

# Analysis of the Influence of Halal Product, Brand Image, and Price on Purchase Decisions of MS Glow Skincare Products through Digital Marketing as a Moderating Variable

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## Abstract

This study aims to determine the extent of the influence of Halal Products, Brand Image, and Price through Digital Marketing as a moderating variable on the purchasing decision of MS Glow Skincare products among Muslim women in Medan City. The method used a quantitative approach. The sample consists of 100 women skincare product users in Medan City. Primary data collection instruments were used. The results of this study can be concluded as follows: the regression coefficient of the Halal Products variable of 0.469, indicating that an increase in the Halal Products variable will increase the decision of Muslim women in Medan city to use MS Glow skincare by 46%. The regression coefficient of Brand Image variable of 0.335, indicating that an increase in the Brand Image variable will increase the decision of Muslim women in Medan city to use MS Glow skincare products by 33%. The regression coefficient of the Price variable is 0.365, indicating that an increase in the Price variable will increase the decision of Muslim women in Medan city to use MS Glow skincare products by 36%. The variables of Halal Products, Brand Image, and Price collectively influence 42% of the decision of Muslim women in Medan city to use MS Glow skincare products. Digital Marketing, as a moderating variable, is able to strengthen the relationship by 59.7% between Halal Product, Brand Image, and Price on the Purchase Decision of MS Glow skincare products.

*Keywords:* Halal Product, Brand Image, Price, Digital Marketing, Purchase Decision of MS Glow Skincare.

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## 1. Introduction

In this era, humans have various needs to must be fulfilled. Clothing, food, a sense of comfort, and security are necessities at this time. Basically, the needs of men and women are the same, but there are some differences needs between men and women. Women have more diverse needs than men. For women, appearance is a very important thing, women want to always want to look beautiful in front of crowded things or for their own pleasure. The need for women who want to always look beautiful creates a huge and growing market potential in the field of cosmetics. Therefore, competition between cosmetic manufacturers is increasingly competitive. This is evidenced by many types of domestic and foreign cosmetics in Indonesia.

The provisions of the law are used as a reference for producing products good and safe for society. Indonesia is a large Muslim community market since most of Indonesia's population is Muslim. Based on data obtained through the website of the Indonesian Central Bureau of Statistics in 2020, the Muslim population in Indonesia will reach 207.17 million (BPJS, 2021). Currently, consumers are very critical in finding and exploring the products to be used. Information about products can be obtained through several sources, among others personal sources (family, friends, neighbours), commercial sources (advertising, dealers), public sources (mass media, consumer rating organizations). In order to meet their needs in Islam, a Muslim must always be in line with the Qur'an and Sunnah. In terms of quality, every Muslim must concern to whether a product is halal or not, good for health, and good for those who consume it. As for the verses of the Qur'an which say that consumers should always consume food that is halal or lawful and good, as follows by:

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QS Al-Baqarah: 168

۱۶۸ مُبِينٌ عَدُوٌّ لَكُمْ إِنَّهُ الشَّيْطَانُ طُوتَ خ تَتَّبِعُوا وَلَا طَيْبًا حَلَّالًا الْأَرْضِ فِي مِمَّا كُلُوا النَّاسُ يَأْتِيهَا

Meaning: "O all people, eat what is lawful and good from what is on earth, and do not follow the steps of the devil; because indeed, the devil is your real enemy"

QS. An-Nahl : 144

۱۱۴ تَعْبُدُونَ إِيَّاهُ نَتَمَّ كَ إِنِ اللَّهُ نِعَمَتْ وَأَشْكُرُوا طَيْبًا حَلَّالًا اللَّهُ رَزَقَكُمْ مِمَّا فَكَلُوا

Meaning: "Then, eat what is lawful and good from the sustenance that Allah has given to you; and be thankful for Allah's blessings, if you only worship Him" (Religion, 2019)

When a Muslim has a very good understanding of religion, he becomes more selective in choosing the product to be consumed. In this condition, halal will be important in marketing studies in Indonesia. The unwillingness of the Muslim community to consume haram products will increase the involvement of higher processes in the process of selecting the products to be used. Specifically, Muslims in Indonesia are protected by an institution that is specifically tasked with auditing the products consumed by Muslims in Indonesia.

