THE EFFECT OF PRODUCT QUALITY AND PRICE WITH THE HALAL LABEL AS A MODERATING VARIABLE ON PURCHASING DECISIONS ZOYA HALAL COSMETICS IN PEKANBARU CITY

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Abstract: The purpose of this study is to determine the effect of product quality and price on purchase decisions for Zoya brand halal cosmetics in Pekanbaru, using halal labels as a moderating variable. The population in this study are consumers who have purchased and used Zoya cosmetics and are domiciled in the city of Pekanbaru. The sampling technique is non-probability sampling, with a total sample of 128 respondents. This study uses structural equation modeling with partial least squares (SEM-PLS) in analyzing the data. The results showed that product quality had a positive and significant effect on purchasing decisions. Price has a positive and significant effect on purchase decisions. As a moderating variable, the halal label strengthens the positive relationship between product quality and purchase decisions. Furthermore, the halal label acts as a moderator, weakening the negative relationship between price and purchase decision.

Keywords: Product Quality, Price, Purchase Decision, Halal Label.

INTRODUCTION

Indonesia is a country with the largest Muslim population in the world. Indonesia's population was 272.23 million in June 2021, according to Directorate data from the General Population and Recording Civil Service (Dukcapil) Ministry in Country. Of that total, as many as 236.53 million souls (86.88%) are Muslim (Viva, 2021). It means the majority of the Indonesian population is Muslim. As a result, Indonesia is a potential market for the halal industry, including the halal cosmetic industry. The global halal cosmetics industry is valued at $ 13 billion, with a 12% annual growth rate. The halal cosmetics market currently accounts for 11% of the total global halal industry. In 2023, it is predicted that the high potential of the Islamic economy will reach 3 trillion dollars, or around 45,000 trillion. This high potential can be a great halal business opportunity for Indonesia because the majority religion is Islam.
The halal industry is divided into six sectors, including halal food and beverages, Islamic economy, halal tourism, Muslim fashion, halal media and recreation, and halal pharmaceuticals and cosmetics. Due to the large potential of the halal business in Indonesia, this is a step for Indonesia to market its products. This phenomenon provides a great opportunity for companies that want to develop halal products, not only food and beverages but also halal cosmetics. Halal cosmetics are currently a trend as well as a community need. As consumers, we must be good at choosing halal and safe cosmetics, both in terms of product quality and quantity. As consumers, we must avoid harmful cosmetics and prefer products that are safe and have been certified halal and labeled as halal.

The halal label contained on the packaging is a label that can provide information to consumers that the product has been declared halal. The halal label aims to meet the demands of market consumers in general (Rikka, 2016). With the halal label, many consumers are aware of the importance of safety in the use of products, especially in cosmetics. Public awareness about the safety of cosmetics has been increasing with the emergence of various cases illustrating the impact of the use of hazardous materials in cosmetics.

Some manufacturers have started to perform halal certification on the cosmetic products they make. 10 lists of halal cosmetics have been certified by MUI, which are summarized in Ulfah (2019), including Wardah, Sariayu, By Lizzie Parra (BLP Beauty), Zoya Cosmetics, ESQA, Amara Halal Cosmetics, L’Oreal, Make Over, Beauty Story, and Silkygirl.

Shafira Corporation, which is well known for its hijab products, is a subsidiary of Zoya Cosmetics. But they have spread their wings into the beauty industry. Since its launch in 2013, Zoyacosmetics has been proven to hold a halal certificate, aiming to target its market, namely Muslim women (Shabrina, 2017). Zoya Cosmetics produces various types of makeup, ranging from foundation, loose powder, mascara, eyebrows, and blush, as well as acne and brightening skincare, as well as many other types of makeup. Zoya Cosmetics has the vision to become the leading halal cosmetic brand in the health and beauty industry by promoting affordable, safe, and natural products (using natural ingredients).

Various local brands that have sprung up have made consumers more selective in choosing the cosmetics they use. This is the case with Zoya cosmetics, which are
currently not among the most popular brands among Indonesians. Wardah is a cosmetic brand produced by PT. Paragon Technology and has become the most popular and widely used cosmetic brand, followed by Pixy and Sariayu. Zoya cosmetics are not included in the list of 10 favorite cosmetics chosen by the public, but they are included in the 10 lists of cosmetics that are certified and labeled halal. The fact that Zoya cosmetics were not included in the list of people's favorite brands made the author interested in researching it, even though Zoya's products are already labeled halal.

