

THE INFLUENCE OF BRAND AWARENESS, PROMOTION AND PRODUCT DESIGN AGAINST HALAL LABELED COSMETIC PURCHASE DECISIONS

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Abstract

The growth of cosmetics throughout 2019 grew by around 7%, this growth was based on the expansion of various types of cosmetics. Emina is one of the pioneers of beauty brands in creating halal-certified products. This study aims to determine: the effect of Brand Awareness, Promotion and Product Design on purchasing decisions and to find out how much influence Brand Awareness, Promotion and Product Design have on purchasing decisions. In this study using a quantitative approach and primary data as a source of data obtained from the results of the questionnaire. The population of this research is consumers of Emina cosmetics at the Faculty of Economics and Business, Esa Unggul University, Kebon Jeruk Jakarta. Samples were taken as many as 150 respondents using purposive sampling technique. The method of data collection is by distributing questionnaires using google form, the scale used in this study is to use a Likert scale with a scale of 1-5. This study uses multiple linear regression analysis with the influence of Brand Awareness, Promotion and Product Design as independent variables and purchasing decisions as the dependent variable. Based on the results of the research that has been done, it shows that Brand Awareness has a positive and significant effect on purchasing decisions as evidenced by the results of the t-test with a significant level of 0.000, Promotion has no effect on purchasing decisions with a significant level of 0.556, Product Design has a positive and significant effect on decisions purchases with a significant level of 0.001. Brand Awareness, Promotion and Product Design together or simultaneously affect purchasing decisions as evidenced by the F test results of 69.655 and with a significant level of 0.000.

Keywords: Brand Awareness, Promotion, Product Design, Purchase Decision, Halal Label Cosmetics.

Introduction

Base on data from Badan Pusat Statistik (2021), Indonesia is a country in the Southeast Asian region with a population of 270.20 million people, some of whom are Muslim, amounting to 229.62 million people (Berpanduduk Muslim Databoks,2021). Some muslims number 229.62 million people and the number of women in indonesia is 133.54 million people (Berpanduduk Muslim Perempuan,2021).With a large muslim population can increase the progress of the Indonesian domestic market. The number of cosmetic markets in Indonesia will bring competition between companies, especially cosmetic companies labeled halal. With the beginning of improving the quality of products and brands of halal-labeled cosmetics, consumers form more selective consumers in

determining the cosmetic products to be purchased by the community that have been labeled halal because when cosmetics already have halal labels people will believe that the products used in Sudan are safe and recorded in BPOM. (Tamamah & Muhid, 2019)

The industry that is experiencing an increase is one of them is the cosmetic industry. The cosmetic industry is an activity to attribute and produce cosmetic products that already have a business license or BPOM. The increasing competition of the cosmetic industry is characterized by the number of cosmetic companies. The government lists 797 large, small and medium-sized industries. In the previous year 760 and up 7% in 2019 ("Kemenperin: Industri Kosmetik Nasional Tumbuh, 2021)



Figure 1 Products that are widely circulated in Indonesia in 2018-2020
Resource from: "Produk BPOM - BPOM RI," (2021)

As per figure 1 (BPOM) data from the Food and Drug Administration regarding products (Badan Pengawasan Obat serta Makanan) that are available in Indonesia in 2018 the number of cosmetics circulating in Indonesia as much as 42.26% who use the total products that have been in circulation amounted to 20,6010, then in 2019 experienced a very high increase of 65.99% using a total of 66,309 products and even in 2020 also experienced a very high increase of 58.81% from the total products of 67,902 and products Cosmetics in circulation for five years reached 198,326. (BPOM) The Food and Drug Administration continues to conduct and support the growth of this cosmetic industry so that Indonesian cosmetic products can meet the requirements, safety, benefits, and quality.

Seeing an increase in the cosmetic industry, cosmetic companies are competing to create cosmetic products with the best brand, product quality, price and product design to dominate market share. The rise of cosmetic products makes the Indonesian community, especially in women, now very fond of cosmetics, so cosmetics are not only a secondary need. The very high and increasing desire and needs of consumers towards halal labeled cosmetic products cause cosmetic companies to continue to present products and innovate in order to be able to meet the needs of consumers.

