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Determination of Women's Skincare Product Purchase Decisions: The Role of Halal Labels, Lifestyle, and Brand Awareness

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Abstract: This study aims to determine the role of halal labels, lifestyle, and brand awareness on women's skincare product purchasing decisions in Tangerang City. The object of the study focused on consumer behavior, where skincare products were used as the context, with Wardah being the most frequently chosen brand by respondents. This study used a quantitative approach with a purposive sampling technique. The sample size was 100 respondents with an age range of 15 to 54 years. Data collection was carried out through a questionnaire with a Likert scale. Data analysis using SPSS version 25 included descriptive statistical analysis, validity and reliability tests, classical assumption tests, regression tests, correlation tests, coefficient of determination tests, and hypothesis tests. The results showed that partially halal labels, lifestyle, and brand awareness had a positive and significant effect on purchasing decisions. Simultaneously, these three variables also had a positive and significant effect on purchasing decisions. The coefficient of determination value of 0.597 indicated that halal labels, lifestyle, and brand awareness were able to explain purchasing decisions by 59.7%, and the remaining 40.3% was influenced by other factors outside this study. This study shows that clarity of halal labels, lifestyle compatibility, and brand awareness play a significant role in driving skincare product purchasing decisions. Limitations of this study lie in the combination of variables used and the focus on female skincare consumers in Tangerang City. The results are expected to inform business owners' considerations in developing more effective marketing strategies.

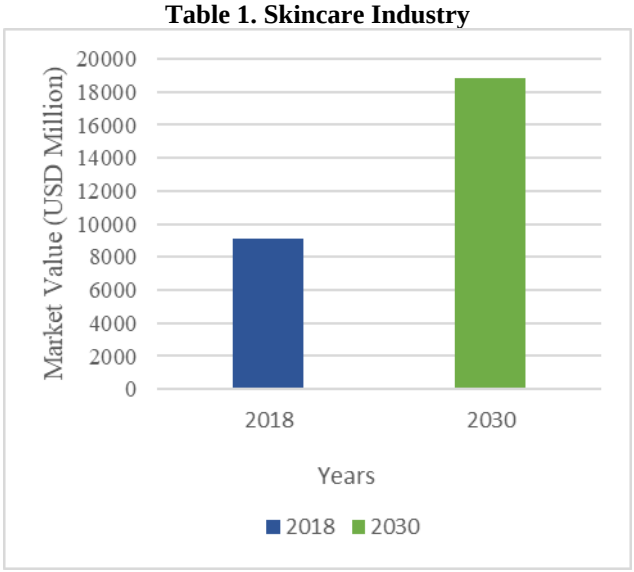
Keywords: Halal Labels, Lifestyle, Brand Awareness, Purchasing Decision.

INTRODUCTION

The skincare industry in Indonesia has continued to grow in recent years. The increasing awareness of the public, especially women, about skin health and appearance has made the demand for skincare products even higher. Based on the report by Allied Market Research (2022), the Indonesian skincare market is expected to continue to grow until 2030. This condition opens up great opportunities for business actors while increasing competition between local and international brands in attracting consumer attention. The development of the skincare industry is also followed by changes in consumer behavior in determining

purchasing decisions. Purchase decisions are a consumer's process of recognizing needs, considering several alternatives, and determining the product that is considered the most suitable. In the process, consumers not only pay attention to the benefits of the product, but also begin to consider aspects of safety, halal, lifestyle, and brand awareness.

Table 1. Skincare Industry

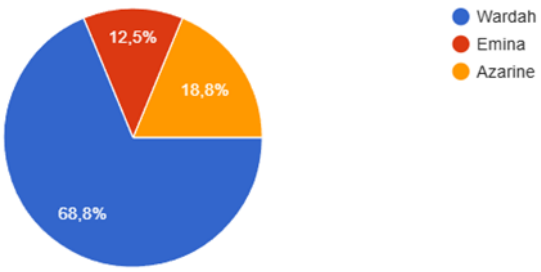


Sources: Allied Market Research (2022)

In Indonesia, where the majority of the population is Muslim, the halal label is one of the important factors in purchasing decisions. The halal label indicates that the product has met halal standards according to applicable regulations. The existence of halal labels is able to increase consumers' sense of security and trust in the quality of skincare products. In addition, lifestyle also affects purchasing decisions because it is related to consumer activities, interests, and perspectives in choosing products that suit current needs and trends. Another factor that also influences purchase decisions is brand awareness, which is the ability of consumers to recognize and remember a brand through its name, logo, and other promotional elements.

