

# The Influence of Halal Labeling, Product Quality, and Price Perception on Purchasing Decisions of Halal Cosmetics in Pacitan Regency

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## ABSTRACT

The development of the halal industry in Indonesia has encouraged the increasing public interest in the use of halal cosmetic products. This study aims to analyze the influence of halal labelization, product quality, and price perception on purchasing decisions of halal cosmetics in Pacitan. This study used a quantitative approach with a descriptive research type. The sampling technique used purposive sampling with a total of one hundred respondents who were users of halal cosmetics in Pacitan. Data collection was conducted through questionnaires using a Likert scale. Data analysis was carried out using SPSS through validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The results showed that halal labelization had a positive and significant effect on purchasing decisions of halal cosmetics. Product quality also had a positive and significant effect on purchasing decisions and became the most dominant variable influencing consumer purchasing decisions. In addition, price perception had a positive and significant effect on purchasing decisions of halal cosmetics. Simultaneously, halal labelization, product quality, and price perception significantly influenced purchasing decisions of halal cosmetics in Pacitan. The results of this study indicate that consumers not only consider the halal aspect of products, but also product quality and price suitability in determining purchasing decisions of halal cosmetics.

**Keywords:** Halal Labelization, Product Quality, Price Perception, Purchasing Decisions.

## I. Introduction

The halal industry in Indonesia has experienced very rapid growth, including in the halal cosmetics sector. Muslim consumers' awareness of the importance of using products that comply with Islamic principles has encouraged the increasing demand for halal cosmetic products (Huwaida et al., 2025). Halal cosmetics are not only viewed as beauty necessities but also as a form of compliance with Islamic teachings. In Islam, the concepts of halal and haram are part of Islamic law that guide Muslims in selecting products for daily use (Khoiri et al., 2025). This condition has led cosmetic companies to compete in offering products with halal certification, high quality, and prices that match consumers' purchasing power. Competition in the halal cosmetics industry has become increasingly intense because consumers are now more selective in considering product safety, quality, and halal assurance before making purchasing decisions. This situation indicates that the halal cosmetics industry possesses enormous market opportunities while simultaneously facing challenges in meeting the continuously evolving needs of Muslim consumers.



The halal cosmetics business is projected to experience significant global growth during the 2023–2028 period. The halal cosmetics market value is estimated to increase from USD 37 billion in 2023 to USD 72 billion in 2028, with an average Compound Annual Growth Rate (CAGR) of 14.4% per year (PT. Adev Natural Indonesia, 2025). This projection indicates that public demand for halal cosmetic products is expected to continue increasing in various countries alongside growing consumer awareness regarding the importance of safe, high-quality, and halal-certified products. Indonesia, as the country with the largest Muslim population in the world, has enormous potential in the halal cosmetics market (Hasna, 2025). This growth is also supported by the increasing halal lifestyle trend among various groups in society, particularly the younger generation. Furthermore, the development of digital technology and social media has facilitated cosmetic companies in marketing halal products to consumers more broadly. These conditions make the halal cosmetics industry one of the sectors with promising business prospects in the future.



**Figure 1. Global Development of the Halal Cosmetics Business**

Source: (PT. Adev Natural Indonesia, 2025)

The phenomenon of halal cosmetic usage currently occurs not only in major cities but has also begun to develop in various regions, including Pacitan Regency. The people of Pacitan, especially young women, have started to become more aware of choosing cosmetic products that are safe, high-quality, and halal-certified. Halal cosmetic brands such as Wardah, Emina, Make Over, Azarine, and Kahf are increasingly well known and widely used by the community because they are considered capable of providing a sense of safety and comfort in daily use. The increasing use of various halal cosmetic products indicates changes in consumer behavior in selecting beauty products that align with their needs, preferences, and religious values (Cahyani et al., 2025). Consumers not only consider the function of products as beauty tools but also pay attention to ingredients, safety, and the legality of halal certification. This condition makes consumer purchasing decisions regarding halal cosmetics an interesting phenomenon to study, particularly concerning the factors influencing consumers in selecting halal cosmetic products. Therefore, consumer behavior toward halal cosmetic products in Pacitan Regency has become a relevant topic for deeper investigation.