The use of cosmetics labeled halal is now just as likely to prove its interest in the superiority of a product to be used. The amount of interest in halal-labeled cosmetics has a positive impact

on the cosmetic industry. Cosmetics are marketed ranging from *soft*, light and dark colors so that consumers can adjust to the needs of their facial skin.

Table 1
Top 5 Most Talked about Brands Berlabel halal On Twitter 2021

Top 5 Most Talked about Brands Berlabel halal On Twitter 2021
1. Wardah
2. Emina
3. Make Over
4. Purbasari
5. Sari Ayu

(Sumber : Gdilab.com,2021)

According to Table 1 on *Top 5 Most Talked About Brand Labeled Halal On Twitter 2017* there are five names of local cosmetic brands labeled halal that are often talked about by twitter netizens namely Wardah, Emina, Make Over, Purbasari and the last is Sari Ayu. Emina who is still fairly new in the local cosmetic industry managed to enter and occupy the 2nd position. This proves that Emina has positive qualities and consumers have an interest in Emina products, therefore Emina comes with introducing a new concept, namely *beauty is fun*. Through her *tagline* "*born to be loved*" or "*born to love*" Emina reminds that every woman has different uniqueness, characteristics

and *personality*. This makes Emina have a special place in the eyes of consumers.

Emina cosmetics is guaranteed to its page because it has been registered MUI certification. In addition, Emina also conveyed its products to be brands that use affordable prices because they are made for teenagers but have good quality compared to other cosmetic products, when Emina cosmetic products are used on the face of consumers have comfort because the products are made ring because it is in accordance with Emina's target of teenagers, the comfort of products when used on consumers' faces as well, as a reason why emina is widely purchased and in demand by teenagers. To attract consumers to make purchasing decisions Emina always apply its advantages. Emina creates a *cute* and *girly* impression and is aimed at teenagers who just want to learn *makeup*.

The number of cosmetic brands labeled halal in the Indonesian market is now spread, it will be more selective consumers to make purchasing decisions on a cosmetic product in accordance with what is needed. The action of consumers to buy or not against a product is from a purchasing decision. There are several factors that can influence decisions, namely *Brand Awerness*, Product Promotion and Design, all three factors can influence consumers to make purchasing decisions.

Basically *brand awerness* is to provide positive value to a product that can form consumers by multiplying by giving an impression that is easy to remember and attached to the mind of someone so that they can buy sustainably. *Brand awerness* also has a good impression by consumers of a product, therefore if the impression is good it will affect sales or purchasing decisions. Furthermore, promotion is also very influential on purchasing decisions. Because promotion is part of the ability to offer or notify a product that will be sold attractively to make consumers interested in buying the product being promoted. Therefore, the company must do a good promotion and in accordance with what is desired by consumers to attract buyers. Not only promotion, product design is also one of the factors that greatly influences purchasing decisions. Because usually consumers see from

the design of the product for example such as the war in accordance with the desired continues the small cute packaging is easy to carry anywhere so that it can make someone buy the cosmetic not seen from his needs but because they see because the design of the product is different from the others. So that the company is required to offer a good and trusted attractive design so that it is easy to be remembered by consumers and be a differentiator from other products.

Based on previous research *Brand Awerness* influences the decision to label halal cosmetics because of brand awareness of cosmetics that have halal labels consumers believe that products are made viable and safe to use (Listyorini, 2018). Furthermore, in previous research, promotions affect the decision to buy cosmetics labeled halal because of attractive promotions and impressions well conveyed in terms of product quality then someone will buy the product at a moment's notice. (Sari, Aulia, Ronaldi, & Sanjaya, 2020). In previous research product design also affects purchasing decisions because product design is a *marketing* strategy used to provide stimulation to the target market, in accordance with consumer tastes that are to be achieved by the manufacturer. Therefore every cosmetic company should do more specific emphasis such as ingredients, shapes, sizes, color schemes, brand names, patterns and so on (Supriyatna, 2020). However, Emina is intended for teenagers who are just about to learn *makeup* so that the design of Emina's product is also very attractive because the target is for young people, so the formula is made light, but the color is still *pigmented* and easy to go where because of the small packaging.