Product quality is a determining factor for consumer satisfaction after making a purchase and using a product. Consumers who are more looking for quality in products will make companies improve quality, which is more oriented towards purchasing decisions. According to (Kotler and Armstrong, 2018), the quality of a product is something that determines consumer purchasing decisions. That is, the better the quality of a product, the more likely it will encourage someone to make a purchase decision.

The price of Wardah cosmetic products is quite high when compared to Zoya cosmetic products. Zoya Cosmetics can be a good choice for purchasing halal cosmetic products at pocket-friendly prices. Here are some price comparisons for each Wardah and Zoya product item.

<table>
<thead>
<tr>
<th>No.</th>
<th>Product Items</th>
<th>Wardah</th>
<th>Zoya</th>
<th>Price gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Matte Lipstick</td>
<td>IDR 58,400</td>
<td>Rp 19,900</td>
<td>IDR 38,500</td>
</tr>
<tr>
<td>2</td>
<td>Compact Powder</td>
<td>IDR 72,400</td>
<td>Rp 39,999</td>
<td>Rp 32,401</td>
</tr>
<tr>
<td>3</td>
<td>Mascara</td>
<td>IDR 49,500</td>
<td>IDR 48,300</td>
<td>IDR 1,200</td>
</tr>
<tr>
<td>4</td>
<td>Eyebrow / Eyebrow Pencil</td>
<td>IDR 37,000</td>
<td>Rp 14,999</td>
<td>Rp 22,001</td>
</tr>
<tr>
<td>5</td>
<td>Blush On</td>
<td>Rp 54,900</td>
<td>IDR 40,500</td>
<td>IDR 14,400</td>
</tr>
</tbody>
</table>

Source: Shopee Indonesia

The price difference between Wardah and Zoya products can be considered sufficient for a decision to choose halal cosmetics when examined from the price list above. The price difference will be clearer if purchased in large quantities. Competition for product quality and price is fierce, requiring marketers to be able to provide quality products at affordable prices to consumers. Companies must be able to develop a product that is useful and innovative based on consumer expectations and market needs.

Based on the phenomena and descriptions above, researchers are interested in conducting research to what extent product quality and price influence purchasing decisions, which are moderated by the halal label on Zoya's halal cosmetic products.
Therefore, researchers are interested in conducting research under the title "The Effect of Product Quality and Prices with Halal Labels as Moderating Variables on Purchase Decisions on Zoya Brand Halal Cosmetic Products in Pekanbaru City".

LITERATURE REVIEW

Product Quality

According to (Kotler and Armstrong, 2018), a product is anything that can be offered to a market for attention, acquisition, use, or consumption that can satisfy a want or need. The product is a key element in the overall market offering. Marketing mix planning begins with building an offering that brings value to the target customer. These offerings form the basis on which the company builds profitable customer relationships.

According to (Kotler and Armstrong, 2018), a product is anything that can be offered to the market to attract attention, use, or consumption that can satisfy a want or need. So it can be concluded that the product is everything that marketers offer to consumers to meet their wants and needs, both in large and small quantities.

According to (Kotler and Keller, 2016) said quality is the totality of features and characteristics of a product or service that is capable of satisfying consumer needs. Product quality, according to Kotler and Armstrong (2018), is the characteristic of a product or service that matches its ability to meet stated or implied customer needs. Product quality is one of the marketers' primary positioning tools.

From the above understanding, it can be concluded that product quality is an effort to meet or exceed customer expectations, where a product has a quality that is in accordance with predetermined quality standards.

According to (Kotler and Keller, 2016), a product has a life cycle which is divided into 4 levels, namely:
1. Introduction. It is a period of slow sales growth as the product is introduced to the market. Profits do not exist because of the large product introduction costs.
2. Growth. It was a period of rapid market acceptance and a substantial increase in profits.
3. Maturity. The decline in sales growth because the product has received the acceptance of most potential buyers. Profits are stable or declining due to increasingly fierce competition.
4. Decline (Decrease). Is a period where sales show a decline and profits erode.
Price

According to Kotler and Keller (2016), price is the amount of money that customers have to pay for the purchase of a product. Meanwhile, (Buchari, 2011) defines the price as the value of an item expressed in money. Price has two main roles in the decision-making process of buyers, namely the role of allocation and the role of information.

