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# THE INFLUENCE OF LIFESTYLE, HALAL LABEL, AND PRICE PERCEPTION ON THE PURCHASE DECISION OF WARDAH LIPSTICK

By

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## ABSTRACT

This study aims to analyze the effect of lifestyle, halal label and price perception on the purchasing decision of Wardah cosmetics in the lipstick category in Semarang City. The data used is sourced from a questionnaire in the form of a google form link (primary data). The sampling method used non-probability sampling method. The results showed that lifestyle and price perception had a positive effect on purchasing decisions, while the halal label had no effect on purchasing decisions. The higher the lifestyle, the higher the purchasing decision for Wardah lipstick. This study resulted in 55.9% of purchase decision variables can be explained by lifestyle, halal label and price perception, while 44.1% is influenced by other variables outside the study.

Gel Classification: I21; I28; J24

**Keywords:** Lifestyle, Halal Label, Price Perception, Purchase Decision.

## PRELIMINARY

Indonesia has the largest Muslim population in the world. The percentage of Muslims reaches 12.9% of the world's Muslim population. Of the 202,867,000 people in Indonesia, 88.2% of the country's population is Muslim (the pew forum on religion & public life). In Indonesia in the last ten years there has been an increase in the development of modern and Islamic lifestyles.

This development can be seen from several phenomena such as the public being increasingly critical in paying attention to the halalness of the products consumed, restaurants and restaurants competing to serve halal consumption, Muslim fashion trends (Kemenag. 2021). The halalness of cosmetic products in Indonesia is tested by the Institute for the Study of Food, Drugs, and Cosmetics of the Indonesian Ulema Council or called LPPOM MUI. Cosmetic products can include a halal label on the packaging if they already have a halal certificate from LPPOM MUI.

One of the cosmetic products that have halal certification is Wardah cosmetics. Wardah is a beauty brand that is a pioneer of halal-certified cosmetics and is one of the largest local cosmetic brands in Indonesia. In addition, Wardah has also developed products ranging from make up, skin care, to hair care. The following is a sales phenomenon for the lipstick category in Indonesia which is controlled by several brands according to Top Brand:

**Table 1**  
**Lipstick Category Cosmetic Sales Data in Indonesia 2018-2021**

BRAND	TOP BRAND INDEX				TOP
	2018	2019	2020	2021	
Wardah	36.2%	33.4%	33.5%	31.9%	TOP
Revlon	10.7%	9.2%	8.8%	7.5%	TOP
Viva	7.6%	4.5%	4.1%	3.3%	
Mirabella	7.5%	-	-	-	
Sariayu	7.0%	-	-	-	
Mybelline	-	7.7%	6.1%	11.6%	
Pixy	-	6.0%	5.4%	5.6%	

Source: [www.topbrand-award.com](http://www.topbrand-award.com)

It can be seen that the business phenomenon that occurs is that the sale of Wardah lipstick fluctuates, so it will have a bad impact on a brand. This is important to study because the condition of the sales volume of Wardah lipstick should be stable and not fluctuate. Therefore, this research needs to be done to determine the purchasing decisions made by consumers and the community in the city of Semarang.

Khotimah (2021) and Utari (2017) state that lifestyle has a positive effect on purchasing decisions, while Merlianti (2021) does not prove the influence of lifestyle on purchasing decisions. Rakhmawati (2018) and Tarigan (2016) prove that halal labels have a positive effect on purchasing decisions, but Utarini (2019) states that halal labels have no effect on purchasing decisions. Noersanti (2020) and Hayati (2019) show that price perception has a positive effect on purchasing decisions, while Nurtantino (2021) reveals that price perceptions have no effect on purchasing decisions.

## RESEARCH METHODS

### Object of research

The study in this study took the object as the target of the Lipstick Category Wardah cosmetics users in the city of Semarang. The sampling method is a non-probability sampling method, a sampling technique that does not provide equal opportunities or opportunities for each element (member) of the population to be selected as a sample member. This study uses a purposive sampling technique, with the following criteria:

1. Those who have already decided to buy and use Wardah Cosmetics in the Lipstick Category.
2. Minimum age 17 years
3. Gender Female
4. Domiciled in the city of Semarang

The number of samples was determined using the Purba (2006) formula in Fauzan (2015). The number of samples as many as 100 respondents, is considered representative because it has met the minimum sample limit.

### Data Sources and Types

The source of this research is to use primary data. According to Indriantoro and Supomo (2002: 146) primary data is a source of data for a study that is obtained directly from the original source (not through intermediary media). In this study, data were obtained from the Lipstick Category Wardah cosmetics users who were the sample.

The type of data in this study is subject data (self-report data). According to Indriantoro and Supomo (2002: 145) subject data is a type of research data that is an opinion, attitude, experience or characteristic of a person or group of people who are research subjects (respondents). Subject data thus, namely research that is presented by the respondents individually or in groups whose sources are.

### **Variable Measurement Scale**

The scale used is the Likert scale, according to Ghozali (2011: 47) the scale that is often used in the preparation of the questionnaire is the ordinal scale or also often called the Likert scale, which is a scale that contains five levels of answer preferences with the following choices:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Doubtful or Neutral
- 4 = Agree
- 5 = Strongly Agree

### **Method of collecting data**

This research data collection method uses a questionnaire, according to Sekaran (2006) in Ressima (2019), a questionnaire is a list of written questions that have been previously formulated to be answered by respondents, usually in clearly defined alternatives.

### **Definition of Variable Concept**

#### **Lifestyle**

According to Kotler (2002: 192) lifestyle is a person's pattern of life in the world of life which is expressed in his activities, interests and opinions.

#### **Halal Label**

According to Sari (2019), the halal label is the inclusion of a text or statement in the form of an image on a product packaging to indicate that the product in question has the status of a halal product.