Tangerang City is one of the regions with a fairly high consumption rate and has a large market potential for skincare products. The large population, especially women of productive age, makes this region a potential market for the skincare industry.

In this study, Wardah was chosen as the object of research because it is one of the halal skincare brands that is quite well-known and widely used by female consumers.



Source: Data processed (2025)

Figure 1. Frequently used skincare products

Some previous studies have shown different results regarding factors that influence purchasing decisions. The results of previous research showed that there were differences in

findings related to factors that influenced purchasing decisions. On the halal label variable byBuanantari & Arinta (2024) find that there is a positive and significant influence on purchasing decisions, while Efriani et al., (2024) in fact, it states that there is no positive and significant influence. On lifestyle variables, according to Pamungkas & Wardhani (2024), show a significant influence on purchasing decisions. However, in contrast to Sheila Kuss, Thania & Anggarini (2021), lifestyle has no significant effect on purchasing decisions. Meanwhile, in the brand awareness variable, Rahma et al., (2025) demonstrate a positive influence on purchasing decisions, while Masito & Nusron (2023) stated that there was no significant influence. These differences in results show that there is a research gap that needs further research. Based on these conditions, this study aims to analyze the influence of halal labels, lifestyle, and brand awareness on the purchase decision of women's skincare products in Tangerang City, both partially and simultaneously.

A halal label is an official mark on the packaging that indicates that the product has met halal standards. Its existence not only protects the manufacturer but also increases consumer trust and confidence in product quality. Research by Ardelia Nisa Adiana et al., (2025) states that the halal label has a positive effect on the purchase decision.

Lifestyle is a lifestyle that can be seen from a person's activities, interests, and views that directly influence behavior and decisions in buying a product. Novandalina & Rokhmad Budiyono (2023) state that lifestyle influences purchasing decisions.

Brand awareness is the ability of consumers to recognize and remember a brand through various elements, such as names and logos, so as to form the image and recognition of the brand in the mind of the consumer. Sulistyana & Aminah (2023) state that brand awareness has a positive and significant effect that leads to consumer decisions in making purchases.

Halal labels, lifestyle, and brand awareness are factors that can influence consumer purchasing decisions. Ardelia Nisa Adiana et al., (2025) stated that the halal label has a positive effect on consumers' purchasing decisions. Novandalina & Rokhmad Budiyono (2023) show that lifestyle also influences purchasing decisions. In addition, Sulistyana & Aminah (2023) prove that brand awareness has a positive and significant influence on purchasing decisions.

Based on theoretical studies and previous research, the hypotheses in this study are as follows:

H1: There is an influence between halal labels and purchase decisions.
H2: There is an influence between lifestyle and purchase decisions.
H3: There is an influence between brand awareness and purchase decisions.
H4: There is a simultaneous influence of halal labels, lifestyle, and brand awareness on purchase decisions.