Literature Review

Brand Awareness

Brand awareness is the ability of a prospective buyer to recognize or recall that a brand is part of a particular category (Surachman, 2019). *Brand awareness* can also be interpreted as the ability of a prospective buyer to recognize and remember a brand as part of a product with the brand involved (Wasil, 2018). The higher the level of brand awareness of a brand in the

minds of consumers, the more attached a brand in the consumer's mind, so the more likely the brand is considered in purchase and the more likely it will be chosen by consumers (Arista & Lasmana, 2019).

Hidayati, Budiwati, & Ariyono, (2018) says that *Brand Awareness* indicators from lowest to highest level are as follows:

1. *Unaware of Brand*: the lowest number of brand awareness, where consumers are unaware of a brand.
2. *Brand Recognition*: a minimal level of brand awareness, where the introduction of a brand reappears after a reminder again through *aided recall*.
3. *Brand Recall*: a re-reminder of the brand without assistance (*unaided recall*).
4. *Top of Mind*: the brand mentioned first by the consumer or the first to appear in the consumer's mind.

Promotion

Promotion is an activity that gives product excellence and influences customers to buy it according to the target (Zahari & Evanita, 2019). When the promotion can provide information about the characteristics of a product and the message conveyed in accordance with both what is expected by the buyer, therefore consumers will be interested in trying the products offered by the manufacturer because with offers that go through several kinds of interesting product innovations, then consumers will tend to try the products that have been offered. This is what sometimes makes a consumer loyal to the product used previously switched to another brand product (Sofjan & Assauri, 2019). Promotion is also a process of communicating marketing mix variables that are very important to be implemented by the company in marketing products (Tumbuan., 2020). Sari et al., (2020) says that promotion is measured by the following indicators:

1. Media Promotion is a means of communicating products, services, *brands* or companies and others can be known to the wider community
2. Product promotion innovation is the effort made by the company to make a product to improve, improve, and develop a

product produced by this cosmetic company.

3. Attractive offers are offers that must be made by the company in order to attract consumers by using comparisons between other companies to attract consumers.

Product Design

Technological advances have a role in the development of product design, where companies can involve consumers in designing a product in the company so that it can design products that match the look and value that consumers want specifically (*Custom designs*) (Reven & Ferdinand, 2017). This will help the company to overcome competition by creating product characteristics that are difficult to imitate by competitors, thus the product design shows its role in its ability to adapt in a dynamic market cycle (Husani & Ali, 2017). Product design is a total privilege that affects the ownership and function of a product in terms of customer needs. With so much competition, this design will be one of the most important to position products and services (Listyawati, 2016).

Product design indicators (Supriyatna, 2020) there are indicators of design or design prodak that include:

1. Form, Many products can be efficiencized based on form, capital size
2. Size is part of the observation step whose function is to show the magnitude of an object;
3. Quality is the buyer expects the product to have a quality of conformity with high standards and specifications;
4. Color is to make the product more attractive and net the display rating.

Purchase Decision

Consumer purchasing decisions are the wishes of prospective buyers that arise because there are influential factors such as price, family, desire, recommendations from someone and benefits obtained from a (kaharu, D., & Budiarti, 2016). When a consumer makes a purchasing decision, many situational factors can influence his or her purchase decision. Consumers will also form an intention to buy products that are preferred by buyers not because of need. (Kotler & Amstrong,

2018) Purchasing decisions are a real consumer process to buy a product. (Wulandari & Iskandar, 2018) that a purchasing decision is a decision process in an attempt to obtain and use a product or service needed.

