source: Author's Analysis
Figure 1. Teoritical Framework

RESEARCH METHODS

The study's research methodology is based on quantitative research methods as defined by Ferdinand (2014). Quantitative research includes gathering and examining numerical data in a systematic way to examine hypotheses and determine connections between variables. In this instance, our research employs a causal research design to explore the cause-and-effect relationships between different key concepts or variables in the phenomenon being studied. This study design is focused on identifying the key factors that influence consumer behavior in the purchasing of halal cosmetics. This approach allows us to examine the effects of different factors on consumer preferences and purchasing behavior, revealing what factors influence and cause these behaviors.

The population used in this research is Muslim men who are/have used Kahf products in Indonesia. The type of sampling used is purposive sampling. Purposive sampling is a sampling method that limits choices to certain types of individuals who can provide the expected information, either because they are the only ones who have it or because they fulfill several criteria set by the researcher (Sekaran & Bougie, 2017). Purposive sampling was chosen to ensure that participants met specific characteristics relevant to our research objectives, such as being consumers of halal cosmetic products. We will revise the methodology section to

provide a clear description of the sample criteria, including any demographic or behavioral characteristics considered during participant selection.

The following are the respondent criteria required by researchers in this research, namely:

1. Man
2. Muslim
3. Currently/ever using Kahf products.

The population size in this research cannot be known with certainty and researchers cannot confirm this number accurately. So, determining the number of research samples can use the formula [Hair et al., \(2014\)](#) as follows:

10 times the largest number of formative indicators measuring one construct,

10 times the largest number of structural paths directed to a particular construct in the structural model.

Based on calculations obtained from the formula of [Hair et al. \(2019\)](#), the minimum sample is 200 respondents. In this research, the data collection method used was a questionnaire or questionnaire as a research instrument which was created in the form of a Google form which was distributed via social media in September-December 2023.

The data analysis used in this research is Structural Equation Modeling (SEM) with Partial Least Square (PLS). The reason for choosing PLS-SEM is because this research aims to predict the model, does not rely too much on testing assumptions, and is more suitable for using smaller amounts of data ([Julliana et al., 2020](#)). Apart from that, the SEM-PLS analysis tool has the assumption that data distribution does not have to be normal, so it can use indicators with a categorical, ordinal, interval, or ratio scale in a similar model. Another advantage of SEM-PLS is that it can avoid two serious problems, namely inadmissible solutions, and indeterminacy factors ([Ghozali, 2014](#)).

RESULT

This research included a varied group of 240 male participants, offering a nuanced view on how consumers behave towards Kahf products. Insights into the characteristics and preferences of participants were revealed by their demographic profile. The respondents were primarily in the 18-24 age group, indicating a younger demographic with potential importance for market targeting and product development strategies. Furthermore, the high number of survey participants with a high school diploma or its equivalent, which makes up 39.2% of the group, emphasizes how crucial it is for consumer options to be both accessible and affordable in this demographic.

Professionally, many survey participants stated they work in the private sector, which could have an impact on office relationships and consumer habits based on their job status.

Furthermore, the breakdown of income ranges showed that people making IDR 5 million to IDR 10 million were the main customers of Kahf products, indicating a varied socio-economic background among consumers. In terms of location, the majority of participants live on Java Island, making up 39% of the overall sample. This highlights how regional factors on Java could influence the way Kahf products are consumed and marketed.

Table 1 offers a detailed summary of participant traits, giving a nuanced insight into the varied consumer demographic involved in the research and its impact on market strategies and decision-making processes.

Table 1. Characteristics of Respondents

Respondent Characteristics	N	%
Age		
18-24 Years	103	42.9
25-29 Years	100	41.7
30-40 Years	33	13.8
> 40 Years	4	1.7
Last Education		
Middle School Equivalent	1	0.4
High school/high school equivalent	94	39.2
Diplomas 1-3	36	15
Bachelor	93	38.8
Master/Doctor	16	6.7
Profession		
State civil servants	8	3.3
Teacher/Lecturer	14	5.8
BUMN employee	20	8.3
Private employees	79	32.9
Professional (Doctor, Lawyer, Etc.)	5	2.1
Businessman	48	20
Other	66	27.5
Income		
< Rp. 2.5 million	12	5
Rp. 2.5 million - Rp. 5 million	80	33.3
Rp.5 million - Rp. 10 million	117	48.8
Rp. 10 million - Rp. 15 million	24	10
> IDR 15 million	7	2.9
Domicile		
Bali/Nusa Tenggara Barat/Nusa Tenggara Timur	26	10.8
Java	93	38.8
Kalimantan	29	12.1
Papua	17	7.1
Sulawesi	35	14.6
Sumatra	39	16.3
Other	1	0.4