Halal labeling is considered one of the factors influencing consumer purchasing decisions. Halal labeling refers to the inclusion of a halal statement on product packaging to indicate that the product has fulfilled halal standards in accordance with Islamic law (Rohman, 2026). The existence of halal labels makes it easier for consumers to obtain information regarding the halal status of a product before making a purchase or consumption decision (Wicahyono et al., 2026). Halal labels can also increase consumer trust and confidence in the safety of the products they use. The higher the level of consumer trust in halal labels, the greater the likelihood that consumers will decide to purchase the product. Research conducted by Nabila et

al. (2025) shows that halal labeling has a positive and significant effect on cosmetic purchasing decisions. These findings indicate that halal labels are one of the important considerations for Muslim consumers in determining cosmetic products to use.

Another factor presumed to influence purchasing decisions is product quality. Consumers' perceptions of product quality are crucial aspects that can influence their decisions, both in initial purchases and repeat purchases (Wijaya et al., 2026). Product quality refers to a product's ability to fulfill consumer needs and expectations through functional excellence, durability, safety, and comfort of use (Firmadona et al., 2025). Consumers tend to choose cosmetic products with high quality because they are considered safer and more satisfying. The better the product quality perceived by consumers, the greater the consumers' intention to make purchases. Research conducted by Putri et al. (2025) indicates that product quality significantly affects cosmetic purchasing decisions. Therefore, product quality is an important factor that halal cosmetic companies need to prioritize in order to maintain consumer loyalty.

Price perception is also considered a factor influencing consumer purchasing decisions. Price perception reflects how consumers assess the fairness and suitability of a product's price in relation to the quality offered (Kotler & Keller, 2022). Consumers generally compare the benefits obtained with the costs incurred in purchasing a product (Sholikhah et al., 2025). Prices perceived as appropriate to product quality tend to provide satisfaction and increase consumers' purchasing intentions. Conversely, if prices are considered too high and not proportional to the benefits obtained, consumers may switch to other products considered more economical. Research conducted by Hamidah and Santoso (2025) demonstrates that price perception influences cosmetic purchasing decisions. Therefore, halal cosmetic companies need to establish appropriate pricing strategies to attract consumer interest while enhancing product competitiveness in the market.

Based on the phenomena and previous research findings, it can be concluded that purchasing decisions for halal cosmetics are influenced by several factors, including halal labeling, product quality, and price perception. These three factors are important considerations for consumers in determining which halal cosmetic products to use. The increasing use of halal cosmetics in Pacitan Regency indicates changes in consumer behavior that are interesting to investigate further. This study is important to determine the extent to which halal labeling, product quality, and price perception influence purchasing decisions for halal cosmetics among the people of Pacitan Regency. The findings of this study are expected to provide benefits for halal cosmetic companies in formulating marketing strategies that align with consumer needs. In addition, this study is also expected to serve as a reference for future research related to consumer behavior toward halal products. Therefore, this research is conducted under the title: "The Influence of Halal Labeling, Product Quality, and Price Perception on Purchasing Decisions of Halal Cosmetics in Pacitan Regency."

## II. Literature Review

### 2.1. Purchasing Decision

A purchasing decision refers to the action taken by consumers or groups in determining their choice to obtain products or services according to their needs and preferences after considering various available alternatives (Larosa & Paludi, 2025). A purchasing decision can also be defined as the process consumers go through before deciding to purchase a product or service (Anggraini et al., 2025). This process begins with need recognition, which occurs when consumers realize the existence of needs or problems that must be fulfilled. Afterward, consumers search for information regarding various product alternatives available in the market. Such information may be obtained through social media, advertisements, personal experiences, or recommendations from others. In the context of halal cosmetics, consumers not only consider the functional benefits of products but also pay attention to halal assurance, product safety, and product quality.