According to (Kotler and Keller, 2016), price is one element of the marketing mix that generates revenue, other elements generate costs. Price is the easiest element in a marketing program to match product features, channels, and even time-consuming communications.

Pricing methods according to (Tjiptono, 2014) can be broadly grouped into four main categories, namely demand-based, cost-based, profit-based, and competition-based pricing methods.

According to (Setyo, 2017) price is the amount of value that consumers exchange for a product or service that has benefits when consumers have or use the product or service. According to (Setyo, 2017) indicators related to prices, namely:

1. Price affordability
2. Price match with quality
3. Price competitiveness
4. Discounts

The purpose of pricing according to (Tjiptono, 2014) basically there are four types of pricing, namely:

1. Profit Oriented Goals. This goal is known as profit maximization. In the era of global competition where conditions are very complex and there are many variables that affect the competitiveness of each company, profit maximization is very difficult to achieve, because it is very difficult to accurately estimate the number of sales that can be achieved at a certain price level.

2. Volume Oriented Goals. In addition to profit-oriented goals, there are also companies that set prices based on certain volume-oriented objectives or commonly known as volume pricing objectives. Prices are set in such a way as to achieve the target sales volume, sales value or market share.

3. Image Oriented Goals. The image of a company can be formed through a pricing strategy. Companies can charge high prices to establish or maintain a prestigious image.
4. Price Stabilization Goals. In a market where consumers are very price sensitive. When a company lowers its price, its competitors must lower their prices as well. This condition underlies the formation of the goal of price stabilization in certain industries whose products are highly standardized.

5. Other Purposes. Prices can also be set with the aim of preventing the entry of competitors, maintaining customer loyalty, supporting resale or avoiding government interference.

**Halal Label**

According to Kotler and Armstrong (2018), a halal label is the inclusion of writing or a halal statement on product packaging to indicate that the product in question is halal. A label is an integral part of a product that conveys information about the product and the seller. According to LPPOM MUI (Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council), halal products are products that meet the halal requirements according to Islamic law.

According to (Kotler and Armstrong, 2018) states that labels have 4 main functions, namely:

1. Identifies: The label can describe the product.
2. Grade: The label can indicate the grade or grade rating of the product, for example grades A, B and C.
3. Descriptive (Providing Information): The label shows information about who the manufacturer of the product is, when the product was made, what is the composition of the product, and how to use the product safely.
4. Promote (Promote): Labels promote products through attractive images and colors.

So it can be concluded that the label is writing on the packaging on a product that provides information about how to use the product, the content contained in the product and other information about the product.

Halal labels have a goal to meet the demands of the market (consumers) universally. So if these demands can be met, economically, Indonesian business people will be able to host in terms of the products being marketed, another very basic goal is to protect the beliefs of consumers, especially for various Islamic purposes. This means that with the halal labeling, Muslim consumers will no longer hesitate in consuming something that is needed.
Halal label is a license to install the word "HALAL" on product packaging from a company by BPOM. The permit for the inclusion of halal labels on product packaging issued by BPOM is based on MUI recommendations in the form of MUI halal certificates.

According to (Utami, 2013) halal label is measured by 4 indicators as follows:

1. Image, is the level of awareness of the presence or absence of a halal logo image on the packaging
2. Writing, is the level of clarity of halal writing on the packaging
3. Combination of images and writings, namely the inclusion of a clearly visible halal label
4. Sticking to the packaging can be interpreted as the level of information on the packaging regarding the halal label and as the level of confidence in the halal label that is on the packaging of the ingredients used are safe.

**Purchase Decision**

Kotler and Armstrong (2018) claim that purchasing decisions represent a phase in the buyer decision-making process where consumers choose the desired goods in accordance with their needs and determine where to buy, how to buy, how much to buy, when to buy, and why to buy. In the buying decision process, consumer trust is one of the factors that can encourage the formation of attitudes towards purchasing decisions (Novrianti, 2015). Therefore, consumer confidence in products with halal labels can influence consumer decisions to buy a product that uses halal labels.

Purchasing decisions are defined by (Kotler and Armstrong, 2018) "in the evaluation stage, the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand".

Based on the above definition, it can be concluded that purchasing decisions are actions taken by consumers to purchase a product. Therefore, consumer purchasing decision making is a process of selecting one of several alternative problem solving with real follow-up. After that the consumer can evaluate the choice and then can determine the attitude to be taken next.