#### **Price Perception**

According to Noersanti (2020) Price perception is the tendency of consumers to use price in providing an assessment of the suitability of product benefits. In cognitive processing of price information, consumers can compare the stated price with a price or price range that they imagine for the product.

#### **Buying decision**

According to Kotler and Armstrong (2008) in Ressima (2019), purchasing decisions are buyers' decisions about which brand to buy.

## **RESULTS AND DISCUSSION**

### **Respondent Description**

Based on the questionnaires that have been collected by researchers, most of the respondents are young between 20 and 22 years old, work as a student, have an income or pocket money of > Rp. 1,000,000 per month and this is the first time buying Wardah lipstick.

**Validity test****Table 2 Testing the Validity of Research Variables**

Variable	KMO > 0.5	Items	Matrix Component Value	Standard Loading	Criteria
Lifestyle	0.726	X1.1	0.893	> 0.4	Valid
		X1.2	0.880	> 0.4	Valid
		X1.3	0.926	> 0.4	Valid
Halal Label	0.664	X2.1	0.680	> 0.4	Valid
		X2.2	0.759	> 0.4	Valid
		X2.3	0.785	> 0.4	Valid
		X2.4	0.753	> 0.4	Valid
Price Perception	0.800	X3.1	0.799	> 0.4	Valid
		X3.2	0.880	> 0.4	Valid
		X3.3	0.840	> 0.4	Valid
		X3.4	0.869	> 0.4	Valid
Buying decision	0.798	Y1.1	0.882	> 0.4	Valid
		Y1.2	0.896	> 0.4	Valid
		Y1.3	0.881	> 0.4	Valid
		Y1.4	0.668	> 0.4	Valid

Source: data processed 2021

It can be explained that all KMO values > 0.05 and the loading factor (component matrix) value is greater than 0.4, thus it can be concluded that all items in the indicators of lifestyle variables, halal labels, price perceptions and purchasing decisions are valid. Valid means that the level of suitability of the questionnaire or questionnaire used by researchers to obtain data from respondents is appropriate.

**Table 3 Reliability Test**

Variable	Cronbach Alpha	Standard Value	Information
Lifestyle (X.1)	0.883	> 0.70	Reliable
Halal Label (X.2)	0.731	> 0.70	Reliable
Price Perception (X.3)	0.866	> 0.70	Reliable
Purchase Decision (Y)	0.854	> 0.70	Reliable

Source: data processed 2021

Based on the reliability test, it can be seen that the lifestyle variables, halal labels, and purchasing decisions are said to be reliable. This can be proven from the overall value of Cronbach's alpha > 0.7. This means that the questionnaire used in this study is truly trusted as a data collection tool.

**Table 4 Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	100,021	44,743		2.235	.028
X1_Mean	.243	.070	.285	3.466	.001
X2_Mean	.042	.098	.031	.425	.672
X3_Mean	.477	.077	.537	6.189	.000

Source: Primary Data processed in 2021

The positive and significant value of Beta standard coefficients is the lifestyle variable (X.1) of 0.285 with a significance level of  $0.001 < 0.05$  and the price perception variable (X.3) of 0.537 with a significance level of  $0.000 < 0.005$ . Meanwhile, the results of the halal label variable (X.2) have a positive insignificant value of 0.031 with a significance level of  $0.672 > 0.05$ . From these results can be included in the regression equation as follows:

$$Y = 0.285 X1 + 0.031 X2 + 0.537 X3 + e$$

Where Y (purchase decision) is positively influenced by lifestyle by 0.285, positively influenced by the halal label by 0.031, and positively influenced by price perceptions of 0.537. Based on the regression equation above, it can be seen that price perception is the most dominant variable in influencing purchasing decisions, followed by lifestyle variables and halal labels.

## CONCLUSION

The first hypothesis is accepted, namely lifestyle has a significant positive effect on purchasing decisions. The results of this study indicate that lifestyle has a positive and significant effect on purchasing decisions. This study is in line with research conducted by Khotimah (2021) and Utari (2017) whose research results state that lifestyle has a positive and significant effect on purchasing decisions. The lifestyle of using lipstick during activities outside and inside the house, interest in Wardah lipstick and the assumption that after using Wardah lipstick adds to the confidence of users, it can trigger a decision to buy Wardah cosmetics in the city of Semarang.

The second hypothesis is rejected, namely the halal label has no effect on purchasing decisions. The results of this study indicate that the price tag has a positive and insignificant effect (no effect) on purchasing decisions. This study is in line with research conducted by Utarini (2019) whose research results state that halal labels have no effect on purchasing decisions. The existence of a halal label issued by LPPOM-MUI trusts cosmetic users in the process of making products and raw materials that are halal, products are good and safe to use, and users choose products that have a halal logo and ensure that there is halal writing on the packaging. This has no effect on purchasing decisions, this can happen when the user is not a Muslim.

The third hypothesis is accepted, namely price perception has a significant positive effect on purchasing decisions. The results of this study indicate that price perceptions have a positive and significant effect on purchasing decisions. This study is in line with research conducted by Noersanti (2020) and Hayati (2019) whose research results state that price perception has a positive and significant effect on purchasing decisions. Affordable prices, products that are in accordance with quality, able to compete with other brand products and provide great benefits according to the price can affect a person's decision to buy Wardah cosmetics, especially lipstick.

The value of the coefficient of determination is R square, which is 0.559 or 55.9 percent. This means that lifestyle variables, halal labels and price perceptions are able to explain the 55.9 percent variation in the purchasing decisions of Wardah cosmetics in the lipstick category. While the remaining 44.1 percent (100 percent - 55.9 percent) is explained (influenced) by other reasons outside the study.

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