Purchasing decisions are closely related to consumer behavior in selecting, buying, using, and evaluating products to fulfill their needs and expectations (Kotler & Keller, 2022). Consumers generally go

through several stages before making purchasing decisions, starting from problem identification to post-purchase evaluation. These stages indicate that purchasing decisions are not spontaneous actions but rather processes involving both rational and emotional considerations. The more positive consumers' evaluations of a product, the greater the likelihood that they will purchase the product. In this study, the indicators of purchasing decisions refer to Kotler and Armstrong (2023), namely need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Based on the explanation above, purchasing decisions are important aspects influenced by various factors, including halal labeling, product quality, and price perception.

## 2.2. Halal Labeling

Etymologically, halal refers to everything that is permissible to consume or use because there are no prohibitions against it according to Islamic law (Wahyu et al., 2025). The concept of halal is not only applied to food and beverages but also to cosmetic products used daily by Muslim communities. Halal labeling refers to the inclusion of halal signs or statements on product packaging as evidence that the product has fulfilled Islamic sharia requirements. Halal labels are usually in the form of logos or halal statements issued based on inspections conducted by authorized institutions, such as the Indonesian Ulema Council (MUI) (Nabila et al., 2025). The existence of halal labels provides consumers with a sense of safety and confidence in using certain products. Through halal labels, consumers can more easily identify products that comply with Islamic principles.

Halal labeling has also become one of the strategies used by companies to increase consumer trust in marketed products. The placement of halal labels on packaging aims to provide protection and comfort for consumers while using the products (Alfiyan et al., 2025). In the halal cosmetics industry, halal labels can serve as distinguishing factors influencing consumer interest and purchasing decisions. Muslim consumers tend to choose products with halal labels because such products are considered safer, more trustworthy, and more aligned with their religious values. The greater consumers' trust in halal labels, the greater the likelihood that consumers will purchase the products. According to Anti et al. (2025), the indicators of halal labeling include the presence of a halal logo, composition labels, and nutritional labels.

*H1: Halal labeling influences purchasing decisions.*

## 2.3. Product Quality

Product quality refers to the combination of characteristics and attributes of a product that can fulfill consumer needs and expectations (Tjiptono & Diana, 2022). Product quality describes the extent to which a product can provide benefits according to the functions expected by consumers. High-quality products generally have good performance, are safe to use, durable, and capable of providing satisfaction to users (Utami, 2025). In the halal cosmetics industry, product quality is an important aspect because it is related to ingredient safety, comfort of use, and the results obtained by consumers. Consumers tend to choose cosmetic products that can provide optimal benefits without causing negative effects on the skin. Therefore, companies need to maintain product quality in order to meet consumer expectations and preserve customer loyalty.

Product quality also reflects a product's ability to perform its primary functions according to predetermined standards (Kotler & Armstrong, 2023). Products with good quality can provide positive experiences for consumers, thereby increasing their intention to make repeat purchases. On the other hand, low product quality may reduce consumer satisfaction and negatively affect purchasing decisions. In the increasingly competitive halal cosmetics industry, companies are required to continuously innovate and maintain product quality to remain attractive to consumers. The higher the product quality perceived by consumers, the greater the likelihood that consumers will decide to purchase the product. According to Fadillah et al. (2025), the indicators of product quality include performance, features, durability, conformance to specifications, and aesthetics.

