The Role of Halal Labels in Influencing Brand Image, Product Quality, and Purchase Decisions of Scarlett Whitening Skincare Products

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Abstract

The rapid development of the beauty industry in Indonesia encourages companies to increase competitiveness through effective marketing strategies. This study aims to analyze the effect of brand image and product quality on purchasing decisions for scarlett whitening in the jabodetabek area, as well as the role of the halal label as a moderating variable. The method used is quantitative research with the structural equation modeling partial least square (SEM-PLS) approach using SmartPLS software. Data were obtained through distributing questionnaires to scarlett whitening consumers in Jabodetabek using a Likert scale as a measuring tool. The results showed that brand image and product quality have a positive and significant effect on purchasing decisions. In addition, the halal label is proven to significantly moderate the effect of brand image on purchasing decisions, and the halal label does not significantly affect product quality on purchasing decisions. These findings emphasize the importance of building a strong brand image, maintaining product quality, and paying attention to halal aspects of products to increase consumer loyalty and purchasing decisions, especially among Muslim consumers.

Keyword : brand image, product quality, halal label, purchase decision.

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INTRODUCTION

The rapid development of technology and business has created both opportunities and challenges for the business world. The beauty industry in Indonesia has experienced significant growth, with numerous new products emerging in the market. Consumers have become more critical, prompting producers to better understand their needs in order to create a positive impression.

Beauty products, especially skincare, are in high demand and dominate the e-commerce sector. Scarlett Whitening, a local brand owned by Felicya Angelista, has successfully captured a significant market share (71.4% as of September 2022), reflecting the dynamic competition within the industry. Product quality has become a crucial factor influencing purchase decisions, as seen in the case of Scarlett Whitening. However, previous studies show that the effect of product quality on purchasing decisions varies depending on the product and context.

In addition to product quality, brand image also plays a vital role in marketing strategies. Brands with a positive image are more likely to attract and retain customers.

The Role of Halal Labels in Influencing Brand Image, Product Quality ….

DOI: 10.37531/amar.v5i1.2705

Nonetheless, research findings on the influence of brand image also show inconsistent results. Another factor affecting purchasing decisions is the halal label, which assures Muslim consumers of a product's compliance with Islamic guidelines. The presence of a halal label can build consumer trust, although some studies indicate its influence may differ across contexts.

Based on these issues, this study aims to examine the role of the halal label in moderating the influence of brand image and product quality on purchasing decisions of Scarlett Whitening products in the Greater Jakarta area (Jabodetabek). This research seeks to analyze the effects of brand image and product quality on purchase decisions, while also assessing the moderating role of the halal label.

Although various studies have explored the factors influencing consumer purchasing decisions, inconsistencies remain in the findings related to the effects of brand image and product quality. Some studies suggest that product quality strongly impacts purchase decisions, while others indicate a weaker or insignificant relationship, depending on the product type and market segment. Similarly, the influence of brand image has shown varied results across different industries and consumer groups.

Furthermore, the role of halal labels, particularly in the beauty and skincare industry, has not been widely examined, especially in the context of local Indonesian brands such as Scarlett Whitening. Most existing studies focus on food and beverage products when discussing halal certification, leaving a gap in understanding its impact on non-edible consumer goods like skincare. Moreover, research that investigates the **moderating role** of halal labels in the relationship between brand image, product quality, and purchase decisions is still limited.

Therefore, this study addresses these gaps by analyzing how halal labels moderate the relationship between brand image and product quality toward purchasing decisions in the context of Scarlett Whitening skincare products among consumers in the Greater Jakarta area.

The increasing competitiveness in the beauty industry, combined with the evolving preferences of more critical and informed consumers, demands that brands not only offer high-quality products but also build a strong brand image and cater to specific consumer values—such as religious compliance. Scarlett Whitening, as a leading local brand, presents a unique case for examining these dynamics.

By analyzing the direct effects of brand image and product quality on purchase decisions, this study contributes to understanding how these variables shape consumer behavior. Moreover, by introducing the halal label as a moderating variable, the study provides deeper insights into how religious considerations interact with marketing and product quality in influencing purchasing behavior. This analysis will be especially valuable for marketers, brand managers, and product developers aiming to strengthen consumer trust and expand market reach in Muslim-majority regions.

