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The Effect Of Brand Awareness And Halal Labels Moderated By Religiosity On The Purchase Decision Of Indonesian Halal Brand Cosmetics By Women In Jabodetabek

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Abstract

This study aims to examine how brand awareness and halal labels moderated by religiosity can influence the purchasing decisions of Indonesian halal cosmetic brands by women, especially in the Greater Jakarta area. This study uses a quantitative method with a survey approach, where data is collected through questionnaires distributed to respondents who use halal skincare products. The variables analyzed include brand awareness, halal labels, religiosity, and purchasing decisions, which are then processed using statistical methods to test direct and mediating relationships between variables in this study. The results show that the variables of Halal Label, Religiosity, Brand Awareness significantly influence the Purchase Decision of Halal Cosmetic Products, the Religiosity variable is the variable that has the most influence on Brand Awareness and Purchase Decisions because the value of this variable is the largest. Based on the research that has been conducted, it is recommended to pay more attention to the religiosity of the market that will be the target of marketing and brands on halal cosmetics to convince buyers, so that consumers are confident in the purchasing decision of halal cosmetic products sold to the public, this is because the religiosity variable has a strong and moderating influence on brand awareness and purchasing decisions for halal cosmetic products with the highest value of 56% influencing brand awareness and purchasing decisions for halal cosmetic products.

Keywords :Brand Awareness, Halal Label, Religiosity, Purchasing Decision

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INTRODUCTION

Cosmetics are products or materials intended for use on the external parts of the human body (such as hair, nails, lips, skin, and the outer genital area) or on teeth and oral tissues. Cosmetics consist of various types such as primer, foundation, concealer, powder, blush, eyeshadow, lipstick, and eyebrow pencil. (ekon.go.id, 2024).

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The availability of various cosmetic products on the market encourages women to increasingly want to express themselves, such as beautifying facial features and hiding imperfections. Based on these interests, cosmetics are a primary concern for women, especially in Indonesia (Fionalita & Kusumawati, 2019).

Competitive companies must be able to identify market opportunities and understand consumer needs. Businesses in the cosmetics sector need to increase consumer awareness of the brands they use to expand their market reach. Brand awareness relates not only to the frequency with which consumers recall a brand but also to the level of trust consumers place in that brand, making it their primary choice when seeking related products. (Wati, 2024)

Tabel 1. Validity dan Discriminant Testing

Variables	Statement Number	Person Correlation	R Critical	P-Value	AVEs	Information
Brand Awareness (X1)	1	0.653	0.3	<0.001	0,756	VALID
	2	0.490	0.3	<0.001		VALID
	3	-0.179	0.3	<0.001		TIDAK VALID
	4	0.517	0.3	<0.001		VALID
	5	0.777	0.3	<0.001		VALID
	6	0.421	0.3	<0.001		VALID
Halal Label (X2)	1	0.209	0.3	<0.001	0,471	TIDAK VALID
	2	0.532	0.3	<0.001		VALID
	3	0.574	0.3	<0.001		VALID
	4	0.748	0.3	<0.001		VALID
	5	0.561	0.3	<0.001		VALID
	6	0.448	0.3	<0.001		VALID
Religiosity	1	0.630	0.3	<0.001	0,470	VALID
	2	0.494	0.3	<0.001		VALID
	3	0.531	0.3	<0.001		VALID
	4	0.430	0.3	<0.001		VALID
	5	0.446	0.3	<0.001		VALID
	6	0.615	0.3	<0.001		VALID
	7	0.363	0.3	<0.001		VALID
	8	-0.407	0.3	<0.001		TIDAK VALID
	9	0.718	0.3	<0.001		VALID
	10	0.675	0.3	<0.001		VALID
Purchase Decision	1	0.525	0.3	<0.001	0,701	VALID
	2	0.692	0.3	<0.001		VALID
	3	0.630	0.3	<0.001		VALID
	4	0.419	0.3	<0.001		VALID
	5	0.602	0.3	<0.001		VALID