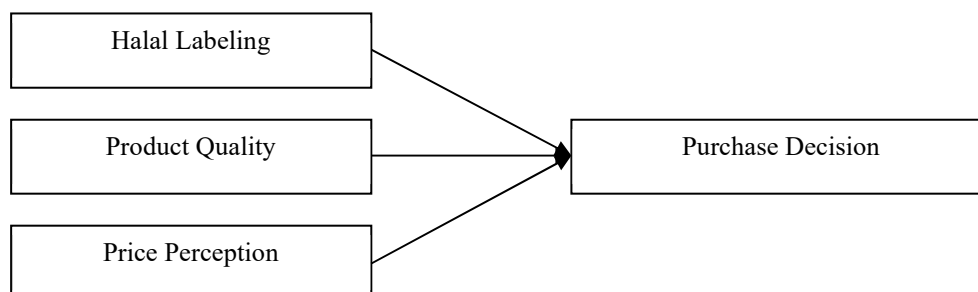
*H2: Product quality influences purchasing decisions.*

#### 2.4. Price Perception

Price perception refers to consumers' overall understanding and evaluation of price information based on their experiences and expectations (Kusuma et al., 2025). Price perception can also be defined as consumers' understanding of the fairness of a product's price compared to the benefits obtained (Adawiyah et al., 2025). In the purchasing process, consumers not only pay attention to the nominal price but also consider the suitability of the price relative to the quality of the product offered. Prices perceived as appropriate tend to provide positive value and increase consumers' purchase intentions. Conversely, prices considered too high may encourage consumers to seek alternative products that are more affordable. Therefore, price perception becomes one of the important factors influencing consumer purchasing decisions.

Price perception is also related to how consumers interpret prices as high, low, or reasonable for a product (Adiyatma et al., 2026). In the halal cosmetics industry, consumers usually consider price affordability, product quality, and the benefits obtained before deciding to purchase certain products. Consumers tend to choose products with prices that are appropriate to the quality and benefits perceived (Tjiptono & Diana, 2022). Appropriate pricing strategies can increase product competitiveness while strengthening consumer purchasing decisions. Conversely, if prices are perceived as inconsistent with the benefits obtained, consumers' buying interest may decline. According to Kotler and Armstrong (2023), the indicators of price perception include price affordability, price suitability with quality, price competitiveness, and price suitability with perceived benefits.

*H3: Price perception influences purchasing decisions.*



**Figure 1. Conceptual Framework**

### III. Research Method

This study employed a quantitative approach with a descriptive research design. The research was conducted in Pacitan Regency, East Java, with the aim of analyzing the influence of halal labeling, product quality, and price perception on purchasing decisions of halal cosmetics. The research data were obtained through the distribution of questionnaires to respondents who met the research criteria. The population in this study consisted of all halal cosmetic consumers in Pacitan Regency. Since the exact population size was unknown, the sample size was determined using the Lemeshow formula, resulting in a total of 100 respondents. The sampling technique used was purposive sampling with the following criteria: respondents had to be Muslim, domiciled in Pacitan Regency, at least 17 years old, have purchased and used halal cosmetic products at least once, both male and female, and be willing to complete the research questionnaire. The inclusion of both male and female respondents was based on the fact that halal cosmetic products are

currently not only used by women but are also increasingly used by men as part of their lifestyle and self-care practices.

The dependent variable in this study was purchasing decision. Purchasing decision was measured using the indicators of need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Armstrong, 2023). The first independent variable, halal labeling, was measured using indicators such as the presence of a halal logo, composition label, and product information label (Anti et al., 2025). The second independent variable, product quality, was measured using the indicators of performance, features, durability, conformance to specifications, and aesthetics (Fadillah et al., 2025). The third independent variable, price perception, was measured using indicators of price affordability, price suitability with quality, price competitiveness, and price suitability with the benefits obtained (Kotler & Armstrong, 2023). All indicators were measured using a Likert scale.

The type of data used in this study was primary data obtained through questionnaire distribution. Data analysis was conducted using IBM SPSS Statistics software. The stages of analysis included validity and reliability tests to determine the feasibility of the research instrument. Furthermore, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests were carried out to ensure that the regression model met the analytical requirements. Afterward, multiple linear regression analysis was conducted to determine the effect of halal labeling, product quality, and price perception on purchasing decisions of halal cosmetics, both partially and simultaneously.

