

Factors Affecting Purchasing Decisions on Wardah Cosmetics (Case Study: People in Medan City)

Syahdani Nazwa Edji^{1✉}, Yenni Samri Juliati Nasution², Khairina Tambunan³

^{1,2,3} Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

Abstract

This study aims to determine and analyze the factors that influence purchasing decisions on wardah cosmetics among the people of Medan city. This research uses a quantitative approach. The data used in this study are primary data obtained from questionnaires. The sample of this study was the people of the city of Medan, totaling 100 respondents. The analysis technique uses multiple linear regression analysis. The results of the study partially show that influencing factors such as taste, income, price, lifestyle, and halal labeling have a positive and significant effect on purchasing decisions. The results of the study simultaneously show that influencing factors such as taste, income, price, lifestyle, and halal labeling have a positive and significant effect on purchasing decisions.

Keywords: Purchase Decision, Wardah Cosmetics, Lifestyle, Halal Label, Multiple Linear Regression.

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✉ Corresponding author :

Email Address : nazwaedji@gmail.com

INTRODUCTION

Currently, human needs continue to develop in accordance with advances in technology and science. Not only about food, shelter, education, and health services, but also appearance, especially the face, which is the main focus of beauty. In the current era, many women are competing to have healthy skin and an ideal body. One of the main ways they go about achieving the appearance they dream of is by taking optimal care of themselves. Women need products that can help them look good in front of others. Cosmetics are one of the products that play a big role in increasing women's self-confidence (Zahroh & Darmawan, 2025) . From this, it causes many cosmetic products that continue to develop in order to meet the needs that are increasing every year. So that Indonesia is used as a potential market in cosmetic development (Prasetio & Zahira, 2021) .

The Indonesian market has a wide range of local and foreign cosmetic products, ranging from skin care to makeup, product quality, advertising, and attractive promotions. The cosmetics business will not stop even though the economy is down and purchasing power is declining. Modern life offers convenience and practicality to support appearance, one of which is the use of care products or the main needs for some women to support their popularity because for women beauty is an asset that must be maintained to remain attractive. Cosmetics are unique products because in

addition to having the ability to meet women's basic needs for beauty, it is often a means for consumers to clarify their social identity in the eyes of society. Along with the times, cosmetics have become a primary need for some women (Hanum & Rahmani, 2022) .

Wardah is the first cosmetic product in Indonesia that is labeled halal. Wardah's halalness is also proven by the halal certificate. Wardah is one of the cosmetics produced by PT Paragon Technology Innovation. Wardah has three concepts which are not owned by other cosmetic brands, namely pure and safe, meaning that it is made from safe and quality ingredients. Beauty expert, meaning Wardah was created to meet the needs of women in cosmetic products. Wardah is expected to accompany women in every moment, be it everyday makeup or even special moments such as weddings and graduations. Inspiring beauty, meaning that Wardah believes that beauty does not only come from the outside, but also from the heart (Puspitasari et al., 2022) .

According to the latest data on [Compas.com.id](https://www.compas.com.id), Wardah's product sales reached Rp. 13, 4 billion, the existence of Wardah cosmetic products has been growing along with the sales of Wardah products which are increasing day by day. Wardah products have not only succeeded in attracting the attention of Muslimah consumers through the halal label, but also embracing all segments of Indonesian women without restrictions, including those who do not wear hijab. Wardah's inclusive marketing strategy, supported by a complete variety of products and affordable prices, makes it very relevant to the needs of urban women in big cities like Medan City.

In Medan City, as one of the largest metropolitan cities in Indonesia with a significant population of young women, the use of cosmetics has become part of the daily lifestyle. This phenomenon can be seen from the rampant use of makeup among students, college students, and workers, driven by the need to look confident, cover facial flaws, as well as the influence of social media, peers, and global beauty trends. Wardah comes as a solution that not only offers physical beauty, but also provides a sense of security through halal assurance and product quality in accordance with local cultural values.

In addition, Wardah is also known for product innovations that keep up with the needs of urban consumers, such as skincare products, makeup with polite colors, and practical packaging that is easy to carry in daily activities. This makes Wardah very suitable for the dynamic and modern lifestyle of the people of Medan City, where appearance and self-care are an important part of social and professional interactions.