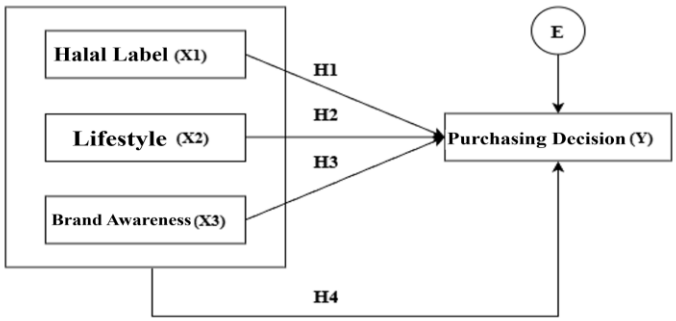


Figure 2. Conceptual Framework

METHOD

This study uses a quantitative approach with causal associative hypothesis testing to analyze the influence of halal labels, lifestyle, and brand awareness on the purchase decision of women's skincare products in Tangerang City. The research population is women in Tangerang City with an age range of 15 – 54 years based on data from the Tangerang City Central Agency (2024). The sampling technique used was non-probability sampling with a purposive sampling approach. The criteria for respondents in this study are women who live in Tangerang City, aged 15-54 years, and who use or have used halal skincare. The number of samples was determined using the Slovin formula and obtained as many as 99.9 respondents, which were then rounded to 100 respondents. Data collection was carried out through the distribution of online questionnaires using Google Forms with a Likert scale. Data analysis was carried out using SPSS version 25, which included descriptive analysis, validity and reliability tests, classical assumption tests, multiple linear regression analysis, determination coefficient tests, and hypothesis tests.

RESULTS AND DISCUSSION

Respondent Characteristics

Based on research data, all respondents were female, with a total of 100 people or 100% of the total respondents. This is in accordance with the focus of the research aimed at female skincare consumers in Tangerang City, so that the characteristics of the respondents have met the research criteria.

Based on age characteristics, the majority of respondents were in the age range of 20 – 29 years, with a total of 54 people (54%). Meanwhile, respondents aged 15 – 19 years old amounted to 16 people (16%), 30 – 39 years old 11 people (11%), 49 – 49 years old 15 people (15%), and 50 – 54 years old 4 people (4%).

Based on the status of respondents, the majority are students, with as many as 40 people (40%). Furthermore, 31 private employees or employees, 25 housewives (25%), 3 entrepreneurs (3%), and 1 teacher (1%).

Berdasarkan karakteristik domisili, seluruh responden dalam penelitian ini berdomisili di Kota Tangerang dengan jumlah 100 orang (100%). Hal ini menunjukkan bahwa responden telah sesuai dengan lokasi dan kriteria penelitian yang ditetapkan.

Based on the results of the questionnaire, all respondents in this study used skincare products, with a total of 100 people (100%). This shows that the respondents involved are skincare users, so the data obtained is relevant to the purpose of the research.

Based on monthly skincare expenses, the majority of respondents had expenses of IDR 151,000 – IDR 300,000, as many as 51 people (51%). Furthermore, expenses of IDR 51,000 – IDR 150,000 were 26 people (26%), IDR 301,000 – IDR 500,000 were 14 people (14%), and more than IDR 500,000 were 8 people (8%). Meanwhile, respondents with expenditure of less than IDR 50,000 were only 1 person (1%). The data shows that most respondents have a level of skincare spending in the middle category.

Validity and Reliability Test

Based on the results of the validity test, all statement items on the purchase decision variables, halal labels, lifestyle, and brand awareness were declared valid because the calculated r value > the r of the table 0.361. Furthermore, the results of the reliability test showed that all variables had a Cronbach's Alpha value > 0.600, so that the research instrument was declared realistic and suitable for use in the study.

Table 3. Validity and Reliability Test Results

Validitas			Reliability	
Variable	**r count**	**Result r table = 0.361**	**Alpha Cronbach's**	**Result 0,60**
Purchase Decision			0,697	Reliabel
Y1	0,462	Valid		
Y2	0,517	Valid		
Y3	0,693	Valid		
Y4	0,642	Valid		
Y5	0,677	Valid		
Y6	0,63	Valid		
Y7	0,593	Valid		
Y8	0,622	Valid		
Halal Label			0,905	Reliabel
X1.1	0,738	Valid		
X1.2	0,595	Valid		
X1.3	0,839	Valid		
X1.4	0,865	Valid		
X1.5	0,853	Valid		
X1.6	0,806	Valid		
X1.7	0,771	Valid		
X1.8	0,757	Valid		
Lifestyle			0,800	Reliabel
X2.1	0,755	Valid		
X2.2	0,862	Valid		
X2.3	0,617	Valid		
X2.4	0,651	Valid		
X2.5	0,71	Valid		
X2.6	0,81	Valid		
Brand Awareness			0,853	Reliabel
X3.1	0,75	Valid		
X3.2	0,799	Valid		
X3.3	0,772	Valid		
X3.4	0,647	Valid		
X3.5	0,698	Valid		
X3.6	0,799	Valid		
X3.7	0,628	Valid		
X3.8	0,682	Valid		

Normality Test

Based on the results of the normality test using One Sample Kolmogorov–Smirnov, an Asymp. Sig. (2-tailed) a value of 0.075 was obtained. The value is greater than 0.05, so the residual data is declared to be normally distributed, and the regression model has met the assumption of normality.