This institution is the Drug and Food Control and Distribution Agency, the Indonesian Ulema Council. This institution oversees products circulating in the community by providing halal certificates, so that they can put halal labels on their products. However, in reality, there are many products that are not labeled as halal distributing everywhere. Some of them are not aware with the existence of a halal label, some even already realize, but still buy these products. This is evidenced by the fact that many skincare products that have not been labeled halal are sold in offline and online markets. Quoted from the *LPPOM MUI* website, Chairman of the Supervisory Board of the Indonesian Ulema Council (MUI) LPPOM, Drs. KH Sholahuddin Al Aiyub, M.Si, explained, "Don't choose cosmetics carelessly, because there are still many types and brands of cosmetics that are not have MUI halal certification (MUI, 2021).

Imported cosmetic products are a unique product because besides having the ability to meet women's basic needs for beauty. It is often a means for consumers to clarify their identity socially in the eyes of society. Along with the times, cosmetics seem to be a primary need for some women. The use of cosmetics for ornamental purposes is permissible on condition that the materials used are lawful and pure, intended for interests that are permissible according to *Syar'i* and are not harmful.

However, a phenomenon that is often encountered in this current time is that using halal cosmetic products. Consumers do not always consider the halal cosmetic products used. This is evidenced from a survey conducted by Sigma Research of Marketing and Social Research on Indonesian Muslim women with an age range of 15-55 years, totaling 1.200 respondents. From the results of the survey, it was found that Muslim women in all age segments in buying cosmetic products did not make halal as the main consideration, but the compatibility of the cosmetic formula as the main consideration. The factor with the largest percentage is the suitability of the formula on facial skin (79.4%), followed by long-lasting products (67.4%), light formulas (62.2%), and color selection, halal, price with a percentage each above 50% (State of the Global Islamic Economy Report, 2022).

Several studies have shown a positive relationship between religiosity and consumer behavior with the results of indicating that religion has a major influence on consumer behavior. Illustrates that halal is the main choice in choosing food in his research concluded that religiosity can be included as one of the consumer factors. Halal is My Lifestyle becomes the religious awareness among middle-class Muslim consumers increases. Halal becomes an important consideration in making a purchase decision. In fact, most of them consider that halal has become a lifestyle. This means that halal is the most important thing when buying or using various consumer products. If it is prohibited, then they tend to refuse to use it, except in conditions of harm as permitted by religious teachings (Yuswohady, 2014)

Based on the results of research and discussion conducted by Devi Ilsanti, who concluded that the halal label has a significant influence on purchasing decisions because the its label is very important in the product (Ilsanti et al., 2019) . In Saleh Sitompul's research, the halal label also has a positive influence on cosmetic buying decisions (Sitompul, 2021) . Then in research from Yuanita Nur Prastiwi mentioned that brand image has a positive, strong, and

significant influence on cosmetic purchasing decisions.. In subsequent research, it is argued that Brand Image does not have a significant influence on purchasing decisions (Pandowo, 2019) . From the previous research that the authors described above, the authors want to know the extent the halal label, Brand Image, product quality and price can influence purchasing decisions in choosing beauty products, because what can be seen today, people do not care about halal labels. The image, a good brand, the quality of the product, and the price that people do now when shopping they think it's just cheap. In this study, the authors also convey and describe about the products that will be the object that already have a halal label, Brand Image, the best product quality, and relatively affordable prices (Charity, 2017; Ilsanti et al., 2019).

In early 2020, a pandemic appeared which made the world feel extraordinary anxiety. The emergence of the Covid19 pandemic made the world disorderly. The Covid-19 pandemic has resulted in a slowdown, namely the world economy, which has even decreased. The Government's decision in each country to implement a lockdown system (not being allowed to leave the house or travel made large and small businesses close instantly, and there are consumers. Therefore, all types of businesses experienced a very drastic decrease. However, it is not for PT Cosmetics Global Indonesia or what we usually know is MS Glow. During the pandemic, MS Glow's beauty products sales should have decreased like other companies, but in fact, now their sales have increased dramatically. As evidenced in 2020, MS Glow received the Best award of Brand Award in the category of exclusive facial care. According to Co-founder, namely Maharani Kemala in an interview at a Tlak Show interview on TV station I News on February 25, 2021, she said that before being a reseller of MS Glow, it was only a sideline. Then, during the Covid-19 pandemic, there were many MS Glow resellers, selling the products and has become a major job since during the pandemic, everyone had to make ends meet. Thus, Ms Glow's products experienced a rapid increase due to sellers or resellers who were active in selling MS Glow's products. It can be said that MS Glow's beauty product company was able to survive and even thrive during the Covid-19 pandemic (Pradika et al., 2022; Rahma, 2021; Umam, 2021).