Purchasing decisions are a step where consumers already have preferences and are ready to make purchases in exchange for money and agreements to pay for ownership or use of a product or service. Purchasing decisions are consumer actions in an effort to fulfill wants and needs which is a process of determining attitudes or purchases of goods and services to understand consumer behavior in purchasing requires a process, because every time it changes (Abaharis et al., 2024) .

Factors that can influence expectations and purchasing decisions on a good or service are taste factors, so consumers will buy an item because of taste. Consumer tastes can change from time to time, because tastes have a positive bond to demand. If the intensity of consumer expectations for an item is high, it results in a high demand for that item. Conversely, if the consumer's taste for an item is low, it results in a decrease in the amount of demand (Yulia et al., 2022) .

The increasing demand for beauty products is the main driver of the growth of the cosmetics industry. This shows that beauty products are not only to fulfill desires, but have also become a necessity for many people. This statement is supported by the following data on the acquisition of cosmetics market revenue quoted from Statista.

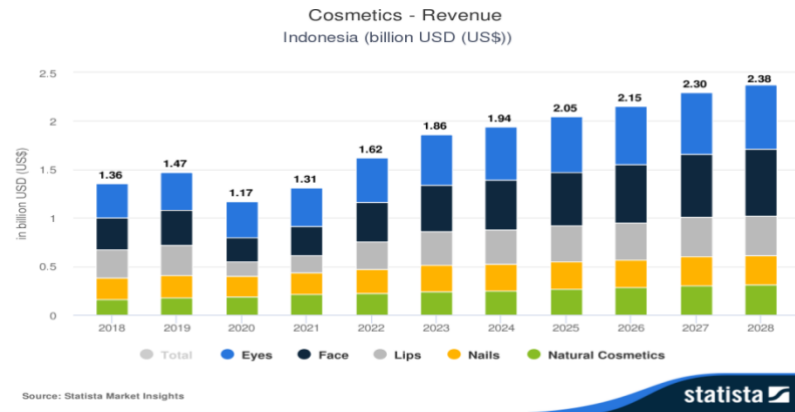


Figure 1. Cosmetics Market Revenue Acquisition Data
Source: Statista Market Insight (2024)

Based on the data above in 2024, the Cosmetics market revenue in Indonesia amounted to US\$1.94 billion. This is projected to grow annually by 5.35% (CAGR 2024-2028). From this data it can be concluded that the cosmetics market revenue in Indonesia will continue to increase every year with this, it can open up opportunities for the development of the local brand makeup industry so that many local brands sell beauty products with good quality. The development of local brand cosmetic products in Indonesia has been quite rapid seeing the high consumer interest. Based on quotes from the Association of Indonesian Cosmetics Companies and Associations (PPA Kosmetika Indonesia), the cosmetics industry in Indonesia is experiencing rapid growth, reaching 21.9 percent. The number of cosmetic companies also increased from 913 in 2022 to 1,010 in mid-2023. The tight competition in this industry encourages local beauty brands in Indonesia to innovate and create new products that suit the needs of Indonesians living in tropical countries. Research shows that the cosmetics industry in Indonesia is crowded with more than 760 companies competing with each other. The huge potential of this market is further strengthened by the prediction of its significant growth, which is 10% to 20% per year. This is a strong indicator that the cosmetics industry in Indonesia has very promising prospects in the future. A survey on cosmetic brand preferences in Indonesia shows that 54% of respondents prefer local brands, 11% prefer international brands, and 35% have no particular preference. Some of the factors that encourage consumers to choose local products are prices that are still standard, quality that is comparable to foreign brands, prices that match the quality, and product safety guarantees (Rahmani et al., 2024).

The factor that determines the success and failure of business competition is price. Prices that are affordable or in accordance with the quality and quantity of goods offered will be an important consideration for consumers. In addition, namely product choices or variants, the more choices available, the more interested consumers will be in buying according to their respective needs. Price is the sum of all values provided by customers to benefit from owning or using a product or service. In pricing, the

company must choose a price that is suitable for the intended market share, because if there is a pricing error, it will result in the success of the product marketing (Khuwaroh et al., 2020) .

Internal factors are factors that arise from within a person which are triggered by several factors including work, lifestyle, and motivation. The lifestyle of each subject can be related to shopping and social patterns, these are factors that influence individuals who are reflected in their daily habits, interactions with others, and preferences in a matter. Lifestyle can be reflected in how a person organizes, manages and spends time and money in his life. Someone will tend to have a high lifestyle and most will follow various kinds of trends that are taking place (Syahputri & Marliyah, 2023) .