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Variables	Statement Number	Person Correlation	R Critical	P-Value	AVEs	Information
	6	0.634	0.3	<0.001		VALID
	7	0.732	0.3	<0.001		VALID
	8	0.641	0.3	<0.001		VALID
	9	0.622	0.3	<0.001		VALID
	10	0.690	0.3	<0.001		VALID
	11	0.629	0.3	<0.001		VALID

According to (Imamuddin et al., 2020), halal cosmetics in Indonesia are considered halal if they have passed testing by the Indonesian Ulema Council's Food, Drug, and Cosmetics Assessment Institute (LPPOM MUI). Therefore, there are several aspects to consider when choosing cosmetics before purchasing and using them, such as checking the BPOM and MUI halal labels on the product packaging, observing the registration number and reading reviews about the product. Indonesian cosmetic brands that have received halal certification can be seen in the table below. (Suryowati & Nurhasanah, 2020).

H1: Brand Awareness (X1) has a positive and significant influence on Purchasing Decisions (Y). H2: Halal label (X2) has a positive and significant effect on purchasing decisions (Y) H3: Religiosity (M) moderates Brand Awareness (X1) towards Purchasing Decision (Y) H4: Religiosity (M) moderates Halal Label (X2) on Purchasing Decision (Y)

METHODOLOGY

In this study, respondents chose one of the available options and received a specific score for each choice. The total score was assessed and served as an indicator of the respondent's position on the Likert scale. There were 20 indicators in this study, so the sample size was calculated using the following formula: Sample = Total indicators 20 x 10 = 20 x 10 = 200.

RESULTS AND DISCUSSION

1. Validity and Discriminant Test

The reliability of questionnaires for all variables can be measured using Composite Reliability. A questionnaire is considered to have good Composite Reliability if its Composite Reliability is ≥ 0.7. Once the questionnaire is created and its validity verified, it can be applied to measure variables. Questionnaires used to assess certain variables can produce data that is ordinal or nearly interval in nature.

2. Cronbach's Alpha

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Tabel 2. Cronbach's Alpha

No.	Variables	Composite Reliability	Cronbach's Alpha
1.	Brand Awareness (X1)	0.793	0.674
2.	Halal Label (X2)	0.777	0.674
3.	Religiusitas (M)	0.920	0.902
4.	Purchase Decision	0.931	0.918

Reliability testing involving 37 respondents showed that all variables exhibited Composite Reliability and Cronbach's Alpha values above 0.70. Therefore, the measurement instruments for the variables Brand Awareness (X1), Halal Label (X2), Religiosity (M), and Purchase Decision (Y) were considered valid and reliable.

3. Model Fit and Quality Indices

Tabel 3. Model Fit and Quality Indices

No.	Model Fit and Quality Indices	Fit Criteria
1.	Average path coefficient (APC)	P < 0.05
2.	Average R-squared (ARS)	P < 0.05
3.	Average adjusted R-squared	P < 0.05
4.	Average block VIF (AVIF)	Acceptable if <= 5, ideally <= 3.3
5.	Average full collinearity VIF (AFVIF)	Acceptable if <=5, ideally <= 3.3
6.	Tenenhaus GoF (GoF)	Small >= 0.1, medium >= 0.25, large >= 0.36
7.	Sympson's paradox ratio (SPR)	Acceptable if >= 0.7, ideally = 1
8.	R-squares contribution ratio (RSCR)	Acceptable if >= 0.9, ideally = 1
9.	Statistical suppression ration (SSR)	Acceptable if >= 0.7
10.	Nonlinear bivariate causality direction ratio (NLBCDR)	Acceptable if >= 0.7

Hypothesis testing for the parameters (γ and λ) was carried out using the bootstrap resampling method developed by Geisser and Stone. In this test, the t statistic was applied with the following hypothesis formula:
The statistical hypothesis for the outer model is:
H_0: $\lambda_i=0$ versus H_1: $\lambda_i\neq0$
Meanwhile, for the statistical hypothesis related to the inner model: the influence of exogenous latent variables on endogenous ones is as follows:
H_0: $\lambda_i=0$ versus H_1: $\lambda_i\neq0$

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The use of the resampling method allows for freely distributed data, eliminating the need for a normal distribution assumption. Testing is performed using a t-test. If the p-value obtained is ≤ 0.05 (alpha 5%), the results are considered significant, and vice versa. This indicates that the indicator can be used as an instrument to measure latent variables. Meanwhile, if the test results in the inner model are significant, it indicates a significant influence of one latent variable on the other. (Tabelessy & Pattiruhu, 2024).