## 2. Literature Review

Grand theory or the main theory used in this study is about consumer behavior. Consumer behavior is the dynamics of interaction between influence and awareness, behavior, and the environment where humans exchange the aspects of life (Puplampu et al., 2019; Wiludjenq et al., 2021).The consumer behavior model explains that marketing stimulus occurs from information about products/services, prices, distribution, and communication. From this stimulus, another stimulus arises by considering other factors, such as; economy, technology, politics, and culture then all of that information is included. After that, consumers will process all of this information based on consumer psychology and consumer characteristics. Consumer psychology occurs through motivation, perception, learning, and memory of a product or service obtained from marketing stimuli and others. Besides the existence of consumer psychology, there are also consumer characteristics consisting of cultural, social, and personal characteristics towards a product or service before making purchasing decision process (Autoridad Nacional del Servicio Civil, 2021; Edy, 2017).

Then, there is a purchasing decision process in which consumers introduce products or services, find problems, seek answers to existing problems, seek information, and provide an assessment of whether the product or service is suitable or not. After an assessment, the consumer makes a purchase decision and finally gives a reaction or post-purchase behavior of the product or service. The final model of the consumer behavior model is the purchase decision.

This stage is the conclusion in the form of a response that appears which product will be chosen, the brand, which place or shop to buy the product, the time determined to decide to buy the product, as well as the right time to make payments for products or services. Meanwhile, Brand Image is in the consumer psychology table, which means that after receiving stimulation from a marketing stimulus, in this case, product quality, then consumers have perceptions of products and services so that a percentage of purchasing decisions will arise, which will lead to consumer purchasing decisions (Lin et al., 2021; Patimah, 2017)

## 3. Methods

The type of research used in this research is quantitative with a causality research design (Sugiyono, 2017a, 2019). The quantitative research method involved a research method with data in the form of numbers and analysis using statistics (Sugiyono, 2017) . Causality research design is a research design that is structured to examine the possibility of a causal relationship between variables. In this design, generally, these causal relationships can be predicted by

researchers, so that they can state the classification of causal variables, intermediate variables, and dependent variables (Sanusi, 2014) .

**4. Result and Discussions**

*4.1. Results*

The normality test aims to determine whether both the dependent and independent variables in regression analysis follow a normal distribution or not. The normality test can be carried out using One Sample Kolmogorovo-Smirnov, with a significant level of 0.05 or 5%. If the resulting significance is > 0.05, then the data distribution is stated to be normal. Conversely, if the resulting significance is <0.05, then the data is not normally distributed. The results of the calculation of the Kolmogorovo-Smirnov Test model values obtained can be seen in the figure 1.

		Unstandardized Residual
N		100
Normal Parameters <sup>a</sup>	Mean	.0000000
	Std. Deviation	1.39704232
Most Extreme Differences	Absolute	.128
	Positive	.063
	Negative	-.128
Kolmogorov-Smirnov Z		1.277
Asymp. Sig. (2-tailed)		.177

**Figure 1.** Normality Test

Based on Figure 1, it can be seen that the value of Asymp.Sig.(2-tailed) > 0,05 is 0,177. Thus, the results of these data can be ascertained that the data obtained comes from samples that are normally distributed. This means that the data of X1, X2, X3, Z, and Y are normal or the sample data comes from a normally distributed population.