H1: Brand image has a significant positive effect on purchasing decisions of Scarlett Whitening products.

H2: Product quality has a significant positive effect on purchasing decisions of Scarlett Whitening products.

H3: The halal label positively moderates the effect of brand image on purchasing decisions.

H4: The halal label positively moderates the effect of product quality on purchasing decisions.

METHODOLOGY

This study employs a quantitative research approach. Quantitative research is defined as a research method based on the philosophy of positivism, used to study specific populations or samples, with data collection using research instruments, and data analysis performed in a quantitative or statistical manner, aiming to test predetermined hypotheses (Sugiyono, 2020).

The data collected consists of numerical values obtained through the distribution of questionnaires to consumers of Scarlett Whitening products. The purpose of the data analysis is to measure the extent to which brand image and product quality influence purchase decisions, as well as how the halal label functions as a moderating variable in this relationship.

The population in this study includes all individuals residing in the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi) who have previously purchased Scarlett Whitening products. A sample is a subset of the population that possesses similar characteristics and serves as the source of research data (Sugiyono, 2020).

The sampling technique used in this study is purposive sampling, with the following criteria:

- Aged between 15 and 40 years old
- Have used Scarlett Whitening products at least once

The required number of respondents is determined based on the number of questionnaire items, following the rule of n × 5 to n × 10. From an initial total of 35 indicators, 8 were found to be invalid, leaving 27 valid statement items. Therefore, the required sample size is 27 × 10 = 270 respondents.

RESULTS AND DISCUSSION

Validity Test

Table 1 | Validity Test Results for Brand Image, Product Quality, Halal Label, and Purchase Decision

The results indicate that all statement items for the variables—brand image, product quality, halal label, and purchase decision—have r-count values greater than the r-

table value (0.361) and significance values below 0.05. Therefore, all items are declared valid.

Reliability Test

Variable	Cronbach's Alpha	Number of Items	Conclusion
Brand Image	0.902	4	Reliable
Product Quality	0.937	15	Reliable
Halal Label	0.851	3	Reliable
Purchase Decision	0.928	5	Reliable

The results show that all variables have Cronbach's Alpha values greater than 0.70, indicating that the instruments used in the questionnaire are reliable.

Hypothesis Testing Results

Hypothesis Testing

Hypothesis testing is a method used to evaluate whether there is a significant effect between independent and dependent variables, either directly or through a mediating variable. The test is based on t-statistics and p-values, where a t-statistic greater than the critical value and a p-value less than 0.05 indicate a significant effect.

Table 3 | Direct Effect Hypothesis Testing Results

Variable Relationship	T-Statistic	P-Value
Brand Image (X1) → Purchase Decision (Y)	5.346	0.000
Product Quality (X2) → Purchase Decision (Y)	16.484	0.000

- The t-value of 5.346 and p-value of 0.000 for brand image → purchase decision indicate a significant positive relationship. A stronger brand image increases the likelihood of consumers purchasing Scarlett Whitening products.
- The t-value of 16.484 and p-value of 0.000 for product quality → purchase decision also reflect a strong, significant influence. Higher product quality strongly encourages purchase decisions based on performance, utility, durability, and customer expectations.

Table 4 | Indirect Effect Hypothesis Testing Results (Moderation Analysis)

Variable Relationship	T-Statistic	P-Value	Result
Brand Image (X1)	32.620	0.000	Significant

→ Halal Label (Z) → Purchase Decision (Y)			
Product Quality (X2) → Halal Label (Z) → Purchase Decision (Y)	0.499	0.618	Not Significant

- The t-value of 32.620 and p-value of 0.000 indicate that the halal label strengthens the relationship between brand image and purchase decision.
- The t-value of 0.499 and p-value of 0.618 indicate that the halal label does not significantly moderate the relationship between product quality and purchase decision.

Table 5 | Path Coefficient Summary

Variable Relationship	Path Coefficient	P-Value	Conclusion
Brand Image (BI) → Purchase Decision (KP)	0.778	<0.000	Highly Significant
Product Quality (KP) → Purchase Decision (KP)	0.822	<0.000	Highly Significant
BI → Halal Label (LH) → KP	0.973	<0.000	Highly Significant
KP → LH → KP	0.016	0.618	Not Significant

Summary:
- Brand image has a positive and significant effect on purchase decisions.
- Product quality also shows a strong positive impact on purchase decisions.
- Halal label significantly moderates the relationship between brand image and purchase decision.
- However, the halal label does not significantly moderate the relationship between product quality and purchase decision.