A label is a part of a product that carries verbal information and is part of the packaging about the product. Labels that are designed and included in products have various types. The label shows the supporting identity of the product. One of the labels listed on the product is the halal label. The halal label is a guarantee given by an authorized institution LP POM MUI to ensure that the product has passed halal testing according to Islamic law (Sitompul, 2021) . The selection and purchase of good cosmetic products must pay attention to taste, income, price, lifestyle, and the halal label on the purchase decision.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

According to Ajzen (1991) Theory of Planned Behavior (TPB) is a theory based on the assumption that humans will usually behave appropriately. This theory provides a framework for studying a person's attitude towards his behavior. Based on this theory, the most important determinant of a person's behavior is the intention to behave.

Utama and Rochman suggest that, in essence, consumer behavior is influenced by internal and external factors in consumers. These factors are divided into 2 parts, namely factors that come from themselves (personal factors) and factors that come from the environment around consumers (social factors). These factors affect consumer attitudes towards consumers' desire to buy an item. This is in accordance with Ajzen's (1985) research, that Theory Planned Behavior (TPB) is a good and good theory for predicting and describing purchase intention.

Theory of Planned Behavior is widely used to discuss purchasing decision behavior. This study aims to develop Theory of Planned Behavior by adding Taste, Income, Price, Lifestyle, and Halal Label. (Nikmah & Hartini, 2020) .

Purchase Decision

Consumer purchasing decisions are part of consumer behavior, namely the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants. There are several factors that influence consumer purchasing decisions, namely income, price, and expected product benefits. Therefore, as a business actor, he must have an advantage over his competitors so that later he can attract consumers to try it and then make a purchase decision. (Hanum & Rahmani, 2022)

According to Kotler, P., & Keller in research (Izzaty & Imsar, 2022) states that purchasing decisions are decisions where consumers actually decide to buy and enjoy goods or services among a variety of alternative choices.

Consumer Taste

According to Kotler in research (Sari et al., 2024) says that taste is one of the factors that can influence consumer decisions in making a purchase. Consumer tastes can be interpreted as the interest or desire of consumers to buy a product to meet their needs. Consumer tastes will generally change over time. Increasing consumer tastes for certain goods can usually result in an increase in the quantity of consumer demand for these goods. Conversely, a decrease in consumer tastes for certain goods can usually result in a decrease in the quantity of consumer demand for these goods. If a consumer's taste for a good or service is high, it will result in an increase in consumer decisions to purchase goods or services.

Income

Income is income received from sales such as, goods and services, salaries and wages, in a business unit. Revenue is the money or economic value obtained by an individual, company, or other entity from doing business within a certain period of time. A person's income is also associated with the type of work done in accordance with the profession such as employees, entrepreneurs, craftsmen, and so on. After working hard, a person gets income that can be used for daily needs, used as a business or savings (Khaerani et al., 2023) .

Price

Price is expressed as the rate at which goods are exchanged for other goods. As we already know, one of the main tasks of economics is to explain goods have prices and the reasons for expensive or cheap goods. For example, salaries and wages are the price of services for someone who works (Riski et al., 2020). According to Kotler and Armstrong in research (Yahya et al., 2020) , price is the amount of money charged for a good or service or the amount of money value that consumers exchange for the benefits of owning or using the product or service.

Lifestyle

According to (Ariyono et al., 2023) lifestyle is a person's pattern of life in the world which is expressed in his activities, interests and opinions. Lifestyle shows a person's whole self in interacting with his environment. Lifestyle describes a person's entire pattern of action and interaction in the world. Meanwhile, according to Setiadi, lifestyle is broadly identified as a way of life identified by how people spend their time (activities) what they consider important in their environment (interests), and what they think about themselves and their surroundings (opinions).

Lifestyle is a person's pattern of life identified by the part people spend their time (activities), what they consider important in their environment (interests) and what they think about themselves and their surroundings. Lifestyle is more indicative of how individuals live life, how to spend money and how to utilize their time (Iskuntianti et al., 2020) .

Kotler & Armstrong in research (Juliana et al., 2024) states that lifestyle reflects a person's pattern of life in the world. This is reflected in their activities, interests, and views, which ultimately show the overall identity of the individual when interacting with the surrounding environment.