Multicollinearity Test

Based on the results of the multicollinearity test, the variables of halal label, lifestyle, and brand awareness had a tolerance value above 0.10 and a VIF value below 10. These results show that the research model does not experience multicollinearity, so it is suitable for use for further analysis.

Table 4. One Sample Kolmogrov – Smirnov Test

			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.99651019
Most Extreme Differences	Absolute		.085
	Positive		.068
	Negative		-.085
Test Statistic			.085
Asymp. Sig. (2-tailed)			.075[c]
Monte Carlo Sig. (2-tailed)	Sig.		.451[d]
	99% Confidence Interval	Lower Bound	.438
		Upper Bound	.464

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 2000000.

Table 5. Multicollegarity Test Results

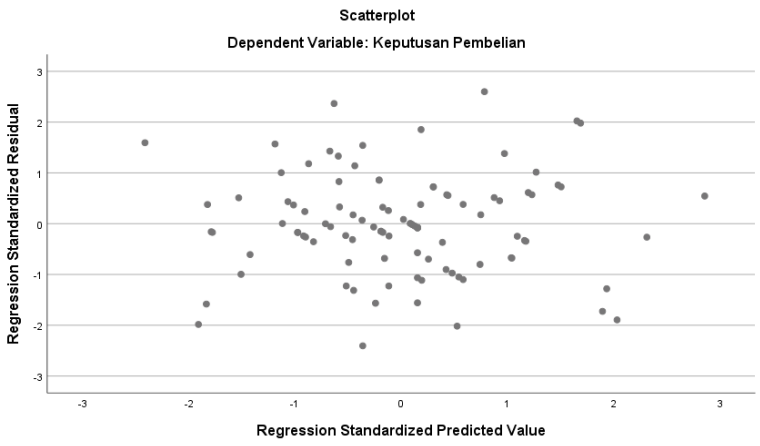
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Halal Label	.911	1.098
	Lifestyle	.891	1.122
	Brand Awareness	.976	1.024

a. Dependent Variable: Purchase Decision

Heteroscedasticity Test

Based on the scatterplot graph, the dots are randomly spread above and below the number 0 on the Y-axis and do not form a specific pattern. The results show that the regression model does not experience symptoms of heteroscedasticity.

Table 6. Heteroscedasticity



Regression Test

Table 7. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.215	2.207		2.363	.024
	Halal Label	.328	.047	.464	6.942	.000
	Lifestyle	.343	.067	.347	5.131	.000
	Brand Awareness	.257	.047	.354	5.479	.000

a. Dependent Variable: Purchase Decision

The test results in the table above produce an equation:

$$Y = 5{,}215 + 0{,}328X1 + 0{,}343X2 + 0{,}257X3 + e$$

A constant value of 5.215 indicates that purchasing decisions remain formed even though the variables of halal labels, lifestyle, and brand awareness have not changed. The regression coefficient on the halal labels was 0.328, lifestyle was 0.343, and brand awareness was 0.257, indicating that the three variables had a positive influence on the purchase decision.

T Test

This test was conducted to determine the influence of halal labels, lifestyle, and brand awareness partially on purchase decisions.

1. The halal label variable obtained a calculated t value of 6.942 > the t table of 1.984 with a significance value of 0.000 < 0.05. These results show that H1 is accepted, so that the halal label has a positive and significant effect on the purchase decision.
2. The lifestyle variable obtained a calculated t value of 5.131 > the t table of 1.984 with a significance value of 0.000 < 0.05. These results show that H2 is accepted, so that lifestyle has a positive and significant effect on purchasing decisions.
3. The brand awareness variable obtained a calculated t value of 5.479 > the t table of 1.984 with a significance value of 0.003 < 0.05. These results show that H3 is accepted, so that brand awareness has a positive and significant effect on purchase decisions.