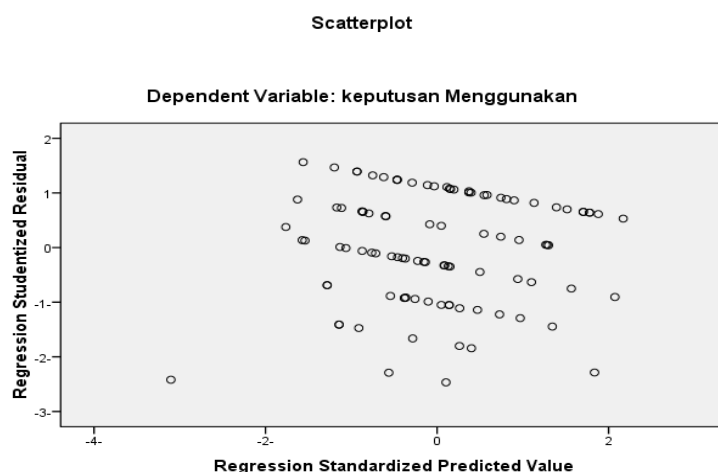
Multicollinearity is a form of testing for assumptions in multiple regression. The multicollinearity test states that the independent (independent) variable must be free from symptoms of correlation between independent variables. To test for the existence of multicollinearity, it can be seen through the Variance Inflation Factor (VIF) and Tolerance values. If the VIF < 10, then multicollinearity does not occur, while if VIF > 10 means multicollinearity occurs. The results of the multicollinearity assumption test for each variable can be seen based on the VIF value as follows on Figure 2.

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Kehalalan Produk	.929	1.076
Citra Merek	.935	1.070
Harga	.965	1.037
Digital Marketing	.978	1.022

**Figure 2.** Multicollinearity Test Results

From Figure 2, it can be seen the tolerance and VIF numbers for each independent variable. Halal Product Variable (X1) has a VIF of 1.076. Brand Image (X2) has a VIF of 1.070. Price (X3) has a VIF of 1.037, and Digital Marketing (Z) has a VIF of 1.022. Thus, there is no correlation between the independent or multicollinearity independent variables.

The heteroscedasticity test is used to see the residual variance from an observation to an unequal observation and whether there are heteroscedasticity symptoms in a model, it can be seen in the table 3 and figure 3.



**Figure 3.** Heteroscedasticity Test

From the figure 3, it can be seen that the distribution of residuals in this study is not consistent. It can be seen in scattered plots and does not form a certain pattern. Thus, it can be concluded that there are no symptoms of homoscedasticity or the regression equation fulfills the assumption of heteroscedasticity.

Autocorrelation is a correlation that occurs between members of a time series (in time series data) or arranged in a space series (in cross section of data). If there is a correlation, it means there is an autocorrelation problem. In this study, the presence of autocorrelation was tested using the Durbin-Test, namely:

- 1) If the Durbin Watson (DW) number is below -2, it means that there is a positive autocorrelation.
- 2) If the Durbin Watson (DW) number is between -2 to +2, it means there is no autocorrelation.
- 3) If the Durbin Watson (DW) number is above +2, it means there is a negative autocorrelation.

Autocorrelation test results using the Durbin-Watson Test (DW Test) are summarized as follows:

**Table 3.** Autocorrelation Test Table  
**Summary Model <sup>b</sup>**

Model	R	R Square	Adjusted R Square	Durbin- Watson
1	.271 <sup>a1</sup>	.073	.034	1.959

In table 3, it can be seen that all variables have a Durbin Watson value below 2 and above -2 which is equal to 1.959. It means that there is no autocorrelation, and it can be concluded that this regression is good because it is free from autocorrelation. Multiple regression analysis is used to measure the strength of the relationship between two or more variables, it also shows the direction of the relationship between the dependent variable and the independent variable. A good regression equation model if it meets the requirements of the Kasi assumption test. From the previous analysis, it proves that this research is considered good. This study uses multiple regression analysis to predict how far the change in the value of the dependent variable about the Purchase Decision. If the value of the independent variables are Halal Product, Brand Image, Price. The results that have been processed by researchers are as follows on Figure 4.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.627	4.061		7.050	.000
Kehalalan Produk	.469	.284	.283	2.812	.019
Citra Merek	.030	.051	.060	.587	.559
Harga	.365	.169	.242	2.403	.018

a. Dependent Variable: keputusan Menggunakan

Source: SPSS Statistical Data Processing

**Figure 4.** Multiple Regression Test

From Figure 4, the multiple regression model can be formulated as follows:

- a. The constant magnitude obtained was 8,627, indicating that without the independent variables of Halal Product (X1), Brand Image (X2), and Price (X3), there is a failure in the decision in using MS Glow skincare products in Medan City of 8,627.
- b. Halal Products variable (X1) has a positive regression coefficient of 0,469. This shows that the higher the Halal Product, the higher purchase decision by 0,469.
- c. Brand Image Variable (X2) has a positive regression coefficient of 0,335. This shows that the higher the Brand Image, the higher purchase decision by 0,335.
- d. Price variable (X3) has a positive regression coefficient of 0,365. This shows that the higher the price, the purchasing decision will increase by 0,365.