Halal Label

A label is a simple display on a product or an elaborately designed image that is an integral part of the packaging. A label is a part of a product that carries verbal information and is part of the packaging about the product. Halal according to the department of religion contained in KEPMENEG RI No. 518 of 2001 concerning examination and determination of halal food. Halal here is a food product, medicine, cosmetics and other products that do not contain elements or ingredients that are haram or prohibited for consumption by Muslims, and the processing or production process is not contrary to Islamic law.

Halal label is a guarantee given by an authorized institution such as the Indonesian Ulema Council's Institute for Food, Drug and Cosmetics Assessment (LPPOM MUI) to ensure that the product has passed halal testing according to Islamic law. Halal labeling is the inclusion of halal writings or statements on product packaging to indicate that the product in question has the status of a halal product (Aeni & Lestari, 2021).

According to (Yanti & Darwanto, 2021) argues that halal labeling is the inclusion of halal statements on product packaging to indicate that the product in question has the status of a halal product. The halal label is an appreciation given to products that have met the halal criteria according to Islamic teachings. Companies that have included halal labels on their product packaging mean that they have passed the halal labeling process carried out by MUI.

METHODOLOGY

This type of research uses quantitative research. The population in this study were the people of Medan City, totaling 2474166 people, with a sample of 100 obtained from the slovin formula. The data collection technique used in this research is field research, which is a data collection technique by going directly to the object of research by distributing questionnaires using Google Form. The data collection technique is done by giving a list of questions or written statements to respondents to answer with answer choices using a scale of 1-5. Data analysis in quantitative research is carried out after data from respondents is collected using multiple linear regression with the help of SPSS software.

RESULTS AND DISCUSSION

Research Instrument Test

1. Validity Test

The validity test is carried out to measure whether a questionnaire is valid or not.

Table 1. Validity Test Results

Variable	Item	r Count	r Table	Description
Taste (X1)	X1.1	0.824	0.196	Valid
	X1.2	0.816	0.196	

	X1.3	0.824	0.196	
	X1.4	0.756	0.196	
	X1.5	0.798	0.196	
Income (X2)	X2.1	0.870	0.196	Valid
	X2.2	0.897	0.196	
	X2.3	0.831	0.196	
	X2.4	0.855	0.196	
	X2.5	0.867	0.196	
Price (X3)	X3.1	0.856	0.196	Valid
	X3.2	0.883	0.196	
	X3.3	0.878	0.196	
	X3.4	0.839	0.196	
	X3.5	0.744	0.196	
Lifestyle (X4)	X4.1	0.850	0.196	Valid
	X4.2	0.855	0.196	
	X4.3	0.821	0.196	
	X4.4	0.870	0.196	
	X4.5	0.858	0.196	
Halal label (X5)	X5.1	0.862	0.196	Valid
	X5.2	0.849	0.196	
	X5.3	0.858	0.196	
	X5.4	0.866	0.196	
	X5.5	0.882	0.196	
Purchase Decision (Y)	Y1	0.788	0.196	Valid
	Y2	0.904	0.196	
	Y3	0.862	0.196	
	Y4	0.848	0.196	
	Y5	0.876	0.196	

Source: SPSS 30 Processing Results, 2025

Based on the results of the data table above, it can be seen that each statement item regarding the variables of Taste, Income, Price, Lifestyle, Halal Label, and Purchasing Decisions has an r_{count} value greater than $r_{\text{(table)}}$ (0.196), so in accordance with the provisions of each variable in this study is declared valid.

2. Reliability Test

Reliability test is used to determine the consistency of the measuring instrument, whether the measuring instrument used can be trusted and consistent if the measurement is repeated. In this study to measure reliability using the *Cronbach's Alpha* method.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Normal Limits	Description
Taste (X1)	0.861	0.60	Reliable
Income (X2)	0.915	0.60	Reliable

Price (X3)	0.890	0.60	Reliable
Lifestyle (X4)	0.904	0.60	Reliable
Halal Label (X5)	0.915	0.60	Reliable
Purchase Decision (Y)	0.907	0.60	Reliable

Source: SPSS 30 Processing Results, 2025

The Cronbach's Alpha value of the Taste (X1), Income (X2), Price (X3), Lifestyle (X4), Halal Label (X5), Purchase Decision (Y) variables is greater than 0.60 so it can be said that all items in the study are declared reliable.