## IV. Results and Discussion

### 4.1. Results

**Table 1. Respondent Characteristics**

Respondent Characteristics	Category	Frequency	Percentage
Gender	Male	32	32%
	Female	68	68%
	Total	100	100%
Age	17–25 Years	46	46%
	26–35 Years	31	31%
	36–45 Years	15	15%
	>45 Years	8	8%
	Total	100	100%
Educational Background	Senior High School/Equivalent	41	41%
	Diploma	16	16%
	Bachelor’s Degree	35	35%
	Postgraduate	8	8%
	Total	100	100%
Occupation	Student	29	29%
	Civil Servant	14	14%
	Private Employee	25	25%
	Entrepreneur	18	18%
	Others	14	14%
	Total	100	100%
Halal Cosmetic Products Used	Wardah	38	38%
	Emina	21	21%
	Make Over	14	14%
	Azarine	17	17%
	Kahf	10	10%
<b>Total</b>		100	100%

Based on the respondent characteristics table, the majority of respondents were female, accounting for 68%, while male respondents accounted for 32%. Based on age, respondents were dominated by the 17–25 years age group at 46%, followed by the 26–35 years age group at 31%. In terms of educational background, most respondents had completed senior high school/equivalent education (41%), followed by bachelor’s degree holders (35%). Based on occupation, the majority of respondents were students (29%), followed by private employees (25%). Meanwhile, the halal cosmetic product most frequently used by respondents was Wardah (38%), followed by Emina (21%), Azarine (17%), Make Over (14%), and Kahf (10%).

**Table 2. Validity and Reliability Test Results**

Variable	Item	r Count	r Table	Sig.	Cronbach’s Alpha
Halal Labeling (X1)	X1.1	0.641	0.196	0.000	0.793
	X1.2	0.791	0.196	0.000	
	X1.3	0.765	0.196	0.000	
Product Quality (X2)	X2.1	0.720	0.196	0.000	0.766
	X2.2	0.614	0.196	0.000	
	X2.3	0.613	0.196	0.000	
	X2.4	0.712	0.196	0.000	
	X2.5	0.699	0.196	0.000	
Price Perception (X3)	X3.1	0.589	0.196	0.000	0.667
	X3.2	0.496	0.196	0.000	
	X3.3	0.627	0.196	0.000	
	X3.4	0.435	0.196	0.000	
Purchase Decision (Y)	Y.1	0.752	0.196	0.000	0.766
	Y.2	0.777	0.196	0.000	
	Y.3	0.626	0.196	0.000	
	Y.4	0.585	0.196	0.000	
	Y.5	0.626	0.196	0.000	

Based on the validity test results in Table 2, all statement items for the variables of halal labeling, product quality, price perception, and purchase decision had r-count values greater than the r-table value of 0.196, with significance values of  $0.000 < 0.05$ . These results indicate that all questionnaire items were valid and capable of measuring the research variables effectively. Furthermore, the reliability test results showed that the Cronbach’s Alpha values for all variables were greater than 0.60, namely halal labeling at 0.793, product quality at 0.766, price perception at 0.667, and purchase decision at 0.766. Therefore, all variables in this study were considered reliable and appropriate for use in the research.

**Table 3. Classical Assumption Test Results**

Variable	Normality Test Sig.	Tolerance	VIF	Heteroscedasticity Sig.
X1 (Halal Labeling)	0.161	0.666	1.502	0.371
X2 (Product Quality)		0.672	1.488	0.320
X3 (Price Perception)		0.904	1.107	0.789

Based on the classical assumption test results in Table 3, the significance value of the normality test was  $0.161 > 0.05$ , indicating that the research data were normally distributed. The multicollinearity test results showed that all independent variables had tolerance values greater than 0.10 and VIF values less than 10, indicating that there was no multicollinearity in the regression model. Furthermore, the heteroscedasticity test results showed significance values greater than 0.05 for each variable, namely 0.371 for halal labeling, 0.320 for product quality, and 0.789 for price perception. These results indicate that the regression model did not experience heteroscedasticity and was therefore suitable for further analysis.