According to (Kotler, 2012) there are five buying decision processes that are passed by each individual in making a purchase. The stages of purchasing decisions are described in a model as follows:

1. Recognition of Needs
Recognition of needs, namely consumers recognize what they need and want. Recognition of needs is the first stage of the buyer's decision process, in which the consumer becomes aware of a problem or need. Recognition of needs is a process that occurs when consumers realize there is a difference between the state they are in and the ideal state they want. The emergence of needs often occurs spontaneously or when the need is realized.

2. Information Search
Information search is the stage of the decision-making process where consumers are interested in finding more information about the product through various sources. Information is the main thing that consumers will use in making decisions to buy or not to buy a product. Information search is the stage of the purchase decision process in which consumers seek as much information as possible. One of the key factors for marketers is the main sources of information considered by consumers and the relative influence of each source on purchasing decisions.

3. Alternative Evaluation
Alternative evaluation in which consumers compare what they will get and pay for. Alternative evaluation is the stage of the buyer decision process in which consumers use information to evaluate alternative brands in a choice set. In this stage the buyer already has several choices and compares between these choices with personally determined criteria. After consumers get various kinds of information, consumers will evaluate existing alternatives to overcome the problems they face.

4. Buying decision
Purchase decision is the consumer decides on a particular product, buys and consumes where the consumer actually buys the product. Purchases themselves physically can be done by consumers, but it can also be done by other people. Consumer evaluations rank brands and form purchase intentions. The buying decision is to buy the most preferred brand, but two factors arise between the intention to buy and the decision to buy. The first factor is the attitude of others and the second factor is the unexpected situation factor.

5. Post Purchase Behavior
Post-purchase behavior, namely consumers feel satisfied or not and behave based on these circumstances. This stage is the stage of the buying decision process where consumers take further action after the purchase and consumption is made and based
on the satisfaction or dissatisfaction they feel. Consumers will be satisfied if the product meets their expectations and will further increase the demand for the product brand in the future. Conversely, consumers will feel dissatisfied if the product does not meet their expectations and this will reduce consumer demand in the future.

Marketers also need to know who is involved in buying decisions and what role each person plays. According to (Kotler and Keller, 2016) there are 7, namely as follows:

1. Initiator, user or others in the organization who request that something be purchased. Is the originator (the person who first becomes aware of an unfulfilled want or need) so that the idea of buying a certain product or service grows.
2. Users, those who will use the product or service. In many cases, the users initiate the buying proposal and help define the product. Users are those who will use the product or service. In many cases, users initiate purchase proposals and help define product requirements.
3. Influencers, people who influence the buying decision. Namely influencers (people who influence purchasing decisions) influencers often help and provide information for alternative choices.
4. Decider, people who decide in product requirements or on suppliers. Namely the decision maker (the person who determines whether to buy or not).
5. Approvers, people who authorize the proposes of deciders of buyers. Namely, the givers of approval are people who have the authority to prevent the seller from conveying information.
6. Buyers, people who have formal authority to select the supplier and arrange the purchase terms. Is the buyer (the person who has the official authority to select the supplier).
7. Gate Keepers, people who have the power to prevent sellers or information from reaching members of the buying center. That is, gatekeepers are people who have the power to block buyers from reaching the buying center. Based on the definition according to the expert above is the important role of humans or consumers who are taken in making purchases.

Research Framework

Based on the problem formulation, research objectives and theories that have been described, the following is a conceptual thinking model used to see whether there is an influence between predetermined variables, including: The Effect of Product Quality and
Price on the Purchase Decision of Zoya Brand Halal Cosmetic Products, and whether the Label Halal moderates the effect of product quality and price on purchasing decisions for Zoya’s Halal Cosmetics Products. As described in the following research framework:

**Research Hypothesis**

The hypotheses in this study are as follows:

1. **The effect of product quality on purchase decisions**
   
   The quality of a product is a very determining factor for consumer purchasing decisions (Kotler and Armstrong, 2018). Consumers always want the best product to meet their needs. In this case, good cosmetic quality can determine the buyer in deciding whether to buy the product or not.

   **H1:** There may be a effect between product quality and purchasing decisions for Zoyabrand halal cosmetics in Pekanbaru.