Source: Data Processed

External Model Validity Test**Convergent Validity**

The reflective measure is said to have a high level of reflection if the value is more than 0.70 with the construct that will be measured. However, according to Ghozali (2014), for early stage research, a loading value of 0.5-0.6 is considered quite good.

Table 2. Convergent Validity

Variable	LF	FLC	AVE	Description
Celebrity Endorser		0.774	0.599	
My level of confidence in the ability of celebrities to motivate people to buy Kahf products	0,793			Valid
My level of interest in celebrity appearances in promoting Kahf products	0.748			Valid
My level of confidence in celebrities in providing honest and objective reviews about Kahf products	0.764			Valid
My level of compatibility with Kahf products advertised by celebrities	0.788			Valid
Price		0.778	0.605	
The price level of Kahf products offered is in line with life's needs	0.734			Valid
My level of hope will be better quality if the price of Kahf products increases	0.823			Valid
My level of hope will be better benefits if the price of Kahf products increases	0.848			Valid
The level of price competitiveness of Kahf products with other products	0.690			Valid
Halal Lifestyle		0.787	0.620	
My tendency is to choose to use Kahf products so that they can provide physical health benefits	0.817			Valid
My level of confidence is that all Kahf product variants are guaranteed halal	0,800			Valid
My tendency is to choose products that have a halal label for daily use	0.747			Valid
My level of knowledge in understanding the principles and provisions of halal products	0,783			Valid
Purchase Decision		0.791	0.625	
The level of my tendency to buy several types of Kahf products in one transaction	0.840			Valid

My inclination level is to choose the Kahf brand over other brands	0.812	Valid
The level of ease for me to find Kahf products on various e-commerce platforms	0.726	Valid
Kahf products compared to other products	0.780	Valid
Halal Label	0.750	0.562
Kahf products because it says halal	0.815	Valid
The level of trust in Kahf products with the halal label	0.793	Valid
My level of confidence in the raw materials used in Kahf products	0.762	Valid
My tendency is to always advise others to buy products labeled halal	0.611	Valid

Source: Data Processed

Based on Table 2, because all indicators have loading factors that exceed 0.5, it can be concluded that the indicators used in this research are considered valid and reflect well the underlying latent variables. Therefore, it can be suggested that these indicators demonstrate an adequate level of convergent validity in the context of this research.

Convergent Validity

Discriminant validity is a test that is assessed based on crossloading measurement with construct, or in other words, looking at the level of construct prediction latent to the indicator block. To assess how well the latent variable predicts the indicator block, you can look at the square root value of Average Variance Extracted (AVE). A prediction is said to have a good AVE value if the AVE square root value of each latent variable is greater than the correlation between the latent variables.

Table 3. Fornell-Larcker Criterion

	Celebrities Endorser	Price	Halal Lifestyle	Purchase Decision	Halal Label
Celebrities Endorser	0.774				
Price	0.373	0.778			
Halal Lifestyle	0.111	0.338	0.787		
Purchase Decision	0.380	0.709	0.354	0.791	
Halal Label	0.368	0.676	0.354	0.680	0.750

Source: Data Processed

Based on the results of the Fornell-Larcker test Criterion (Table 3) to measure discriminant validity, shows that the square root value of Average Variance Extracted (AVE) for each construct is greater than the correlation of each construct with other constructs. Another method that can be used to measure discriminant validity is through cross-loading

analysis between the indicator and its construct , namely by comparing the correlation of the indicator to its associated construct with the correlation coefficient with other constructs.