Moderation analysis allows for examining the general effect of variable, Digital Marketing (Z), in the context of linear regression analysis. This analysis is used to test whether the variable Digital Marketing (Z) strengthens or weakens the relationship between the independent variables, Halal Product (X<sub>1</sub>), Brand Image (X<sub>2</sub>), Price (X<sub>3</sub>), and the dependent variable, Purchase Decision (Y), can be seen on Figure 5.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.707	1.911		1.852	.000
Kehalalan Produk	.469	.284	.283	2.812	.019
Citra Merek	.335	.151	.271	2.691	.011
Harga	.365	.169	.242	2.403	.018
Digital Marketing	.218	.063	.526	.833	.007
Kehalalan Produk dengan Digital Marketing	.160	.013	.897	2.581	.000
Citra Merek dengan Digital Marketing	.142	.023	1.258	2.933	.003
Harga dengan Digital Marketing	.208	.024	1.275	2.563	.005

a. Dependent Variable: keputusan Menggunakan

**Figure 5.** Linear Regression Test

The results of the regression analysis are presented in the following table:

$$Y = a + bX_1 + bX_2 + bX_3 + bZ + bX_1 * Z + bX_2 * Z + bX_3 * Z$$

$$Y = 3.707 + 0.469X_1 + 0.335X_2 + 0.365X_3 + 0.218Z + 0.160 + 0.142 + 0.208$$

The Moderation Regression Analysis (MRA) results can be interpreted as follows:

- 1) The constant term is 3.707, indicating that in the absence of all other variables, the predicted value of the

dependent variable (Y) would be 3.707.

- 2) The regression for the variable Halal Products ( $X_1$ ) is 0.469, indicating that a 1-unit increase Halal Product leads to a 46% increase in the predicted value of Y, holding other variable constants.
- 3) The regression coefficient for the Citra Brand variable ( $X_2$ ) is 0.335, indicating that a 1-unit increase in Citra Brand leads to a 33% increase in the predicted value of Y, holding other variables constant.
- 4) The regression coefficient for the Price variable ( $X_3$ ) is 0.365, indicating that a 1-unit increase in Price leads to a 36% increase in the predicted value of Y, holding other variables constant.
- 5) The regression coefficient for the Digital Marketing variable (Z) is 0.218, indicating that a 1-unit increase in Digital Marketing leads to a 21% increase in the predicted value of Y, holding other variables constant.
- 6) The regression coefficient for the interaction term between Halal Products and Digital Marketing is 0.160, indicating that the interaction between these variables increase the predicted value of Y by 16% beyond the individual effects of the variables.
- 7) The regression coefficient for the interaction term between Citra Brand and Digital Marketing is 0.142, indicating that the interaction between these variables increase the predicted value of Y by 14% beyond the individual effects of the variables.
- 8) The regression coefficient for the interaction term between Price and Digital Marketing is 0.208, indicating that the interaction between these variables increases the predicted value of Y by 20% beyond the individual effects of variables.

#### 4.2. Discussion

Based on the results of the validity by of the variables of Halal Product, Brand Image, Price, Digital Marketing, and Purchase Decision, it can be stated that the question items from these variables can be used because r-count is greater than r-table. Thus, it can be said to meet the validity requirements. As for the results of the reliability test by the variables of Halal Product, Brand Image, Price, Digital Marketing, and the Purchase Decision, the Cronbach alpha value for the Halal Product variable is  $0.779 > 0.349$ , Brand Image variable is  $0.781 > 0.349$ , Price variable is  $0.791 > 0.349$ , Digital Marketing variable is  $0.721 > 0.349$ , and Purchase Decision variable is  $0.781 > 0.349$ . It can be stated that the contract questions of these variables are reliable.