Purchasing decision indicators (Kotler Philip & Kevin Lane Keller, 2018) include:

1. Product choice, consumers can make the decision to buy a product and use the money for other purposes. The purchase decision also concerns the shape, size, quality, pattern, and so on. The company must conduct marketing research to find out the consumer's desire about related products in order to maximize the attractiveness of its brand.
2. Brand choice, consumers must make a purchasing decision about a brand to be purchased by the consumer. Each company has its own differences to attract consumers with its brand. In this case, the company must know how consumers choose a product to be purchased.
3. The number of purchases, consumers can make a decision about how many products will be purchased at some point. This purchase is made more than one. The company must provide many products that suit the different wishes of the buyer.
4. The time of purchase, consumers can make a purchase decision when to make a purchase. This issue concerns the availability of money to buy a product.
5. Payment methods, After going through several processes and making purchasing decisions, consumers can make decisions about what payment methods to use when transacting, paying in cash or credit.

The Effect of Brand Awareness on Halal Labeled Cosmetic Purchase Decisions

Brand awareness affects consumers' confidence to make purchasing decisions (Srihartati & Abdillah, 2018). *Brand awareness* is brand awareness that has differences about feelings towards a brand. The range between uncertain feelings to the feeling of being convinced that the product is the only product in its class. The own role of brand awareness to brand equity depends on the context and level of brand awareness to be achieved (Setiawan & Rabuani, 2019) states

that *brand awareness* has a positive and significant influence on purchasing decisions.

H₁: Brand Awareness has a positive effect on the decision to purchase halal-labeled cosmetics.

Effect of Promotion on The Purchase of Halal Labeled Cosmetics

Promotion is one of the company's mix to do very important marketing done by the company in marketing its products (Flow & Saham, 2020). Promotional strategies for marketing are an important part of a business because promotion is not only for how to communicate with prospective buyers of promotions is also an important part in the out of purchase (Srihartati & Abdillah, 2018). But also through this promotion will influence and persuade prospective consumers to buy the products offered (Edyansyah, 2018). (Sri Wdyanti Hastuti & Anasrulloh, 2020) revealed that there is a significant influence of promotion on the selection of cosmetics in general and there is also a positive influence of promotion on the decision to buy cosmetic products.

H₂: Promotion has a positive effect on the decision to purchase halal-labeled cosmetics.

Effect of Product Design on Halal Labeled Cosmetics Purchasing Decisions

Product design is a marketing strategy used to stimulate the target market that suits the consumer tastes that the manufacturer wants to achieve. Therefore, the production part must pay more attention to details such as materials, shapes, sizes, color schemes, brand names, patterns, and so on (Parise et al., 2016). A company that produces products that always compete with other companies. In order to stay competitive in the long run, product design is an important concept that must be understood by the company when running a business. A decision in the making of a product design also means the decision of the purchase in determining the product produced by the company. Because the more attractive a product design is increasingly influential on consumer purchasing decisions (Pertiwani, 2020). (Dwiningwarni, Anjarsari, & Syuhada', 2018) stated that there is a positive influence between the design of prodak and the purchase decision.

H₃: Product Design positively affects halal labeled purchase decisions.

Brand awareness, Promotion and Product Design jointly affect the Decision to Purchase Halal Labeled Cosmetics

Brand Awareness is one of the ability to make consumers buy a product, so it has a brand that is easy to remember and known by buyers so as to create brand awareness. This is an important factor above. One element that can be considered as well is promotion. Promotion is one of the determinants of the success of a high-quality marketing program for a product. If consumers haven't heard of it and aren't sure if the

Research Model

Based on the above framework, the research model can be described as follows:

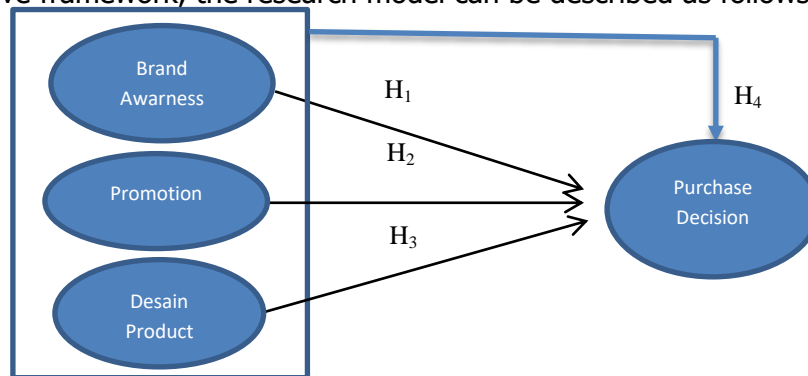


Figure 2. Research Model

Research Methods

Research Design

In this study the authors used causal research design. (Sugiyono, 2017) The causality approach is to explain the influence of variables. The purpose of this causal research aims to find out how much influence independent variables namely *Brand Awareness*, *Promotion*, and *Product Design* while the dependent variables in this study are the decision to purchase halal-labeled cosmetics. The study's design used survey measurements using data collection tools using questionnaires using *online* deployments that would be disseminated once, which data collected from respondents' answer scores. So that the survey data conducted using questionnaires is primary data. Primary data is data that is first recorded and obtained directly from the original source for a specific purpose.

product will help them, they won't buy and the company needs to do something. Competition to be aware of is also the design of the product, which is not only the shape, size, color scheme, brand name, pattern, etc., but also the process of creating the product that sets it apart from the rest to attract consumers. (Parise et al., 2016). (Herawati & Muslikah, 2020) stated that *brand awareness*, promotion and product design are very positive on the decision to buy an item.

H₄: Brand awareness, promotion and product design positively affect halal purchase decisions

Measurement

The measurement of the purchasing decision variable (Kotler Philip & Kevin Lane Keller, 2018) which states that purchasing decisions have five indicators, namely: product choice, brand choice, number of purchases, time of purchase and payment method. The measurement of the Brand Awareness variable uses an indicator (Hidayati et al., 2018) which states that Brand Awareness has four indicators: Unaware of Brand (not aware of the brand), Brand Recognition (brand recognition), Brand Recall (recall of the brand), Top of Mind (top of mind). Furthermore, the measurement of the Promotion variable uses indicators (Sari et al., 2020) Media, product promotion innovation, attractive offers and appearance and attitude. Furthermore, the measurement of Product Design variables uses indicators (Supriyatna, 2020), namely there are three indicators of

Shape, Size, Quality and Color. Measurement scale used to measure attitudes, income and perceptions of people or groups of people about social phenomena. With a Likert scale, the variables to be measured and translated into variable indicators. Then these variables are used as benchmarks for compiling instrument items in the form of (Supriyatna, 2020)

Population and Sample

The population chosen to be studied in this study is the use of Halal Labeled Cosmetics with the Emina brand, the number of which is not known to determine the population. (Hair et al., 2018) there are 30 questions so that the minimum sample size is 5 times the minimum number of questions or as many as $5 \times 30 = 150$ questions in this research questionnaire, so the number of samples needed is 150 respondents. This study uses a purposive sampling technique, namely the researcher uses his own considerations deliberately in selecting members of the population who are considered to be able to provide the necessary information or sample units that meet certain criteria desired by the researcher. With this research, the sample is determined based on the criteria that have been decided. These criteria are: Regular class students, Management study program, Esa Unggul University, Kebon Jeruk campus that uses cosmetics labeled halal.

Data analysis method

In this research, the data analysis method used is quantitative data analysis. Data collection is done online by distributing questionnaires to respondents, the scale used in this study is a Likert scale with a scale of 1-5. Therefore, it is necessary to have a measuring instrument to measure validity and reliability. The validity test was carried out using the Product Moment formula and the reliability test using the Cronbach Alpha formula. Classical assumption test consists of normality test, heteroscedasticity test, and multicollinearity test. Analysis of the data in this study using multiple linear regression analysis techniques. Janie (2018) multiple linear regression is to test the effect of two or more independent variables on one dependent variable. To test the

hypothesis of this study using the F test (simultaneous significance), t test (partial hypothesis test) and the coefficient of determination. The F test was conducted to determine the effect of all the independent variables contained in the model simultaneously on the dependent variable in this study to test whether the variables of Brand Awareness, Promotion and Product Design simultaneously affect purchasing decisions. The t-test was conducted to determine the effect of each independent variable (X) on the dependent variable (Y). The coefficient of determination (R²) according to Sinambela et al. (2019) is an indicator used to describe how much variation is explained in the model.