4. Convergence Test and Discriminant Test of Brand Awareness Variable

Tabel 4. 4.
Convergence Test and Discriminant Test of Brand Awareness Variable

Indicator	Pearson Correlation	r Critical	P - Value	AVEs	Information
X1.1	0.712	0.3	<0.001	0.626	VALID
X1.2	0.537	0.3	<0.001		VALID
X1.3	0.679	0.3	<0.001		VALID
X1.4	0.622	0.3	<0.001		VALID
X1.5	0.578	0.3	<0.001		VALID
X1.6	0.712	0.3	<0.001		VALID

All statement elements used to measure Brand Awareness have a correlation value above 0.3. This finding indicates that the research instrument used to evaluate Brand Awareness in consumers related to purchasing decisions is valid. This validity is also supported by the average value of the extracted variance (AVE) reaching 0.626 exceeding the minimum limit of 0.5 which ensures convergent validity. The validity contained in this research instrument confirms that indicators such as Brand Awareness related to Purchasing Decisions of a product have been measured well. This ensures that the instrument is able to represent Brand Awareness towards purchasing decisions of this product accurately.

5. Convergence Test and Discriminant Test of Price Label Variable

Tabel 5.
Convergence Test and Discriminant Test of Price Label Variable

Indicator	Pearson Correlation	r Critical	P - Value	AVEs	Information
X2.2	0.484	0.3	<0.001	0.547	VALID
X2.3	0.563	0.3	<0.001		VALID
X2.4	0.551	0.3	<0.001		VALID
X2.5	0.585	0.3	<0.001		VALID
X2.6	0.553	0.3	<0.001		VALID

The validity test results for the Halal Label variable (X2) listed in the table above show that each statement item used to assess the Halal

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Label has a correlation value above 0.3. This finding indicates that the research instrument for measuring the Halal Label is valid. This validity also indicates that indicators such as the Halal Label's influence on Purchasing Decisions have been well measured. This indicates that the instrument is able to accurately describe the impact of the Halal Label on Purchasing Decisions for a beauty product.

6. Convergence Test and Discriminant Test of Religiosity Variable

Tabel 6.
Convergence Test and Discriminant Test of Religiosity Variable

Indicator	Pearson Correlation	r Critical	P - Value	AVEs	Information
M.1	0.526	0.3	<0.001	0.750	VALID
M.2	0.578	0.3	<0.001		VALID
M.3	0.574	0.3	<0.001		VALID
M.4	0.557	0.3	<0.001		VALID
M.5	0.587	0.3	<0.001		VALID
M.6	0.573	0.3	<0.001		VALID
M.7	0.547	0.3	<0.001		VALID
M.9	0.586	0.3	<0.001		VALID
M.10	0.533	0.3	<0.001		VALID
M.1	0.526	0.3	<0.001		VALID

The results of the validity test of the Religiosity variable (M) listed in Table 4.4 above show that each statement to collect data on consumer Religiosity has a correlation value above 0.3. This finding proves that the instrument used to collect Religiosity data in this study is valid. The proper validity of the research instrument for this variable also confirms that factors such as consumer Religiosity towards Purchasing Decisions have been successfully measured well. This indicates that the instrument can accurately describe the role of Religiosity in Purchasing Decisions for certain products.