Table 4. Cross Loading

	Celebrities Endorser	Price	Halal Lifestyle	Purchase Decision	Halal Label
CE1	0.793	0.291	0.115	0.268	0.271
CE3	0.749	0.207	0,000	0.232	0.196
CE6	0.763	0.281	0.075	0.291	0.297
CE8	0.788	0.347	0.124	0.356	0.343
P2	0.254	0.708	0.209	0.534	0.463
P4	0.388	0.838	0.252	0.694	0.539
P6	0.300	0.862	0.312	0.764	0.583
P8	0.204	0.689	0.274	0.485	0.514
HL1	0.074	0.247	0.817	0.225	0.308
HL3	0.158	0.268	0.800	0.282	0.269
HL5	0.060	0.282	0.747	0.275	0.287
HL7	0.056	0.266	0.783	0.326	0.253
PD2	0.325	0.703	0.255	0.843	0.587
PD3	0.303	0.726	0.275	0.815	0.560
PD6	0.311	0.546	0.288	0.724	0.487
PD8	0.262	0.559	0.312	0.775	0.506
LH2	0.370	0.586	0.236	0.595	0.814
LH4	0.278	0.522	0.313	0.498	0.794
LH5	0.250	0.520	0.284	0.472	0.765
LH8	0.180	0.374	0.235	0.461	0.608

Source: Data Processed

Based on the results of the cross-loading test In Table 4, it can be seen that the correlation of each construct with its indicators has a greater value than the correlation of each construct with other indicators. This shows that the construct has good discriminant and this can also mean that the latent construct can predict their block better than indicators in other blocks. Some experts argue that cross loading and Fornell-Larcker Criterion is less sensitive in assessing discriminant validity. Heterotrait-Monotrait Ratio (HTMT) is an alternative method recommended for assessing discriminant validity.

Table 5. Heterotrait-Monotrait Ratio (HTMT)

	Celebrities Endorser	Halal Lifestyle	Price	Purchase Decision	Halal Label
Celebrities Endorser					
Halal Lifestyle	0.138				
Price	0.500	0.458			
Purchase Decision	0.468	0.446	0.808		
Halal Label	0.460	0.468	0.872	0.882	

Source: Data Processed

Based on the HTMT test results in Table 5, it shows that all HTMT values are <0.9 , it can be stated that all constructs are valid in discriminant validity based on the HTMT calculation. So, based on the results of the three tests above, it can be concluded that all constructs in the model being measured meet discriminant validity.

Composite Reliability and Cronbach's Alpha

Composite reliability is a test carried out to measure the internal consistency or reliability of a measurement model with a minimum value of 0.70. Composite reliability is an alternative test to Cronbach's alpha which is more accurate.

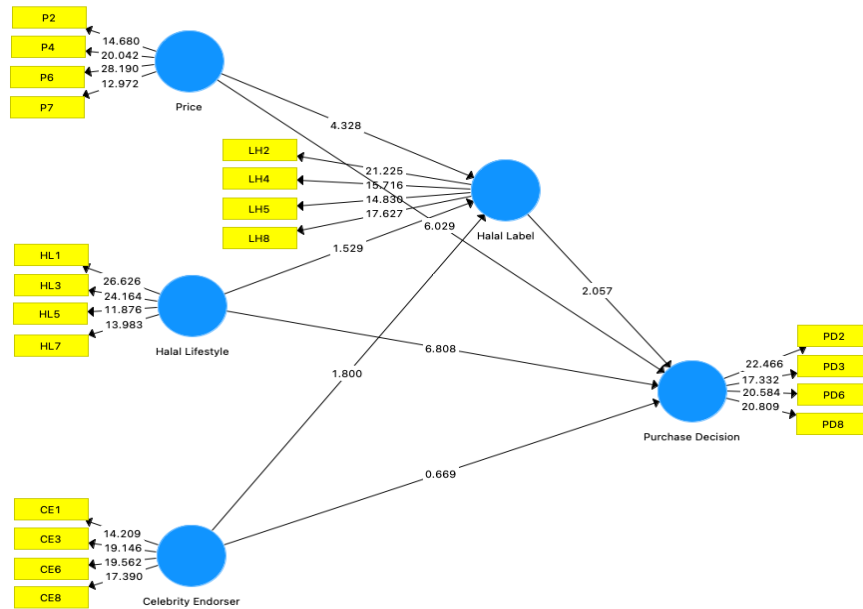
Table 6. Composite Reliability and Cronbach's Alpha