2. **The effect of price on purchase decision**

   Price is a sensitive factor for consumers, where consumers have different perceptions about prices. When consumers do not mind to redeem a product with a certain monetary amount, the consumer feels that the price of the product is appropriate (Tjiptono, 2014). Companies need to determine prices that make consumers feel that the monetary value sacrificed is appropriate for the enjoyment of consuming the
product received (Fure, 2015). So that the right price according to the consumer will encourage him to buy the product.

H2: There may be a relationship between price and purchasing decisions for Zoya brand halal cosmetics in Pekanbaru.

3. Halal label moderates effect of product quality and price on purchase decisions

Public awareness about the safety of products is currently increasing where the product before it can be marketed needs to be tested first (Rahmawati, 2014). Cosmetic products are not meant to be consumed in the body. However, for long-term use, the ingredients contained in it will be absorbed by the body. Products that have been certified and labeled as halal are products that have been guaranteed safe by the Halal Inspection Agency (LPH). The role of consumer perceptions of this halal label interacts with product quality to be able to influence consumer purchasing decisions. If the perception of the halal label is stronger, the quality of the product will be seen as better and the price is seen as superior to competitors so that consumers want to buy the product.

H3: The halal label may moderate the relationship between product quality and purchasing decisions for Zoya Brand Halal Cosmetics in Pekanbaru.

H4: The halal label may moderate the relationship between price and purchasing decisions for Zoya Brand Halal Cosmetics in Pekanbaru.

METHODS

Population and Sample

According to (Sugiyono, 2013), population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. While the sample is part of the population to be studied. By taking several samples, researchers will be able to draw conclusions that can be generalized or represented from the research population as a whole.

The participants in this study were Pekanbaru city residents who had bought Zoya cosmetic items both online and directly from Zoya's authorized distributor locations, the participants' precise numbers were not recorded. The Hair et al., (2014) formula was used to analyze a sample of 128 respondents.
Data Types and Sources

The type of research used in this study is quantitative research, namely research data in the form of numbers and analysis using statistics (Sugiyono, 2013). There are two kinds of research data sources, namely primary data and secondary data. As for in this study, data collection will be taken using distributing questionnaires as the main data source, and various documents written as research secondary data.

Variable Operational Definitions

<table>
<thead>
<tr>
<th>Variable Type</th>
<th>Definitions</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product quality (X1)</td>
<td>Product quality is the ability of a product to meet or satisfy customer needs and wants. (Budiyanto, 2016)</td>
<td>1. Durability 2. Reliability 3. Product suitability 4. Ease of use (Budiyanto, 2016)</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>Price is the amount of value that consumers exchange for a product or service that has benefits when consumers have or use the product or service. (Setyo, 2017)</td>
<td>1. Price affordability 2. Price matches the quality 3. Price competitiveness 4. Discounts (Setyo, 2017)</td>
</tr>
<tr>
<td>Halal Label (Z)</td>
<td>A halal label is the inclusion of a writing or halal statement on product packaging to indicate that the product in question is halal (Rangkuti, 2010). According to LPPOM MUI (Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council) is a product that meets the requirements of halal according to Islamic law.</td>
<td>1. Picture 2. Writing 3. Combination of images and text 4. Sticking to the packaging (Utami, 2013)</td>
</tr>
</tbody>
</table>

Data Analysis Method

Data analysis in this study was done using Structural Equation Modeling – Partial Least Square (SEM-PLS) using SmartPLS 3.2.9 software. PLS is an alternative method of SEM that can be used to solve problems in relationships. Using this method, primary data
will be processed for analysis of the influence between the variables of product quality, price, halal label, and purchase decision.

RESULT AND DISCUSSION

Evaluation of Measurement Model (Outer Model)

Validity

Table 3. Average Variance Extracted (AVE) Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>AVE</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality (X1)</td>
<td>0.619</td>
<td>Valid</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>0.678</td>
<td>Valid</td>
</tr>
<tr>
<td>Purchase Decision (Y)</td>
<td>0.719</td>
<td>Valid</td>
</tr>
<tr>
<td>Halal Label (Z)</td>
<td>0.574</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: Research Results, 2022

Based on table 3, the value of each research variable has a result above 0.5. It can be said that all variables are valid and have met the test criteria.