**Table 4. Multiple Linear Regression Analysis Results**

Variable	B	t-value	Sig.
Constant	1.400	0.800	0.425
Halal Labeling (X1)	0.416	3.031	0.003
Product Quality (X2)	0.444	4.905	0.000
Price Perception (X3)	0.239	2.221	0.029
F-value	30.790	Sig. F	0.000
R Square	0.490	Adjusted R Square	0.474

Based on the multiple linear regression analysis results in Table 4, the following regression equation was obtained:

$$Y=1.400+0.416X_1+0.444X_2+0.239X_3+e$$

The equation indicates that the variables of halal labeling, product quality, and price perception have a positive influence on halal cosmetic purchase decisions in Pacitan. The largest coefficient value was found in the product quality variable at 0.444, indicating that product quality was the most dominant factor influencing consumers' purchase decisions. The t-test results showed that the halal labeling variable had a significance value of  $0.003 < 0.05$ , indicating a positive and significant effect on purchase decisions. The product quality variable had a significance value of  $0.000 < 0.05$ , indicating a positive and significant effect on purchase decisions. Meanwhile, the price perception variable had a significance value of  $0.029 < 0.05$ , indicating a positive and significant effect on halal cosmetic purchase decisions. Thus, all research hypotheses were accepted. The F-test results showed an F-value of 30.790 with a significance value of  $0.000 < 0.05$ , indicating that halal labeling, product quality, and price perception simultaneously had a significant effect on halal cosmetic purchase decisions in Pacitan. The R Square value of 0.490 indicates that 49% of purchase decisions could be explained by halal labeling, product quality, and price perception variables, while the remaining 51% was influenced by other variables outside this research.

## 4.2. Discussion

### a. The Influence of Halal Labeling on Purchase Decisions

The results of this study showed that halal labeling had a positive and significant effect on halal cosmetic purchase decisions in Pacitan. This was evidenced by the significance value of  $0.003 < 0.05$ , meaning that the first hypothesis was accepted. These findings indicate that the presence of a halal label on cosmetic products can increase consumers' confidence and trust in making purchase decisions. For Muslim consumers, the halal label is not only a religious symbol but also a guarantee that the product is safe, hygienic, and compliant with Islamic sharia principles. Clear halal information on product packaging makes it easier for consumers to identify products suitable for use without hesitation. The higher the level of consumer trust in the halalness of a product, the greater the tendency for consumers to decide to purchase the product. In addition, halal labeling can create a positive product image in the eyes of consumers because it is perceived as having better quality and safety standards compared to products without halal labels.

The phenomenon of increasing public awareness regarding the use of halal products further strengthens the importance of halal labeling in influencing consumer behavior. Nowadays, consumers not only consider cosmetics as beauty tools but also take into account the religious and safety aspects of products used in daily life. Halal cosmetic products with official certification tend to be more trusted because they provide a sense of security for long-term use. This condition shows that halal labeling has become one of the important strategies for cosmetic companies in attracting Muslim consumers. The findings of this study are consistent with the research conducted by Nabila et al. (2025), which stated that halal labeling significantly influences cosmetic product purchase decisions. Furthermore, Rohman (2026) explained that the existence of halal labels can increase consumer trust and interest in purchasing halal products.

b. The Influence of Product Quality on Purchase Decisions

The results showed that product quality had a positive and significant effect on halal cosmetic purchase decisions in Pacitan. This was evidenced by the significance value of  $0.000 < 0.05$ , meaning that the second hypothesis was accepted. These findings indicate that product quality is a very important factor influencing consumers' decisions to purchase halal cosmetics. Consumers tend to choose cosmetic products that are of good quality, safe to use, comfortable to wear, and capable of providing benefits according to their expectations. Good product quality also reflects the product's ability to fulfill consumer needs in terms of functionality, durability, and product appearance. The higher the product quality perceived by consumers, the higher the level of consumer satisfaction and the greater the tendency for consumers to make purchases. In addition, good product quality can increase consumer loyalty toward certain halal cosmetic brands.