Classical Assumptions

1. Normality Test

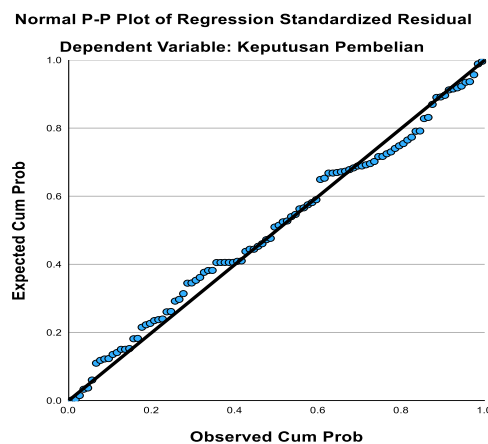


Figure 2. Normality Test Plot

Source: SPSS 30 Processing Results, 2025

Based on the figure above, it can be concluded that the data used shows normal indications. Analysis of the graph above shows that the points spread around the diagonal line, and the distribution follows the direction of the diagonal line. "If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model fulfills the assumption of normality, and vice versa if the data spreads far from the diagonal line and / or does not follow the diagonal line, the regression model does not meet the assumptions of normality". Then the regression model is suitable for predicting customer satisfaction based on the input of the independent variables.

2. Multicollinearity Test

Multicollinearity test if $VIF < 10$ and $Tolerance\ value > 0.1$ then there is no multicollinearity.

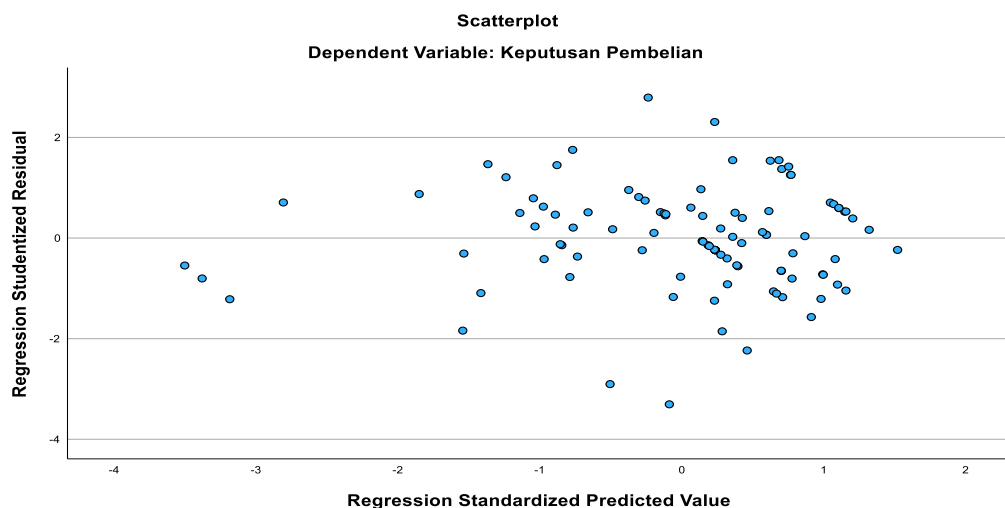
Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Taste	0,434	2,302
Revenue	0,345	2,902
Price	0,831	1,203
Lifestyle	0,391	2,557
Halal Label	0,491	2,038

Source: SPSS 30 Processing Results, 2025

From the table above, it explains that the tolerant value for the variables of Taste (X1), Income (X2), Price (X3), Lifestyle (X4), Halal Label (X5) in each regression model is greater than 0.1 and the VIF value of factors aimed at all variables in each regression is smaller than 10. It can be concluded that there are no symptoms of multicollinearity in the regression model.

3. Heteroscedasticity Test

**Figure 3. Heteroscedasticity Test Scatterplot**

Source: SPSS 30 Processing Results, 2025

The picture above uses the scatterplot test, and if the points in the image pattern are around the number 0 and on the fulcrum of the Y axis, the image passes the heteroscedasticity test and based on the results of the image states that the pattern points in the image spread between the number 0 and the fulcrum of the Y axis, this indicates that data heteroscedasticity does not occur.

Hypothesis Test

1. Partial Test (t Test)

Test t if the sig. value <0.05 or $t_{count} > t_{table}$ then the independent variable affects the dependent variable.

Table 4. The t test

Free Variable	T	Sig	Description
Taste (X1)	9.304	0,001	Significant
Income (X2)	16.500	0,001	Significant
Price (X3)	4.092	0,001	Significant
Lifestyle (X4)	11.984	0,001	Significant
Halal Label (X5)	7.420	0,001	Significant

Source: SPSS 30 Processing Results, 2025

Based on the above results, all variables of Taste, Income, Price, Lifestyle, and Halal Label partially have a significant effect on the Wardah Cosmetics Purchasing Decision in the Medan City Community.