Reliability

Table 4. Reliability Test Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Composite Reliability</th>
<th>Cronbach’s Alpha</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality (X1)</td>
<td>0.866</td>
<td>0.795</td>
<td>Reliable</td>
</tr>
<tr>
<td>Price (X2)</td>
<td>0.894</td>
<td>0.842</td>
<td>Reliable</td>
</tr>
<tr>
<td>Purchase Decision (Y)</td>
<td>0.911</td>
<td>0.870</td>
<td>Reliable</td>
</tr>
<tr>
<td>Halal Label (Z)</td>
<td>0.842</td>
<td>0.766</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: Research Results, 2022

Based on table 4, it can be seen that the value of composite reliability and Cronbach's alpha of each variable are greater than 0.7, so it can be concluded that all constructed variables meet the reliability requirements and are declared reliable.

Evaluation of Structural Model (Inner Model)

R-Square

Table 5. R-Square Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>R Square</th>
<th>R Square Adjusted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase Decision (Y)</td>
<td>0.509</td>
<td>0.489</td>
</tr>
</tbody>
</table>

Source: Research Results, 2022

The R-squared value is 0.509. This R-Square result can be explained by the effect of the product quality (X1), price (X2) and halal label (Z) variables giving a value of 0.509, which can be interpreted to mean that the purchasing decision variable can be explained
by the product quality, price, and halal label variables by 50.9%, while the other 49.1% is explained by other variables outside the study.

**Predictive Relevance**

<table>
<thead>
<tr>
<th>Variable</th>
<th>SSO</th>
<th>SSE</th>
<th>$Q^2 (=1-SSE/SSO)$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality (X1)</td>
<td>512,000</td>
<td>512,000</td>
<td></td>
</tr>
<tr>
<td>Price (X2)</td>
<td>512,000</td>
<td>512,000</td>
<td></td>
</tr>
<tr>
<td>Purchase Decision (Y)</td>
<td>512,000</td>
<td>336,742</td>
<td>0.342</td>
</tr>
<tr>
<td>Halal Label (Z)</td>
<td>512,000</td>
<td>512,000</td>
<td></td>
</tr>
</tbody>
</table>

Source: Researcher Process, 2022

This model has a good observation value, as seen by the Predictive Relevance test's observation value of 0.342 for the Purchase Decision variable.

**Fit Model**

<table>
<thead>
<tr>
<th>Source: Research Results, 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>The study model used has a value of 75 percent, which indicates that it is good, according to the value of the resulting Normed Fit Index, which is at a value of 0.752.</td>
</tr>
</tbody>
</table>

**Hypothesis Test Result**

**T-Statistics**

<table>
<thead>
<tr>
<th>Variables</th>
<th>Path Coefficient</th>
<th>Sample Mean</th>
<th>Standard Deviation</th>
<th>T Statistics</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality (X1) -&gt; Purchase Decision (Y)</td>
<td>0.267</td>
<td>0.271</td>
<td>0.090</td>
<td>2.962</td>
<td>0.003</td>
</tr>
<tr>
<td>Price (X2) -&gt; Purchase Decision (Y)</td>
<td>0.460</td>
<td>0.457</td>
<td>0.104</td>
<td>4.428</td>
<td>0.000</td>
</tr>
</tbody>
</table>

Source: Research Results, 2022

1. Product quality has a positive and significant effect on purchasing decisions

The first hypothesis, which examines the relationship between product quality and Zoya Cosmetics' purchase decision, shows the original sample is 0.267 (positive) and the t-statistic is 2.962. The measurement results show that t-statistics > t-table (significance level 5% = 1.96), which means the first hypothesis in this study is accepted. From the results of this data, it can be interpreted that the sample data for the
Product Quality variable has succeeded in proving the relationship with Purchase Decisions. This means that product quality has a significant positive effect on purchasing decisions. This is supported by research conducted by (Habibah and Sumiati, 2016), where in this study, product quality has a significant influence on purchasing decisions. Because high-quality products are products that can stimulate consumer perceptions and emotions that have an impact on purchasing decisions. In this case, good cosmetic quality can determine the buyer in deciding whether to buy the product or not.