Research Result

Respondent Demographics

Based on the results of the study, it can be seen that respondents who know about Emina products and use Emina products are mostly respondents aged 20-25 years with a total of 118 respondents (81%) because the average age of female students is around 20-25 years. Respondents based on the level of income or pocket money per month at the most, from Rp. 500,000-1,000,000 totaling 85 people (57%) because most of the respondents are female students who do not have a job. Respondents based on the money spent to buy cosmetics per month Rp. 500,000 amounted to 128 (85%). because there are so many types of cosmetics, Emina and female students feel comfortable and more confident because Emina's products are guaranteed to be halal and BPOM.

Validity and Reliability Test

The validity and reliability tests were conducted on 30 respondents and there were 30 questions that were tested through a pre-test to students of the Faculty of Economics and Business, Esa Unggul University, Kebon Jeruk Jakarta. Based on the results of the validity test, there were 30 questions consisting of Brand Awareness, Promotion, Product Design variables on Purchase Decisions that were declared valid for all total questions. All questions are declared valid because the results of the sig count obtained are below 0.05. Therefore, each question item can be said to be

valid as a measuring tool for the variables studied. And the results of the reliability test can be seen that the results of the Brand Awareness (0.757), Promotion (0.836), Product Design (0.887) and halal-labeled cosmetic purchasing decisions (0.843) these results show that each variable gives Cronbach's Alpha value > 0.6 which means it is said to be very reliable.

Classic assumption test

The classical assumption test is the Normality Test, the data normality test is carried out using the Kolmogorov Smirnov method with the Monte Carlo approach. The results of the normality test are the results of the monte carlo sig. (2-tailed) of 0.116 where the result is greater than 0.05 so that the normality test in this study is normally distributed. Then the results of the multicollinearity test show that the tolerance value for all variables is greater than 0.10 and the VIF value for all variables is less than 10.00, so it can be concluded that there is no multicollinearity in all variables. From the results of the heteroscedasticity test, it can be seen that the points are scattered irregularly above and below the number 0 on the y-axis. This means that there is no heteroscedasticity in the regression model, so the regression model is feasible to use to predict Purchase Decisions based on the variables that influence it, namely Brand Awareness, Promotion and Product Design.

Determination and Significant Correlation Coefficient Analysis

Analysis of the coefficient of determination and significance can be seen from the value of R2. The coefficient of determination (R2) is to determine the extent to which a number of independent variables in the multiple linear regression equation can

simultaneously explain the dependent variable. Based on the results of data processing with SPSS, the R2 value of 0.589 was obtained. This number was used to see the magnitude of the influence of Brand Awareness, Promotion and Product Design on purchasing decisions. The purchasing decision variable is influenced by the Brand Awareness, Promotion and Product Design variables by 58.9%. this is because the variables Brand Awareness, promotion and product design have a good relationship and influence on purchasing decisions.

Analysis of the Fit of the Whole Model

The analysis of the suitability of all models can be seen from the results of the F Test which aims to see the independent variables simultaneously or together. The value in the F test will give results whether the test using calculated F can be declared significant or not. Based on the results of the F test, the results of the F test are 6.904 and with a significant level of 0.000. Because the probability value is less than 0.05, that is ($0.000 < 0.05$), H_0 is therefore rejected. H_1 is accepted. From the results of the F test, the independent variables, namely Brand Awareness, Promotion and Product Design, jointly have a significant effect on the dependent variable, namely the Purchase Decision of Emina halal-labeled cosmetic products.

Based on the picture of the model framework with multiple linear regression variables, the R2 value is 0.589, which means 58.9% that the Purchasing Decision variable can be explained by the independent variables Brand Awareness, Promotion and Product Design. Furthermore, the hypothesis test table below introduces the hypothesis in this study

Table 2
Results of Research Model Hypothesis Testing

Hipotesis	Pernyataan Hipotesisi	Signifikan T-Value	Keterangan
H1	Partially Brand Awareness affects the Decision to Purchase Halal-Labeled Cosmetics	0,000	The data supports and the hypothesis is accepted
H2	Partially, the promotion has no effect on the decision to	0,556	The data do not support and the