The Influence of Brand Image on Purchase Decisions of Scarlett Whitening in the Greater Jakarta Area

Based on the results presented in Table 4.28, the analysis shows a p-value of 0.000, indicating a highly significant influence. In other words, brand image has a direct and significant impact on the purchase decisions of Scarlett Whitening products in the Jabodetabek (Greater Jakarta) area. This suggests that the stronger the brand image of a product, the higher the consumer's tendency to make a purchase. A positive brand image creates trust and a perception of quality in the minds of consumers, making them more inclined to choose the product over competitors. Therefore, Hypothesis 1 (H1) is accepted.

This finding is supported by research conducted by Putri and Hidayat (2020), who found that brand image significantly influences purchase decisions for beauty products in Indonesia. They explained that brands with a positive image tend to be more trusted by consumers, especially in the highly competitive beauty industry. Consumers are more likely to choose products with a good reputation based on testimonials, positive reviews, and recommendations from influencers or beauty experts.

The Influence of Product Quality on Purchase Decisions of Scarlett Whitening in the Greater Jakarta Area

According to the results presented in Table 4.22, the analysis shows a p-value of 0.000, which confirms a highly significant and positive influence. This means that product quality significantly affects the purchase decisions of Scarlett Whitening products in the Jabodetabek area. The better the quality perceived by consumers, the more likely they are to make a purchase. High-quality products provide benefits that meet consumer expectations, thereby creating satisfaction and loyalty toward the brand. Therefore, Hypothesis 2 (H2) is accepted.

The Role of the Halal Label in Moderating the Relationship Between Brand Image and Purchase Decisions of Scarlett Whitening in the Greater Jakarta Area

The analysis in Table 4.22 indicates a p-value of 0.000, demonstrating a highly significant effect. This means that the halal label has a significant and positive role in moderating the relationship between brand image and purchase decisions of Scarlett Whitening in the Jabodetabek area. This suggests that the stronger the consumer perception of the halal label on the product, the greater the impact of brand image on their purchase decisions. In other words, the presence of the halal label serves as an important factor that strengthens consumer trust in Scarlett Whitening products, thereby encouraging them to make a purchase. Therefore, Hypothesis 3 (H3) is accepted.

The Role of the Halal Label in Moderating the Relationship Between Product Quality and Purchase Decisions of Scarlett Whitening in the Greater Jakarta Area

The analysis shows that the halal label does not have a significant moderating effect on the relationship between product quality and purchase decisions, as indicated by a p-value of 0.618. This implies that the presence of the halal label does not strengthen the relationship between product quality and purchase decisions. Consumers in this study appear to place greater importance on the direct quality of the product rather than its halal certification in the decision-making process. Although Scarlett Whitening is halal-certified, purchase decisions are more strongly influenced by factors such as product benefits, safety, and effectiveness, without the moderating role of the halal label. Therefore, Hypothesis 4 (H4) is rejected.

CONCLUSION

Brand image has a significant and positive influence on the purchase decisions of Scarlett Whitening consumers in the Greater Jakarta area, with a p-value of 0.000 (<0.05). This result indicates that the stronger the brand image of Scarlett Whitening, the higher the likelihood that consumers will make a purchase. Therefore, Hypothesis H1 is accepted. Product quality also has a significant and positive effect on purchase decisions, with a p-value of 0.000 (<0.05). This finding suggests that consumers are more likely to purchase products they perceive to be of high quality. Therefore, Hypothesis H2 is accepted. The halal label has been proven to moderate and strengthen the relationship between brand image and purchase decisions, with a significance value of 0.000 (<0.05). This means that the presence of a halal label enhances the impact of brand image on purchasing decisions, particularly among Muslim consumers. Therefore, Hypothesis H3 is accepted. The halal label does not have a significant moderating effect on the relationship between product quality and purchase decisions, with a significance value of 0.618 (>0.05). This indicates that although the halal label can enhance consumer trust, product quality remains the dominant factor in purchase decisions without the need for moderation by the halal label. Therefore, Hypothesis H4 is rejected.

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