	Cronbach's alpha	Composite reliability (rho_c)
Celebrities Endorser	0.780	0.856
Price	0.779	0.858
Halal Lifestyle	0.795	0.867
Purchase Decision	0.799	0.869
Halal Label	0.736	0.835

Source: Data Processed

Test results are based on Table 6 regarding composites reliability using SmartPLS shows that cronbach's value alpha and composites reliability has a value above 0.7. This shows that all latent variables in this study are said to be reliable and the model built has very good reliability values.

Hypothesis Testing (Resampling Bootstrapping)



Source: Data Processed

Figure 2. SEM-PLS bootstrapping

Testing research hypotheses (see Figure 2) can be seen from t -statistic values and probability values. This research uses a significance level of 5% so the t table used is 1.96. There are several provisions for drawing conclusions, as follows:

1. If the t-statistic value is <1.96 then H0 is accepted and H1 is rejected
2. If the t-statistic value is >1.96 then H0 is rejected and H1 is accepted

Furthermore, the criteria for determining the level of significance in this research are seen from the *P- Value* In order to draw conclusions, as follows:

1. If the *P-Value* is 0.05, it is interpreted as not significant
2. If the *P-Value* value is <0.05 then it is interpreted as significant

Then the original value samples used to see the direction of hypothesis testing. If at the original value samples shows a positive value, then the direction is positive. If the original value samples negative, then the direction is negative. Detail of the result is captured in Table 7.

Table 7. Output Path Coefficient

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Price -> Purchase Decision	0.619	12,562	0,000
Halal Lifestyle -> Purchase Decision	0.061	0.988	0.184
Celebrities Endorser -> Purchase Decision	0.062	0.744	0.205
Halal Label -> Purchase Decision	0.217	3,629	0.001

Price -> Halal Label -> Purchase Decision	0.576	5,525	0,000
Halal Lifestyle -> Halal Label -> Purchase Decision	0.144	2,118	0.017
Celebrities Endorser -> Halal Label -> Purchase Decision	0.137	1,967	0.047

Source: Data Processed

DISCUSSION AND IMPLICATION

Based on Table 7, the price level variable has a positive and significant influence on purchasing decisions for Kahf products . This is proven by the original sample value , which is positive 0.619, then the t-statistic value is 12,562 which is greater than 1.96 and the significance at alpha 5% (P Values < 0.05) is 0.000. The results of this test show that the higher the price level a person, the higher the decision to purchase Kahf products will be . This indicates that if the price of a product is considered reasonable or affordable by consumers, this can have a positive influence on purchasing decisions. Consumers tend to prefer buying products that fit their budget. In research [Wulandari \(2021\)](#), price levels influence purchasing decisions. Supported by research conducted by [Nugroho et al. \(2021\)](#), [Fathurrahman & Anggesti \(2021\)](#), [Hanafia \(2022\)](#), and [Monoarfa et al. \(2023\)](#). This is because although halal products may have a higher price due to production or certification costs, consumers who care deeply about halal may be willing to pay more for products that meet halal standards ([Rahayu, 2020](#)).

Switching to the halal lifestyle level variable has a positive original sample value 0.061, which means that the direction of this test is in accordance with the hypothesis formulated. Furthermore, the t-statistic value is 0.988 and less than 1.96, which shows that the halal lifestyle variable has no influence. Then the P value is 0.184 and more than 0.05, which means that the level of halal lifestyle has no effect and is not significant on the decision to purchase Kahf products . This shows that the higher a person's halal lifestyle , the less impact it will have on the decision to purchase Kahf products . Based on the results of data obtained in the field, the rejection of this hypothesis could be caused by the lowest indicator in the halal lifestyle variable , namely the level of knowledge of respondents in choosing cosmetic and care products that follow halal principles. In research conducted by [Harahap et al. \(2022\)](#), halal lifestyle did not influence the decision to purchase halal cosmetic products. In contrast to research conducted by [Ningsih \(2020\)](#), halal lifestyle has a positive effect on purchasing decisions about halal cosmetics. This is supported by research conducted by [Haro \(2020\)](#), [Anastino \(2021\)](#), [Fitriana \(2022\)](#), and [Meinawati & Ardyansyah \(2023\)](#). This indicates that a halal lifestyle is a person's daily habit of consuming, utilizing and using goods or services that does not conflict with the values of Islamic religious principles ([Wibowo et al., 2022](#)).