Test F

Table 8. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	614.541	3	204.847	49.834	.000[b]
	Residual	394.619	96	4.111		
	Total	1009.160	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Awareness, Halal Labels, Lifestyle

Based on the results of the F test, the F value of 49.834 was greater than the F of the table 2.69 with a significance value of 0.000 < 0.05. These results show that H4 is accepted, so that halal labels, lifestyle, and brand awareness simultaneously have a positive and significant effect on purchase decisions.

Determination Test

Table 9. Determination Test Results

Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	.780[a]	.609	.597	2.027
a. Predictors: (Constant), Brand Awareness, Halal Labels, Lifestyle				
b. Dependent Variable: Purchase Decision				

Based on the results of the determination coefficient test, the Adjusted R- Square value was obtained of 0.597. These results show that halal labels, lifestyle, and brand awareness are able to explain 59.7% of purchase decisions. The remaining 40.3% were influenced by other factors outside the study.

Discussion

The results of this study show that the halal label has a positive and significant effect on the decision to purchase women's skincare products in Tangerang City. This result can be seen from the value of the regression coefficient, which shows the direction of positive influence, so that the better the consumer perception of halal labels, the more purchase decisions also increase. These findings are in line with Rahayu et al., (2025), which states that the halal label has a significant effect on the purchase decision of skincare products. Research by Arifin et al., (2025) also shows that a positive perception of halal labels can improve consumer purchasing decisions. This shows that the halal label is not only a religious symbol but also a form of consumer trust in the safety and quality of skincare products.

The results of the study show that lifestyle has a positive and significant effect on the decision to purchase women's skincare products in Tangerang City. The positive regression coefficient value shows that the higher the consumer's lifestyle, the greater their tendency to buy skincare products. These findings are in line with research by Haryanto & Aquinia (2023), which states that lifestyle has a positive influence on purchasing decisions. Research by Firdatul et al., (2022) It also explains that lifestyle is an important factor that influences consumption patterns and consumer preferences in choosing products. These results show that lifestyle not only reflects habits, but also becomes part of consumer considerations in determining purchasing decisions.

The results of the study show that brand awareness has a positive and significant effect on the purchase decision of women's skincare products in Tangerang City. The value of a positive regression coefficient indicates that the higher the level of consumer awareness of the brand, the greater the tendency of consumers to make a purchase. These findings are in line with research by Sherlinadya & Rukhviyanti (2025), which states that brand awareness has a positive effect on purchasing decisions. Research by Malakiano & Susila (2025) also shows that consumers tend to choose skincare products that are familiar and memorable. These results show that brand awareness not only shapes brand recognition but also influences consumer decisions in choosing skincare products.

Of the three independent variables, the halal label variable was the variable that had the greatest influence compared to the other variables, with a value of 6.942. Meanwhile, the brand awareness variable had a value of 5.479 and a lifestyle of 5.131. These results show that halal labels are the most dominant factor in influencing the purchase decision of women's skincare products in Tangerang City.

CONCLUSION

Based on the results of the study, the variables of halal labels, lifestyle, and brand awareness partially have a positive and significant effect on the purchase decision of women's

skincare products in Tangerang City. Based on the results of simultaneous testing, halal labels, lifestyle, and brand awareness together have a positive and significant effect on purchase decisions. Based on the results of the determination coefficient test, the Adjusted R- Square value was obtained as 0.597 or 59.7%. These results show that the variables of halal labels, lifestyle, and brand awareness were able to explain purchase decisions by 59.7%. While the remaining 40.3% was influenced by other factors outside the variables studied in this study.

Based on the results of the research, business actors are expected to maintain the clarity of halal labels on skincare products so that consumer trust is maintained. Digital information, such as product content, reviews, and education, also needs to be improved to be able to give more confidence to consumers before making a purchase. In addition, skincare products are expected to remain tailored to the needs and lifestyles of consumers to be more relevant and attractive to use. In terms of brand awareness, business actors need to maintain product availability and optimize promotions through influencers that are in accordance with the target market so that the brand is easier to recognize and remember by consumers. For the next researcher, it is recommended to add other variables because there are still factors outside of this study that influence the purchase decision. The next research can also expand the number of respondents and the research area so that the results obtained are more representative.

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