2. Price has a positive and significant effect on purchasing decisions.

The second hypothesis, which examines the relationship between price and Zoya Cosmetics Purchase Decision, shows the original sample is 0.460 (positive) and the t-statistic is 4.428. The measurement results show that t-statistics > t-table (significance level 5% = 1.96), so the second hypothesis in this study is accepted. From the results of this data, it can be interpreted that the price variable sample data successfully proves the relationship with purchase decisions. This means that the price has a significant positive effect on the purchase decision. This is supported by research conducted by (Sahir et al., 2016) wherein the price partially had a positive and significant effect on the purchasing decision of Wardah cosmetics for students of the Management Study Program at the University of Medan Area. When consumers do not mind redeeming a product for a certain monetary amount, it means that the consumer feels that the product's price is appropriate (Tjiptono, 2014). Companies need to determine prices that make consumers feel that the monetary value sacrificed is appropriate for the enjoyment of consuming the product (Fure, 2015). So that the right price according to the consumer will encourage him to buy the product.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Original Sample</th>
<th>Sample Mean</th>
<th>Standard Deviation</th>
<th>T Statistics</th>
<th>P Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Quality (X1)* Halal Label (Z) -&gt; Purchase Decision (Y)</td>
<td>0.202</td>
<td>0.185</td>
<td>0.080</td>
<td>2.519</td>
<td>0.012</td>
</tr>
<tr>
<td>Price (X2)* Halal Label (Z) -&gt; Purchase Decision (Y)</td>
<td>-0.079</td>
<td>-0.069</td>
<td>0.090</td>
<td>0.880</td>
<td>0.379</td>
</tr>
</tbody>
</table>

Source: Research Results, 2022
3. Halal Label affects the strength of the relationship between Product Quality and Purchase Decisions.

The third hypothesis, which examines the relationship between product quality and purchase decisions with halal label moderating, shows the original sample value of 0.202 (positive) and t-statistics of 2.519. The measurement results show that t-statistics > t-table (significance level 5% = 1.96), so the third hypothesis is accepted. From the results of these tests, it can be interpreted that the halal label variable can moderate the effect of product quality on purchase decisions. This means that the halal label has a significant influence on purchasing decisions with a positive relationship direction. This is to research conducted by (Saputri et al., 2020) were the results in this study state that halal labels can moderate/strengthen the influence of product quality on purchasing decisions. According to (Yuswohady, 2015) one of the labels listed on the product is the halal label. The inclusion of the halal label aims to provide consumers with halal protection and comfort for the use of these products. With the halal label, the ingredients used in the production process have been declared good and safe if used by the buyer. If the perception of the halal label is stronger, the quality of the product will be seen as better.

4. Halal Label does not affect the strength of the relationship between Price and Purchasing Decisions.

The original sample value for the fourth hypothesis, which looks at the link between price and purchase choice with the halal label moderating, is -0.079 (negative), and the t-statistic is 0.880. The fourth hypothesis is disproved based on the measurement findings, which reveal that t-statistics t-table (significance level 5 percent = 1.96). These data's findings suggest that the halal label variable is unable to mitigate the impact of price on purchasing choices. This demonstrates that buying decisions with a negative relationship direction are unaffected by the halal label. These results contradict the study's findings (Saputri et al., 2020), which showed that the halal label could either weaken or boost the impact of price on purchasing decisions.

Discussion
1. The effect of product quality on purchase decisions

The results of this study are in line with the respondents' answers regarding the statements contained in the product quality variable which most of the respondents responded agreeably/goodly. Based on interviews conducted with several respondents
stated that the quality of Zoya's cosmetic products is suitable for the skin of its users. This statement is reinforced by the findings of respondents' answers to product quality indicators with the statement "Zoya cosmetic products are suitable for all skin types" occupying the highest score.

This is in accordance with research conducted by (Habibah and Sumiati, 2016) where in this study product quality has a significant influence on purchasing decisions. Because high-quality products are products that can stimulate consumer perceptions and emotions that have an impact on purchasing decisions.

The quality of a product is a very determining factor for consumer purchasing decisions (Kotler and Armstrong, 2018). Consumers always want the best product to meet their needs. In this case, good cosmetic quality can determine the buyer in deciding whether to buy the product or not.

Having good product quality makes cosmetics benefit in the form of repeat purchases made by consumers. Consumers who make repeat purchases certainly have the perception that these cosmetics have good quality and safety. Consumers will perceive information about cosmetics related to quality and safety as important information.

2. The effect of price on purchase decisions

The price has a significant positive effect on the Purchase Decision because the results of this hypothesis are in line with field findings that respondents' answers regarding the price of Zoya cosmetics are very affordable and responded by agreeing/good, from several interviews conducted, respondents said that Zoya cosmetics always provide discounts on certain events or days so as to encourage someone to make a product purchase decision. Zoya's cosmetics.

This is in accordance with research conducted by (Sahir et al., 2016) where in this study the price partially had a positive and significant effect on the purchasing decision of Wardah cosmetics for students of the Management study program at the University of Medan Area.