Based on the research results, it is known that Halal Product has a significant influence on the Purchase Decision of MS Glow skincare. Based on the results of the calculation of the partial hypothesis test (t-test), the significance value of the Halal Product variable is 0.019, which means that the value is smaller than the predetermined significance level of 0.05. So, it can be concluded that the Product Halal variable has a significant effect on the Purchase Decision of MS Glow skincare. Halal Product variable has a positive regression coefficient of 0.469. This shows that the higher the Halal Products, the Purchase Decision will increase by 0.469. The regression coefficient of the Halal Product variable is 0.469, which states that a 46% increase in the Halal Product variable will increase the decision of Muslim women in Medan City to use MS Glow's skincare. The fact that Muslim women in Medan City are very concerned about halal labels in a product, especially skincare products. It is supported by the answers of respondents to the questionnaire who closely agree with products that have a halal label. The results of this study are supported by Oktaniar, et.al, which mentioned that halal labels, attractive advertisements, and lifestyle have an influence on the Purchase Decision of Wardah cosmetics for students at the University of Malahayati Bandar Lampung. The variables used show a positive relationship, namely the halal labeling variable has a value of 0.229, the advertising creativity variable has a value of 0.510, and lifestyle variables have an influence on purchasing decisions with a value of 0.148 (Oktafiani et al., 2018) . As well as research from Sahir, et.al, the halal label partially has a positive and significant influence on the Purchase Decision of Wardah cosmetics for students of the Management Study Program, Faculty of Economics, University of Medan Area. The influence of halal labels on purchasing decisions was known that the t-count value is more than t-table for the influence of halal labels on purchasing decisions is  $4.741 > 1.983$ . Thus, it can be concluded that  $H_2$  is proven that there is an influence of halal labels on purchasing decisions (Sahir, Ramadhan, & Dewi, 2016).

Based on the research results, it is known that Brand Image has a significant influence on the Purchase Decision of MS Glow skincare. Based on the results of partial hypothesis test calculations (t-test), the Brand Image variable has a significance value of 0.011, which means that the value is smaller than the predetermined significance level of 0.05. Thus, it can be concluded that the Brand Image variable has a significant influence on the Purchase Decision of MS Glow skincare. Brand Image variable has a positive regression coefficient of 0.335. This shows that the higher the Brand Image, the higher the Purchase Decision is 0.335. The regression coefficient of the Brand Image variable of

0.335 states that a 33% increase in the Brand Image variable will increase the Purchase Decision of MS Glow skincare products. The fact that Muslim women in Medan City pay great attention to Brand Image in a product, especially skincare products, is supported by the questionnaire respondents who chose the most answers and strongly agree with the statement that the MS Glow brand is known as a superior brand.

The results of this study are supported and in line with Maslahatul Ammah's research, Brand Image has a partial effect on testimonials. Brand Image also has a partial influence on purchasing decisions. Testimonials have a partial influence on purchasing decisions. Meanwhile, testimonials are not able to mediate Brand Image in purchasing decisions, this is evidenced by the t-count of Brand Image  $5.799 > t$ -table of 1.66088 and the significant level on variable X is  $0.000 < 0.05$ . It can be concluded that Brand Image has a partial and significant positive influence on testimonials. The path analysis test of the Brand Image relationship at the testimony of 0.507, which means that the testimony as an intervening variable has an important role in the research. Concerning the direct effect, there is a direct influence on Brand Image on testimonials of 0.507. Rahmi Eliya's research also mentioned that Brand Image has a positive influence on purchasing decisions for MS Glow products in its clinic, at Tangerang branch. Brand Image with indicators of Brand Association Excellence, Strength of Brand Associations and Uniqueness of Brand Associations together influence the Purchase Decision to buy MS Glow products from the Tangerang branch by 84.5%. The remaining of 15.5% is influenced by other variables outside of this study.

Based on the research results, it is known that Price has a significant influence on the Purchase Decision of MS Glow skincare. Based on the results of the calculation of the partial hypothesis test (t-test), the significance value of the Price variable is 0.011, which means that the value is smaller than the predetermined significance level of 0.05. Thus, it can be concluded that the price variable has a significant effect on the Purchase Decision of MS Glow skincare. Price variable has a positive regression coefficient of 0.365. This shows that the more affordable the price, the higher purchasing decision by 0.365. The price variable regression coefficient of 0.365 states that a 36% increase in the price variable will increase the Purchase Decision of MS Glow skincare products. With relatively stable prices or good product quality but affordable prices, many consumers will choose a product, especially beauty products. That Muslim women in Medan City are very concerned about the price of a skincare product, because price determines the quality of the product and the quality of service, supported by questionnaire respondents who chose the most answers of strongly agree on the Price statement and Service Quality of MS Glow Worth It products.