In the halal cosmetic industry, product quality is one of the main aspects considered by consumers besides the halalness of the product itself. Consumers not only expect halal products but also desire cosmetics that are effective, non-irritating, pleasantly scented, and able to enhance their appearance. Halal cosmetic products with good quality will provide positive experiences for consumers, thereby encouraging repeat purchases in the future. This condition indicates that halal cosmetic companies need to continuously maintain and improve product quality in order to compete in the market. These findings are in line with the study conducted by Putri et al. (2025), which stated that product quality significantly influences cosmetic purchase decisions. Utami (2025) also explained that good product quality can increase consumer satisfaction and encourage purchase decisions.

c. The Influence of Price Perception on Purchase Decisions

The results showed that price perception had a positive and significant effect on halal cosmetic purchase decisions in Pacitan. This was evidenced by the significance value of  $0.029 < 0.05$ , meaning that the third hypothesis was accepted. These findings indicate that consumers' perceptions regarding product prices are among the factors influencing halal cosmetic purchase decisions. Consumers will consider whether the offered price is appropriate in relation to the quality, benefits, and safety of the product obtained. Prices perceived as reasonable and affordable tend to increase consumers' interest in purchasing halal cosmetic products. Conversely, if prices are considered too high and not proportional to the product benefits, consumers are likely to consider alternative products. Therefore, halal cosmetic companies need to establish pricing strategies that align with consumers' purchasing power and expectations.

Positive price perception can create satisfaction and increase consumer trust in a product. Consumers generally do not only seek low prices but also consider the value obtained from the purchased product. In the context of halal cosmetics, consumers will feel satisfied when the purchased products have good quality at an appropriate price. In addition, competitive prices can improve the competitiveness of halal cosmetic products amid the large number of cosmetic brands circulating in the market. This condition indicates that price plays an important role in influencing consumer behavior in determining purchase decisions. These findings are consistent with the research conducted by Hamidah and Santoso (2025), which stated that price perception significantly affects halal cosmetic purchase decisions. Sholikhah et al. (2025) also explained that consumers tend to make purchases when product prices are considered appropriate to the benefits received.

## V. Conclusion

Based on the research findings, it can be concluded that halal labeling, product quality, and price perception have a positive and significant influence on purchasing decisions for halal cosmetics in Pacitan. Halal labeling can increase consumer trust because it provides assurance that the products used comply with Islamic sharia principles. The existence of halal labels also creates a sense of safety and comfort for consumers in using cosmetic products in their daily lives, thereby encouraging purchasing decisions. Product quality is the most dominant factor influencing consumer purchasing decisions. Consumers tend to choose halal cosmetic products that are of good quality, safe to use, comfortable to wear, and capable of providing benefits according to their needs. The better the quality of the products offered, the higher the consumers' purchasing

decisions toward halal cosmetic products. Price perception also has a positive and significant effect on purchasing decisions for halal cosmetics. Consumers consider the suitability between product prices and the quality and benefits obtained. Prices perceived as reasonable, affordable, and appropriate to product quality can increase consumers' interest in purchasing halal cosmetic products. Simultaneously, halal labeling, product quality, and price perception are capable of influencing purchasing decisions for halal cosmetics in Pacitan.

Based on the research findings, halal cosmetic companies are advised to continuously maintain and improve product quality to meet consumer needs and expectations. Companies also need to ensure that their products have clear and trustworthy halal labels to enhance consumers' sense of security and trust in halal cosmetic products. In addition, companies should establish pricing strategies that are aligned with product quality and consumers' purchasing power so that consumers feel they receive benefits proportional to the prices paid. Promotional strategies emphasizing halal aspects, product quality, and product safety also need to be enhanced to attract more consumers. For future researchers, it is recommended to include other variables that may influence purchasing decisions for halal cosmetics, such as brand image, lifestyle, digital promotion, or celebrity endorsement. Future studies may also use larger sample sizes and broader research areas so that the findings become more representative.

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