Furthermore, the celebrity endorser level variable has a positive original sample value 0.062, which means that the direction of this test is in accordance with the hypothesis formulated. Furthermore, the t-statistic value is 0.744 and less than 1.96, which shows that the halal lifestyle variable has no influence. Then the P value is 0.205 and more than 0.05,

which means that the level of celebrity endorser has no effect and is not significant on the decision to purchase Kahf products . This shows that the higher a person's celebrity endorser , the less impact it will have on purchasing decisions for Kahf products . Based on the data obtained in the field, the rejection of this hypothesis could be caused by the lowest indicator in the celebrity endorser variable namely the level of confidence of respondents that celebrities who promote Kahf products are trustworthy figures. Research conducted by [Wardani \(2021\)](#) shows that celebrity endorsers have no influence on purchasing decisions for halal cosmetic products. The results of this research are supported by research conducted by [Sabita & Mardalis \(2023\)](#), and [Mutianingrum \(2021\)](#). This may be because the popularity of the chosen celebrity endorser has not been utilized optimally to promote halal cosmetic products ([Sabita & Mardalis, 2023](#)).

Then, the halal label level variable has a positive and significant influence on purchasing decisions for Kahf products . This is proven by the original sample value , which is positive 0.217, then the t-statistic value is 3.629 which is greater than 1.96 and the significance at alpha 5% (P Values < 0.05) is 0.001. The results of this test show that the higher the level of the halal label a person, the higher the decision to purchase Kahf products will be . This indicates that the halal label can increase consumer credibility and trust in skin care brands and products. Research conducted by [Alfian & Marpaung \(2017\)](#) shows that the halal label has a positive and significant effect on purchasing decisions. This is supported by research conducted by [Rahayu \(2020\)](#), [Bayu et al. \(2020\)](#), and [Rozjiqin & Ridlwan \(2022\)](#). This will have an impact on the increasing number of consumers who care about halal label certificates on the products they buy, because currently many consumers are increasingly critical and have good product knowledge before making purchasing decisions.

Next, the halal label level variable has a positive and significant influence on purchasing decisions for Kahf products . This is proven by the original sample value , which is positive 0.576, then the t-statistic value is 5.525 which is greater than 1.96 and the significance at alpha 5% (P Values < 0.05) is 0.000. The results of this test show that the halal label can influence consumers' perceived value of the product. Although prices may be higher for halal cosmetic products, consumers can see it as an investment in the quality, safety and halalness of the product. Research conducted by [Alfian & Marpaung \(2017\)](#) shows that the halal label has a positive and significant effect on purchasing decisions. This is supported by research conducted by [Rahayu \(2020\)](#), [Bayu et al. \(2020\)](#), [Harahap, et al \(2021\)](#), and [Rozjiqin & Ridlwan \(2022\)](#). This will have an impact on the increasing number of consumers who care about halal label certificates on the products they buy, because currently many consumers are increasingly critical and have good product knowledge before making purchasing decisions.

Then, the halal label level variable has a positive and significant influence on purchasing decisions for Kahf products . This is proven by the original sample value , which is positive

0.144, then the t-statistic value is 2.118 which is greater than 1.96 and the significance at alpha 5% (P Values < 0.05) is 0.017. The results of this test show that the halal label can be a marker of product halalness for consumers. Consumers who adopt a halal lifestyle may have more confidence in the halalness of a product if the product has a reliable halal label. halal label level variable has a positive and significant influence on purchasing decisions for Kahf products . This is proven by the original sample value , which is positive 0.137, then the t-statistic value is 1.967 which is greater than 1.96 and the significance at alpha 5% (P Values < 0.05) is 0.047. The results of this test show that the halal label can increase trust and credibility in beauty products endorsed by celebrities. Consumers may be more confident in products that have a halal label, so this label can mediate the influence of celebrities endorser on the decision to purchase Kahf products .