The results of this study are supported by Habibah's research, which shows that prices have a partial influence on the Purchase Decision of Wardah cosmetics in Bangkalan Madura. In other words,  $H_a$  is accepted while  $H_o$  is rejected because Price has an important meaning. It is one of the most important attributes evaluated by consumers in making purchasing decisions. Price is used by consumers to decide how to get the benefits and value of its value. Therefore, the price offered must be affordable and in accordance with consumer income. Yulianan's research mentioned that Price has a partially significant effect on MS Glow's purchasing decisions, so it can be concluded that  $H_2$  is proven, that there is a price effect on Purchasing Decisions. The effect of Price on Purchasing Decisions (Y) is known that the value of t-count is more than t-table for the influence of Price on Purchasing Decisions which is  $3.679 > 1.983$ . Thus, it can be concluded that  $H_3$  is proven to have the influence of Price on Purchasing Decisions.

Based on the research results, the test for the coefficient of determination for the multiple linear regression equation in the table, the Adjusted R Square number of 0.420 indicates that 42.0% of the Decision variable can be explained by Halal Product, Brand Image, and Price. The remaining of 58.0% is explained by other factors. Halal Product, Brand Image, and Price variables have an effect of 42% on the Purchase Decision of MS Glow skincare products. Muslim women in Medan City related to the Purchase Decision of skincare products, they emphasize Halal Product, Brand Image, and Price as a product with a halal label will enhance a good Brand Image and competitive prices. This is supported by the answers to the questionnaire respondents who stated that they are very concerned about halal labels in MS Glow. This brand is known as a superior brand in the market and affordable prices determine product quality and service quality.

Based on the research results, it is known that Digital Marketing is significant in moderating Halal Product on the Purchase Decision of MS Glow skincare. Based on the simultaneous calculation of the hypothesis test, the significance value of the Price variable is 0.00, which means that the value is smaller than the predetermined significance level of 0.05. Thus, it can be concluded that the Digital Marketing variable has a positive and significant influence in moderating between Halal Product and the Purchase Decision of MS Glow Skincare. The regression coefficient of 0.160 states that the addition of 1% interaction between Halal Products and Digital Marketing will increase the Purchase Decision by 16%. Based on the research results, it is known that Digital Marketing is significant in moderating Brand Image on the Purchase Decision of MS Glow skincare. Based on the results of the

calculation of the hypothesis test, the significance value of the Price variable is 0.00, which means that the value is smaller than the predetermined significance level of 0.05. Thus, it can be concluded that the Digital Marketing variable has a positive and significant influence in moderating Brand Image on the Purchase Decision of MS Glow Skincare. The regression coefficient of 0.142 states that the addition of 1% interaction between Brand Image and Digital Marketing will increase the Purchase Decision by 14%. Based on the results of the study, it is known that Digital Marketing is significant in moderating between Price and the Purchase Decision of MS Glow skincare.

Based on the results by the calculation of the hypothesis test, the significance value of Price variable is .00, which means that the value is smaller than the predetermined significance level of 0.05. Thus, it can be concluded that the Digital Marketing variable has a positive and significant influence in moderating the Price on the Purchase Decision of MS Glow Skincare. The regression coefficient of 0.208 states that the addition of 1% interaction between Price and Digital Marketing will increase the Purchase Decision by 20%. Based on the results of the coefficient of determination test for the Moderate Regression Analysis regression equation as shown in the table above, the Adjusted Square number of 0.597 indicates that the Purchase Decision can be explained by Halal Product, Brand Image, Price, and Digital Marketing by 59.7% in the second regression. The remaining of 40.3% is explained by other factors.

Based on the results of the determinant test in the first regression, it was 0.420 or 42.0% increasing to 0.597 or 59.7% in the second regression. Based on the results of the (Partial) t-Test, Digital Marketing has a positive and significant influence in moderating Halal Products on the Purchase Decision of MS Glow skincare. The results of data processing show that  $0.000 < 0.05$ . This means that  $H_0$  is rejected, while  $H_a$  is accepted. Digital Marketing has a positive and significant influence in moderating Brand Image on the Purchase Decision of MS Glow skincare. The results of the data analysis show that  $0.003 < 0.05$ . This means that  $H_0$  is rejected, while  $H_a$  is accepted. Digital Marketing has a positive and significant influence in moderating the Price on the Purchase Decision of MS Glow skincare. The results of the data analysis show that  $0.005 < 0.05$ . This means that  $H_0$  is rejected, while  $H_a$  is accepted.