7. Convergence Test and Discriminant Test of Purchase Decision Variables

Tabel 7.
Convergence Test and Discriminant Test of Purchase Decision Variables

Indicator	Pearson Correlation	r Critical	P - Value	AVEs	Information
Y.1	0.552	0.3	<0.001	0.744	VALID
Y.2	0.593	0.3	<0.001		VALID

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Y.3	0.576	0.3	<0.001		VALID
Y.4	0.570	0.3	<0.001		VALID
Y.5	0.571	0.3	<0.001		VALID
Y.6	0.573	0.3	<0.001		VALID
Y.7	0.488	0.3	<0.001		VALID
Y.8	0.538	0.3	<0.001		VALID
Y.9	0.523	0.3	<0.001		VALID
Y.10	0.546	0.3	<0.001		VALID

The results of the validity test for the Purchase Decision variable (Y) contained in Table 4.5 indicate that each statement item used to assess the Purchase Decision obtained a correlation value of more than 0.3. This indicates that the research instrument used to assess the Purchase Decision for Halal-certified Cosmetic Products is valid. Indicators such as Brand Awareness, Halal Label, Religiosity, and Purchase Decision, especially in the halal-labeled beauty category, have been measured very well. Therefore, this instrument is able to accurately represent the elements that influence consumer Purchase Decisions related to halal cosmetic products.

8. Composite Reliability and Cronbach's Alpha

Tabel 8.
Composite Reliability and Cronbach's Alpha

No.	Variables	Composite reliability	Cronbach's Alpha
1	Brand Awareness (X1)	0.779	0.644
2	Halal Label (X2)	0.808	0.702
3	Religiosity (M)	0.921	0.904
4	Purchase Decision (Y)	0.931	0.919

The results listed in the table above show the Composite Reliability value for each variable, namely 0.779 for Brand Awareness (X1), 0.808 for Halal Label (X2), 0.921 for Religiosity (M), and 0.931 for Purchase Decision (Y). Meanwhile, the Cronbach's Alpha values obtained were 0.644, 0.702, 0.904, and 0.919 for each variable. All of these figures are greater than 0.7, indicating that each variable in this study has met the required reliability criteria. This can be concluded that the instrument used in this study shows reliable results. Therefore, the next step is to continue with the Goodness of Fit test on the inner model.

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9. Model Fit and Research Result Quality Indicators

Tabel 9.
Model Fit and Research Result Quality Indicators

No.	Quality Indicators	Research result	Received Value	Conclusion
1.	Average path coefficient (APC)	0.816, P<0.001	P ≤ 0.05	Good APC
2.	Average R-squared (ARS)	0.816, P<0.001	P ≤ 0.05	ARS Good
3.	Average adjusted R-squared (AARS)	0.811, P<0.001	P ≤ 0.05	AARS Bik
4.	Average block VIF (AVIF)	1,999	Acceptable if < = 5, ideally < = 3.3	Ideal AVIF Value
5.	Average full collinearity VIF	16,027	Acceptable if < = 5, ideally < = 3.3	AFVIF value Ideal
6.	Tenenhaus GoF (GoF)	4,079	Small >=0.1, medium >= 0.25 large >= 0.36	Ideal GoF Value
7.	Sympson's paradox ratio (SPR)	0.993	Acceptable if >= 0.7, ideally = 1	Ideal SPR Value
8.	R- squaredcontribution ratio (RSCR)	1,627	Acceptable if >= 0.9, ideally = 1	Ideal RSCR Value
9.	Statistics supression ratio (SSR)	1,078	Acceptable if >= 0.7	Ideal SSR Value
10.	Nonlinear bivariate causality direction ratio (NLBCDR	1,003	Acceptable if >= 0.7	NLBCDR Value Ideal

All indicators related to model quality show results that meet the desired criteria, both in terms of value and level of significance. Average Path Coefficient (APC), Average R-Squared (ARS), and Average Adjusted R-Squared (AARS) obtained significant values with p-values below 0.001, indicating that the model has a strong and consistent relationship between other variables. The values of Average Block VIF (AVIF) and Average Full Collinearity VIF (AFVIF) are at ideal levels, indicating that multicollinearity problems in the model are not a

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significant obstacle. Additional indicators such as Tenenhaus GoF (GoF), Sympson's Paradox Ratio (SPR), R-squared Contribution Ration (RSCR), Statistical Suppression Ratio (SSR), and Nonlinear Bivariate Causality Direction Ratio (NLBCDR), all show excellent performance, meeting the expected ideal standards. Therefore, it can be concluded that the model used in this study has met the required quality standards and can be considered a valid and reliable model.