Hipotesis	Pernyataan Hipotesisi	Signifikan T-Value	Keterangan
	purchase Halal-labeled cosmetics		hypothesis is not accepted
H3	Partially, product design influences the decision to purchase Halal-labeled cosmetics	0,001	The data supports and the hypothesis is accepted
H4	Simultaneously Brand Awareness, Promotion and Product Design affect the Decision to Purchase Halal-Labeled Cosmetics	0,000	The data supports and the hypothesis is accepted

Source: Primary Data processed by researchers, 2022

Based on the table above, the Brand Awareness variable (X_1) has a significant level of $0.000 < 0.05$, thus H_0 is rejected and H_a is accepted, meaning that Brand Awareness partially has a positive and significant influence on purchasing decisions for Emina Halal Cosmetics. The Promotion variable (X_2) has a significant level of $0.556 > 0.05$, thus H_0 is accepted and H_a is rejected, meaning that partially the promotion variable has no effect on purchasing decisions for Emina Halal Cosmetics. The Product Design variable has a significant level of $0.001 < 0.05$, thus H_0 is rejected and H_a is accepted, meaning that partially the Product Design variable has a positive and significant influence on purchasing decisions for Emina Halal Cosmetics.

Discussion

The Influence of Brand Awareness (X_1) on the Decision to Purchase Halal Cosmetics (Y)

The results of this study indicate that Brand Awareness has an effect on purchasing decisions for cosmetic products labeled Emina halal. This shows that Brand Awareness in Emina cosmetic products is an important factor that must be considered because of the ability of a prospective buyer to recognize or recall that a brand is part of a certain product category, therefore the better the quality of the product, the better. the increasing desire of students to buy Emina products. In making purchases, such as the benefits of Emina cosmetic products, they are guaranteed to be halal, contain quality basic ingredients, have long durability, attractive packaging designs,

and have various variants. The results of this study are in line with research by Lubis (2015), Pribadi & Saputri (2021), Setiawan & Wiwaha (2019), Sudarsono et al. (2020) and Anam et al. (2021) which states that Brand Awareness has an effect on purchasing decisions for Halal Labeled Cosmetics.

The Effect of Promotion (X_2) on the Purchase Decision of Halal Labeled Cosmetics (Y)

The results of this study indicate that promotion has no effect on purchasing decisions for Emina cosmetic products. This means that the existence of promotions on Emina's cosmetic products cannot influence students to make purchasing decisions. Although the promotions that have been carried out have been good, such as through Youtube and Instagram Ads, it turns out that promotion is not one of the considerations for students to buy, there are other factors that make consumers buy Emina.

Promotions in Emina cosmetic advertisements, display advertisements on Emina Cosmetics products, models in Emina cosmetics advertisements, Color selection and use of music in Emina cosmetics advertisements apparently cannot influence consumers to make purchasing decisions for Emina Halal-labeled cosmetic products. Whereas the existence of promotions through advertising, Youtube and Instagram aims to build a sense of consumer confidence in a product itself and market a product by persuading, and convincing consumers to make a purchase decision. Promotion is still a consideration for making

purchasing decisions, but for female students, promotion is not the main consideration because according to him, product quality is more attractive because there are other factors such as the influence of brand image and halal products. The results of this study are in line with the research conducted by Suryo et al. (2020), Ekasari et al. (2018) which states that advertising has no effect on purchasing decisions. The results of this study contradict the results of research by Mastuti et al., (2019), Samosir & Wartini (2017), Listyawati (2020) which state that advertising has an influence on purchasing decisions for Halal Labeled Cosmetics.

The Influence of Product Design (X_3) on the Purchase Decision of Halal Labeled Cosmetics (Y)

The results of this study indicate that product design has an effect on purchasing decisions for cosmetic products labeled Emina halal. This shows that product design is one of the factors that consumers consider when purchasing Emina cosmetics such as materials, shapes, sizes, color schemes, brand names, patterns, and so on. With product designs that match product quality, product designs can compete with other cosmetic products, and Emina's cosmetic product designs are very attractive, this is a factor that consumers pay attention to in deciding to buy Emina cosmetic products. This means that Emina cosmetics have succeeded in providing product designs that are suitable for students and can compete with other cosmetic products accompanied by the quality expected by consumers. The results of this study are in line with the research results of Septiani & Robianto (2021), Anam et al. (2021), Polla et al. (2018), Lubis (2015) which states that price has an influence on purchasing decisions.