It means that the existence of Digital Marketing as a moderating variable is able to strengthen the relationship between Halal Product, Brand Image, and Price on the Purchase Decision of MS Glow skincare products. Digital marketing is one of the reverse tools for marketing. Digital marketing is a facility provided by digital technology, namely activities, institutions, processes for creating communication and conveying value to consumers. This is what the producers of MS Glow do in marketing their products. Muslim women in Medan City pay attention to advertisements on social media. This is supported by the answers to the most questionnaire respondents in choosing strongly agree answers to the statement that MS Glow's product promotion is correct and easy to understand, and MS Glow's product information services on social media and stores are very appropriate.

## 5. Conclusions

Halal Product has a significant influence on the Purchase Decision of MS Glow skincare. It can be concluded that the Halal Product variable has a significant influence on the decision of Muslim women in Medan City to use MS Glow skincare. The regression coefficient of the Halal Product variable is 0,469, which states that an increase in the Halal Product variable will increase the decision of Muslim women in Medan City to use MS Glow skincare by 46%. The fact that Muslim women in Medan City are very concerned about halal labels in a product, especially skincare products, which is supported by respondents' answers to the questionnaire who answered strongly agree with halal labels products. Brand Image has a significant influence on the decision of Muslim women in Medan City to use MS Glow skincare. The regression coefficient of the Citra Brand variable is 0,335 which states that an increase in the Citra Brand variable will increase the decision of Muslim women in Medan City to use the MS Glow skincare product by 33%. The fact that Muslim women in Medan City are very concerned about Brand Image in a product, especially skincare products, which is supported by the questionnaire respondents who chose the most answers and strongly agreed with the statement that the MS Glow brand is known as a superior brand in the market. Price has a significant influence on the decision of Muslim women in Medan City to use MS Glow skincare. The price variable regression coefficient of 0,365 states that an increase in the Price variable will increase the decision of Muslim women in Medan City to use MS Glow skincare products by 36%. Muslim women are very concerned about the Price of a skincare product as price determines product quality and service quality supported by questionnaire respondents who chose the most answers of strongly agree on the Price statement and service quality of MS Glow Worth It products. Halal Products, Brand Image, and Price simultaneously have a positive and significant influence on the Purchase Decision of MS Glow skincare. Based on the results of the study, the results of the coefficient of determination test for the multiple linear regression equation in the table, the Adjusted R Square of 0.420 indicates

that 42,0% of the Decision variable uses what can be explained by Halal Product, Brand Image, and Price. The remaining of 58,0% is explained by other factors. Halal Product, Brand Image, and Price variables have an influence of 42% on the Purchase Decision of MS Glow skincare products. Muslim women in Medan City relayed to the Purchase Decision of skincare products emphasize Halal Products, Brand Image, and Price because a product with a halal label will increase the return Brand Image and competitive prices. This is supported by the answers of the questionnaire respondents who stated that they are very concerned about the halal label in MS Glow. In addition, MS Glow is known as a superior brand in the market and affordable prices determine product quality and service quality.

Based on the results of the study, it is known that Digital Marketing is significant in moderating between Price and the Purchase Decision of MS Glow skincare. Related to the calculation of the hypothesis test, the significance value of the Price variable is 0,00, which means that the value is smaller than the predetermined significance level of 0,05. Thus, it can be concluded that the Digital Marketing variable has a positive and significant influence in moderating the Price on the Purchase Decision of MS Glow Skincare. The regression coefficient of 0,208 states that the addition of 1% interaction between Price and Digital Marketing will increase the Purchase Decision by 20%. Based on the results of the coefficient of determination test for the Moderate Regression Analysis equation, as shown in the table above, the Adjusted Square number of 0,597 indicates that the Purchase Decision can be explained by Halal Product, Brand Image, Price, and Digital Marketing by 59,7% from the second regression. The remaining of 41,3% is explained by other factors. Based on the results of the determinant test in the first regression, 0.420 or 42.0% increase to 0.597 or 59.7% in the second regression. That is, the existence of Digital Marketing as a moderating variable is able to strengthen the relationship between Halal Products, Brand Image, and Price on the Purchase Decision of MS Glow skincare products.

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