10. Description of Brand Awareness Variables

Tabel 10.
Description of Brand Awareness Variables

Indicator	Frequency					Indicator Average
	1	2	3	4	5	
X1.1	0	1	4	31	164	**4,79**
X1.2	0	0	12	78	110	4,49
X1.3	0	0	6	45	149	4,72
X1.5	0	4	29	44	123	4,43
X1.6	0	1	36	163	163	4,65
Variable Average						4,65

The results of the above study show that the Brand Awareness indicator (X1.1) has the highest average of 4.79, which illustrates that respondents gave a good assessment of this indicator compared to others. Overall, the average for the Brand Awareness variable (X1) is 4.65, which indicates that respondents gave a good assessment and have a high level of trust in the product or service being studied.

11. Halal Label Variable Description

Tabel 11.
Halal Label Variable Description

Indicator	Frequency					Indicator Average
	1	2	3	4	5	
X2.2	0	0	3	34	163	**4,8**
X2.3	0	1	5	47	147	4,7
X2.4	0	1	13	53	133	4,59
X2.5	0	0	12	52	136	4,62
X2.6	0	2	23	52	123	4,48
Variable Average						4,64

The Results of the study revealed that the Halal Label indicator (X2.2) recorded the highest average of 4.8, indicating that participants gave the most favorable assessment for this indicator

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compared to others. This indicator indicates that respondents feel very confident that the Halal Label is one of the important factors in determining the purchase of halal cosmetic products. Meanwhile, other indicators also achieved relatively high scores with an average for the Halal Label variable (X2) as a whole being 6.64. This indicates that respondents are generally satisfied and give a positive assessment regarding the halal label attached to halal cosmetic products which plays a role in their purchasing decisions.

12. Description of Religiosity Variable

Tabel 12.
Description of Religiosity Variable

Indicator	Frequency					Indicator Average
	1	2	3	4	5	
M.1	0	1	15	51	133	4,58
M.2	0	0	13	65	122	4,55
M.3	0	0	13	54	133	4,6
M.4	3	6	16	59	116	4,4
M.5	0	1	15	57	127	4,55
M.6	1	0	15	57	127	4,55
M.7	0	1	13	57	129	4,57
M.9	0	0	23	49	128	4,53
M.10	0	1	16	44	139	**4,61**
Variable Average						4,55

The research results revealed that indicator M.10 achieved the highest average score of 4.61, indicating that respondents gave the most positive assessment of this indicator compared to the others. This indicator reflects a very high level of consumer religiosity. Overall, the average for the Religiousness (M) variable was 4.55, indicating that respondents gave a positive assessment of a person's religiosity when purchasing halal cosmetic products.

13. Description of Purchasing Decision Variables

Tabel 13.
Description of Purchasing Decision Variables

Indicator	Frequency					Indicator Average
	1	2	3	4	5	
Y.1	0	0	18	56	126	4,54
Y.2	0	1	14	61	124	4,54

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Y.3	0	3	17	48	132	4,55
Y.4	0	1	27	54	110	4,45
Y.5	1	1	16	58	124	4,52
Y.6	0	0	10	54	136	**4,63**
Y.7	1	2	39	52	132	4,56
Y.8	0	1	7	58	134	4,63
Y.9	0	1	12	54	133	4,60
Y.10	1	2	45	52	131	4,56
Y.11	1	2	15	50	132	4,55
Variable Average						4,60

The results of the study showed that indicator Y.6 obtained the highest average value of 4.63, indicating that participants gave the most optimistic assessment of this indicator compared to the others. This indicator reflects a purchase decision that is strongly influenced by the factors studied. Overall, the average value for the Purchase Decision variable (Y) reached 4.60, indicating that respondents gave a positive assessment of their purchase decision for halal cosmetic products. The Purchase Decision variable for this product was considered very satisfactory by respondents.

14. Profit Variable Consumer Confidence

Tabel 14.