Price is a sensitive factor for consumers, where consumers have different perceptions about prices. When consumers do not mind to redeem a product with a certain monetary amount, the consumer feels that the price of the product is appropriate (Tjiptono, 2014). Companies need to determine prices that make consumers feel that the monetary value sacrificed is appropriate for the enjoyment of consuming the product.
received (Fure, 2015). So that the right price according to the consumer will encourage him to buy the product.

3. Halal Label Moderates Effect of Product Quality on Purchase Decisions

Halal Label has a significant influence on purchasing decisions with a positive relationship direction. Based on field findings from respondents' answers when interviewed also said that they believed in the existence of a Halal Label, it would make it easier for consumers to assess product quality, with the inclusion of a Halal Label creating a sense of security for potential buyers so that this becomes a person's consideration in making purchasing decisions.

This is in accordance with research conducted (Saputri et al., 2020) where the results in this study state that halal labels are able to moderate/strengthen the influence of product quality on purchasing decisions.

According to (Yuswohady, 2015) one of the labels listed on the product is the halal label. The halal label is a guarantee given by an authorized institution such as the Institute for the Assessment of Food, Drugs and Cosmetics, the Indonesian Ulema Council (LPPOM MUI) to ensure that the product has passed the halal testing 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.

Public awareness about the safety of products is currently increasing where the product before it can be marketed needs to be tested first (Rahmawati, 2014). Cosmetic products are products that we will apply to the skin, therefore we need a halal label for safety in the use of these cosmetic products. With the halal label, the ingredients used in the production process have been declared good and safe if used by the buyer. If the perception of the halal label is stronger, the quality of the product will be seen as better.

4. Halal Label Moderates Effect of Price on Purchase Decisions

Halal Label does not have a significant effect on Purchase Decisions with a negative relationship direction. These findings are not in accordance with the research conducted (Saputri, 2020) where the results in the study stated that the halal label was able to moderate/strengthen the effect of price on purchasing decisions, while the results in this study the halal label could not moderate/strengthen the effect of price on purchasing decisions. Because in many cases it happens that one of the considerations in buying a product is an affordable price, so having a halal label is a bonus for them.
CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the results of research and data analysis conducted, it can be concluded as follows:

1. Product quality variables have a positive and significant effect on purchasing decisions for Zoya brand halal cosmetic products in Pekanbaru City. Because high-quality products are products that can stimulate consumer perceptions and emotions that have an impact on purchasing decisions. The quality of a product is a very determining factor for consumer purchasing decisions (Kotler and Armstrong, 2018). Consumers always want the best product to meet their needs.

2. The price variable has a positive and significant effect on purchasing decisions for Zoya brand halal cosmetic products in Pekanbaru City. Price is a sensitive factor for consumers, where consumers have different perceptions about prices. When consumers do not mind to redeem a product with a certain monetary amount, the consumer feels that the price of the product is appropriate (Tjiptono, 2014). So that the right price according to the consumer will encourage him to buy the product.

3. The Halal Label variable affects the strengthening of the relationship between product quality and purchase decisions for Zoya brand halal cosmetic products in Pekanbaru City. According to (Yuswohady, 2015) one of the labels listed on the product is the halal label. The inclusion of the halal label aims to provide consumers with halal protection and convenience for using the product. If the perception of the halal label is stronger, the quality of the product will be seen as better.

4. The Halal Label variable does not affect the strength of the relationship between price and purchasing decisions for Zoya brand halal cosmetic products in Pekanbaru City. Because in many cases it happens that one of the considerations in buying a product is an affordable price, so having a halal label is a bonus for them.

Suggestions

Based on the results of the discussion and research, the researchers can present some suggestions as follows:

1. The management of Zoya's cosmetic products is to maintain product quality because it is very important to maintain product quality to encourage consumers to make repeated purchases by continuing to innovate on products and follow trends every year. Zoya
cosmetic outlets should be expanded in every city so that consumers can easily get these products.

2. In this study, the halal label variable can influence someone to make a purchase. People will purchase if the product has good quality for their skin needs and is at an affordable price. As a result, halal labeling must be considered on each product to be more convincing and to assure consumers of the product's quality.

3. For further researchers to be able to develop this research with the same variables but different objects, they can add other variables not examined in this study, such as product attributes, buying interest, and product repurchase.

REFERENCES