The Influence of Brand Awareness (X_1), Promotion (X_2) and Product Design (X_3) on the Purchase Decision of Halal Labeled Cosmetics (Y)

The results of the study indicate that Brand Awareness, Promotion and Product Design simultaneously affect the Purchase Decision of Emina halal-labelled cosmetic products. Although in the t-test the promotion

variable has no effect on purchasing decisions, in the F-test it is stated that the results of the Brand Awareness, Promotion and Product Design variables simultaneously affect purchasing decisions. This can be interpreted that consumers buying products always pay attention to brand awareness that is in accordance with their wishes, promotional displays such as attractive advertisements and product designs that are very attractive to students, so that the decision to purchase cosmetic products labeled Emina halal will increase. Because Brand Awareness from a good reminder will create consumer confidence in the product so that it can improve purchasing decisions, attractive promotions and very attractive product designs are also important because they will be able to improve consumer purchasing decisions and will create added value in increasing sales.

Conclusion

Based on the results of research on the effect of Brand Awareness, Promotion and Product Design on the purchase decision of Halal Labeled Cosmetics, based on the discussion above, the following conclusions can be drawn: (1) Brand Awareness affects purchasing decisions, this indicates that the ability of a prospective buyer to recognize or remembering that a brand is part of a certain product category, therefore the better the quality of the product, the easier it will be to remember and will continue to buy Emina products (2) Promotion has no effect on purchasing decisions, even though Promotions on Emina halal-labeled cosmetics are attractive and attractive. through many social media but if it is not in accordance with the perceived quality of the product, consumers will certainly feel disappointed with the promotion given. (3) Product design has an effect on purchasing decisions, because with product design in accordance with product quality, product design can compete with other cosmetic products, and Emina's cosmetic product design is very attractive, this is a factor that consumers consider in deciding to buy cosmetic products. Emina. (4) Brand Awareness, promotion and product design together have an effect on purchasing decisions. (5) the magnitude of the influence of Brand Awareness, Promotion and

Product Design on purchasing decisions is 0.589 and the remaining 58.9%. This is because students from consumers pay attention to good Brand Awareness, attractive promotions and easy-to-find advertising media, and finally product design that is in accordance with the perceived benefits, so that it will improve consumer purchasing decisions.

Research Limitations

In this study, there are several limitations, namely this research only focuses on the variables of Brand Awareness, Promotion and Product Design on purchasing decisions, while there are many other factors that can influence purchasing decisions for cosmetic products labeled Emina halal. This research is limited to only students of the Faculty of Economics and Business, Esa Unggul University, Kebon Jeruk Jakarta. The data in this study was obtained by distributing questionnaires made with google forms, without direct contact with the relevant respondents, in the COVID-19 pandemic situation it is not possible for researchers to visit respondents directly.

Suggestions for Further Research

Results Based on the research and conclusions in this study, there are several suggestions for further research, namely adding other variables not examined in this study other than Brand Awareness, Promotion, Product Design and purchasing decisions. It is necessary to conduct further research on respondents in a wider area than the area of the Faculty of Economics and Business, Esa Unggul University, Kebon Jeruk, Jakarta. And then you have to add better literature references from books, journals and others.

Managerial Implications

The purpose of this study was to determine the effect of Brand Awareness, Promotion and Product Design on the Purchase Decision of Emina Halal Cosmetics. Based on the results of the study that promotions have no effect on purchasing decisions, it is hoped that for Emina cosmetics companies, companies need to increase promotions in this case Emina

must be better and more detailed in carrying out promotions by showing the advantages of their products in more detail, and changing promotions that are more attractive to consumers and can improve consumer purchasing decisions. Then it is hoped that Emina's cosmetic products will maintain the quality of their products that have been trusted by consumers because Emina uses safe and quality ingredients with minimal side effects after use.

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