Profit Variable Consumer Confidence

No.	Variable	Indicator	Factor Loadings	P-Value	Information
1.	**Brand Awareness**	X1.1	0.680	<0.001	
2.		X1.2	0.560	<0.001	
3.		X1.3	0.642	<0.001	
4.		X1.5	**0.741**	<0.001	**Strongest**
5.		X1.6	0.583	<0.001	
6.	**Halal Label**	X2.2	0.406	<0.001	
7.		X2.3	0.411	<0.001	
8.		X2.4	0.750	<0.001	
9.		X2.5	0.777	<0.001	
10.		X2.6	**0.804**	<0.001	**Strongest**
11.	**Religiosity**	M.1	0.731	<0.001	
12.		M.2	0.789	<0.001	
13.		M.3	0.755	<0.001	
14.		M.4	0.686	<0.001	
15.		M.5	0.747	<0.001	

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16.		M.6	0.711	<0.001	
17.		M.7	0.734	<0.001	
18.		M.9	**0.815**	<0.001	**Strongest**
19.		M.10	0.772	<0.001	
20.	**Buying Decision**	Y.1	0.774	<0.001	
21.		Y.2	0.766	<0.001	
22.		Y.3	**0.830**	<0.001	**Strongest**
23.		Y.4	0.783	<0.001	
24.		Y.5	0.721	<0.001	
25.		Y.6	0.673	<0.001	
26.		Y.7	0.811	<0.001	
27.		Y.8	0.714	<0.001	
28.		Y.9	0.699	<0.001	
29.		Y.10	0.670	<0.001	
30.		Y.11	0.750	<0.001	

The results of the study indicate that respondents' assessments of the various indicators of the variables in this study can be analyzed through the average value given for each indicator. The highest average value indicates that the indicator is considered more important in the respondents' view. On the other hand, the factor loading value assesses the level of contribution of the indicator in reflecting the variable studied. The higher the factor loading value, the more important the indicator is in describing the variable in question. For the Brand Awareness variable, the X1.5 indicator with an average value of 0.741 shows a large contribution in shaping this variable, indicating that Brand Awareness has a significant influence on the product studied. For the Halal Label variable, the X2.6 indicator recorded the highest average value of 0.804, indicating that the presence of the Halal Label received a positive assessment from respondents. Overall, indicators related to the Halal Label indicate a high level of satisfaction from respondents regarding the decision to purchase halal cosmetic products. For the Religiosity variable, the M.9 indicator with an average of 0.815 indicates that religiosity is very high. This illustrates that respondents feel very committed to making decisions related to the halal cosmetic products studied.

Finally, in the Purchase Decision variable, indicator Y.3 with an average value of 0.830 is the strongest indicator in influencing purchasing decisions. This confirms that respondents are more influenced by factors from this indicator when making decisions regarding purchasing halal cosmetic products. Overall, the results of this study state that the indicators that obtained the highest average values such as X1.5, X2.6, M.9, and Y.3 are the most determining factors in shaping respondents' views on Brand Awareness, Halal Labels, Religiosity, and Purchase Decisions. Each indicator has a significant p-

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value (<0.001), also strengthening the fact that the variables studied have a large influence in determining purchasing decisions for halal cosmetic products.

15. Results of direct and moderated hypothesis testing

Tabel 15.
Results of direct and moderated hypothesis testing

Hypothesis	Track	Path Coefficient	P-value	Standard Error (SE)	Conclusion
H1	X1 → Y	0.010	<0.001	0.010	Significant
H2	X2 → Y	0.640	<0.001	0.37	Significant
H3	R*BA→KP	-0.279	<0.001	0.58	Not Significant
H4	R*LH→KP	0.034	<0.001	0.74	Significant

Based on the results of the hypothesis testing analysis, the following things were found.

a. First, there is an insignificant positive influence of Brand Awareness (X1) on
Purchasing Decisions (Y), with a path coefficient value of 0.010. This indicates that increasing Brand Awareness will have an effect on increasing Purchasing Decisions of a halal cosmetic product, because the resulting p-value <0.001 is smaller than 0.05.

b. Second, Halal Label (X2) has a significant positive influence on purchasing decisions, indicated by a path coefficient value of 0.640 and a p-value <0.001, which indicates that it is smaller than 0.05 and can be stated as a significant relationship.

c. Third, Religiosity (M) with Brand Awareness has a negative influence on purchasing decisions (Y), with a path coefficient value of -0.279, indicating that these three variables do not moderate and are declared insignificant

Figure 1.
Test Path Diagram with Moderating Variables and without Moderating Variables of brand awareness on Purchasing Decisions.