In research conducted by [Diba \(2020\)](#), the results of his research show celebrity endorsers have a significant influence on purchasing decisions. This is supported by research conducted by [Oktarini \(2021\)](#), [Juliana et al. \(2022\)](#), and [Romdhoni et al. \(2022\)](#) that celebrities endorsers can help increase consumer awareness about halal labels. By associating the halal label with celebrities endorsers who are respected and known, consumers tend to feel more confident in the halalness and quality of the product. Celebrities Endorsers can act as effective messengers to provide information about halal certification, production processes, and related values ([Romdhoni et al., 2022](#)).

Based on the results of data processing, this research has implications both theoretically and practically. In this research, halal lifestyle variables and foreign celebrities in this research are suspected to have had an influence on the sales impact of Kahf products. However, in the results of the research, the external variable factors did not have any influence. However, if the variable market is fully mediated by the halal label, the halal lifestyle and the international celebrity market will influence the popularity of buying Kahf products through the halal label. In other words, consultants in this research will not buy Kahf products if they do not have a halal label even though they have adopted a halal lifestyle and are influenced by positive reviews from foreign celebrities. This shows that the buying process for Kahf products has a multifactorial process and can be influenced by various interrelated variables. In addition, the results of this research also highlight the utility of researching theory through empirical approaches and recognizing that market dynamics and consumer behavior can have a higher level of complexity than what can be explained by simple theory.

Finally, the practical implications of this research can include the application of marketing theory by the Company by highlighting the importance of understanding the values and preferences of consumers in the context of the halal awareness of a product. The development of marketing strategies by companies that sell at competitive prices, a halal lifestyle, and support from well-known celebrities can improve the image of halal products and increase the appeal of consumers. This can be done by firstly, the influence of prices on

purchasing turnover increases the importance of designing a wise pricing strategy. Companies can consider setting prices that are competitive and in line with consumer value to increase the attractiveness of the product.

Second, a halal lifestyle can become the focus of marketing strategy. Businesses can develop marketing campaigns that promote the halal values of products, develop relationships with communities that care about health, and offer products as part of a healthy lifestyle and follow halal principles. Third, careful selection of foreign celebrities can improve the image of the product. Companies can collaborate with well-known figures who have values that are in line with halal products and have a positive influence among the consultant's target audience. Fourth, the halal label can be optimized as a product branding tool. The company can promote transparency and trustworthiness in the halal label, provide transparent information about the certification process, and create consumer awareness regarding product halal awareness as an added value.

CONCLUSION

In this research, the price level and halal label variables influence purchasing decisions, while the halal lifestyle and celebrity endorser levels do not influence consumer decisions. However, the halal label is able to mediate the influence of price on purchasing decisions for Kahf products and is able to mediate the influence of halal lifestyle on purchasing decisions for Kahf products.

This research also emphasizes the importance of applying marketing theory regarding halal products, which can understand consumer values and preferences in the context of the halal product. Using marketing strategies that emphasize competitive prices, a halal lifestyle, and endorsements from well-known celebrities can strengthen the image of halal products and increase consumers' attraction to a product.

The limitation in this research is that the population used in this research only consists of Muslim consuls, so further research can carry out research without being limited by religion. Then this research uses the halal label as an intervening variable. However, it is possible that there are other variables that also act as mediators between the independent and dependent variables. Ignoring these other variables can reduce the complexity of the picture. Furthermore, the independent variables used in this research do not discuss social influence, so the research is limited to only being based on individual preferences for Kahf products. Apart from that, further research can leverage other internal and external factors that can influence research related to the sales success of Kahf products in Indonesia.

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AUTHOR CONTRIBUTIONS

Juliana Juliana : Research ideas and data analysis
Bahtiar Adamsah : data management and writing process
Suci Aprilini Utami : literature management
Firman Menne : Instrumen analysis
Shafinar Ismail : analysis
Qudratov Inomjon : Translate

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