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The path diagram without moderating variables shows that religiosity directly influences purchasing decisions, while brand awareness has a very weak effect on purchasing decisions. Meanwhile, the path diagram with moderating variables shows that religiosity does not directly influence purchasing decisions, but acts as a moderator of the relationship between brand awareness and purchasing decisions.

d. Fourth, Religiosity (M) with Halal Label (X2) has a significant positive influence on Purchasing Decisions (Y), with a path coefficient value of 0.034 and a p-value <0.001.

Figure 2.
Test Path Diagram with Moderating Variables and without Moderating Variables of Halal Labels on Purchasing Decisions.

Halal labels influence purchasing decisions. However, religiosity does not significantly moderate the relationship between halal labels and purchasing decisions.

1. First Hypothesis (H1), The first hypothesis in this study aims to test the relationship between Brand Awareness of a halal cosmetic product and the Purchase Decision of that halal cosmetic product. The analysis conducted shows that the path coefficient is 0.010 which indicates that the higher the Brand Awareness of a halal cosmetic product, the more significant the Purchase Decision will be for that halal cosmetic product. This is supported by the p-value <0.001 which is smaller than 0.05. Thus, the first Hypothesis (H1) is accepted.

2. Second Hypothesis (H2), The second hypothesis in this study examines the effect of Halal Labels on Halal Cosmetic Products on Purchasing Decisions. The path coefficient obtained is 0.640, which states that the presence of a Halal Label on cosmetics will increase consumer purchasing interest. This is also supported by the p-value <0.001, which is smaller than 0.05, indicating that this relationship is significant. Therefore, the second hypothesis (H2) is accepted.

3. Third Hypothesis (H3), The third hypothesis tests the effect of Brand Awareness on respondents' Religiosity, with Religiosity serving as an intermediary variable (Moderation). The results show that Brand Awareness is unable to influence Purchasing Decisions and Religiosity cannot moderate both variables.

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This indicates an insignificant effect with the results of this calculation. So the third Hypothesis (H3) is rejected.

4. Fourth Hypothesis (H4), The fourth hypothesis tests whether Brand Awareness, Halal Label, influences purchasing decisions through respondents' religiosity as a mediator. The analysis results show a path coefficient value of 0.37, with a p-value of 0.001. This indicates that Brand Awareness and Halal Label have a significant influence on purchasing decisions through increasing consumer religiosity, so that the fourth Hypothesis (H4) is accepted.

CONCLUSION

The conclusion is intended to help readers understand why the research is important to them after they have finished reading the paper. It is not simply a summary of points or a restatement of the research problem, but rather a synthesis of the main points. Based on the results obtained, the following conclusions can be drawn from this research: The application of the Structural Equation Model (SEM) with the WarpPLS approach in modeling the Influence of Brand Awareness and Halal Labels Moderated by Religiosity on the Purchase Decision of Indonesian Brand Halal Cosmetics by Women in Jabodetabek can explain the relationship between the variables in the study. The results of the analysis using WarpPLS and SPSS on the Predictor Variable (Religiosity) obtained factors that influence the Purchase Decision of a halal cosmetic product, namely Brand Awareness, Halal Label, Religiosity and Purchase Decision. The results of the analysis show that the variables of Halal Label, Religiosity, Brand Awareness significantly influence the Purchase Decision of Halal cosmetic products. The value of the perception variable of Religiosity towards Brand Awareness and Purchase Decision is obtained at 0.56 for the Halal Label variable on Purchase Decision of 0.36. From these values, it can be seen that the Religiosity variable is the variable that has the most influence on Brand Awareness and Purchase Decision of halal cosmetic products in consumers The results of the SEM analysis using the WarpPLS approach applied in the study show that the Religiosity variable is the variable that has the most influence on Brand Awareness and Purchasing Decisions because the value of this variable is the largest among other variables, namely 0.56.

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