2. Simultaneous Test (F Test)

F test if the sig. value <0.05 or $F_{\text{count}} > F_{\text{table}}$ then there is a simultaneous influence of variable X on variable Y.

Table 5. F test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	874.447	1	874.447	86.556	$<.001^b$
	Residual	990.063	98	10.103		
	Total	1864.510	99			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Taste

Source: SPSS 30 Processing Results, 2025

Based on the results above, it is known that the value of $F_{\text{(count)}} (86.556) > F_{\text{(table)}} (2.31)$ and significance $(0.001) < \alpha (0.05)$. This means that the variables of Taste, Income, Price, Lifestyle, and Halal Label have a significant effect on purchasing decisions.

3. Multiple Linear Regression Test

The formula for multiple linear regression equations is $Y = \beta_0 + \beta_{(1)} X_{(1)} + \beta_{(2)} X_{(2)} + \beta_{(3)} X_{(3)} + \beta_{(4)} X_{(4)} + \beta_{(5)} X_{(5)} + \varepsilon$

Table 6. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.544	1.206		.451	.653
	Taste	.147	.068	.151	2.156	.034
	Revenue	.492	.074	.522	6.620	$<.001$
	Price	.071	.049	.074	1.449	.151
	Lifestyle	.223	.070	.237	3.199	.002

	Halal Label	.064	.069	.062	.935	.352
a. Dependent Variable: Purchase Decision						

Source: SPSS 30 Processing Results, 2025

Based on the results above, it can be seen that the constant value (α value) is 0.544 and for the Taste variable (value A) is 0.147 while for the Income variable (value B) is 0.492 while for the Price variable (value C) is 0.071 while for the Lifestyle variable (value D) is 0.223 while for the Halal Label variable (value E) is 0.064 so that the linear regression equation can be obtained is $Y = 0.544 + 0.147 + 0.492 + 0.071 + 0.223 + 0.064 + e$.

The constant value of the Purchasing Decision (Y) is 0.544 which states that the variables X1, X2, X3, X4, and X5 are equal to zero, namely Taste, Income, Price, Lifestyle, and Halal Label, then the Purchasing Decision is 0.544. The coefficient of X1 is 0.147 which states that every 1% increase in variable X1 (Taste), the Purchasing Decision will increase by 0.147 (14.7%) and vice versa if every 1% decrease in variable X1 occurs, the Purchasing Decision will decrease by 0.147 (14.7%). The X2 coefficient is 0.492 which states that every time there is an increase in the X2 (Income) variable by 1%, the Purchasing Decision will increase by 0.492 (49.2%) or vice versa if there is a decrease in the X2 variable by 1%, the Purchasing Decision will decrease by 0.492 (49.2%). The X3 coefficient is 0.071 which states that every time there is an increase in variable X3 (Price) by 1%, the Purchasing Decision will increase by 0.071 (7.1%) or vice versa if there is a decrease in variable X3 by 1%, the Purchasing Decision will decrease by 0.071 (7.1%). The coefficient X4 is 0.223 which states that every time there is an increase in variable X4 (Lifestyle) by 1%, the Purchasing Decision will increase by 0.223 (22.3%) or vice versa if there is a decrease in variable X4 by 1%, the Purchasing Decision will decrease by 0.223 (22.3%). The coefficient of X5 is 0.064 which states that every time there is an increase in variable X5 (Halal Label) by 1%, the Purchasing Decision will increase by 0.064 (6.4%) or vice versa if there is a decrease in variable X5 by 1%, the Purchasing Decision will decrease by 0.064 (6.4%).

3. Coefficient of Determination (R^2)

Table 7. Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894 ^a	.799	.788	1.998
a. Predictors: (Constant), Halal Label, Price, Income, Taste, Lifestyle				

Source: SPSS 30 Processing Results, 2025

Based on the data above, it is known that the R Square score is 0,799. This means that all independent variables, namely taste, income, price, lifestyle, and halal label contribute together 79.9% to purchasing decisions. The rest of 79.9% is 20.1% and it is influenced by other variables.

DISCUSSION

Based on the research results, the factors that influence purchasing decisions are taste, income, price, lifestyle, and halal labeling together have an effect on Wardah cosmetic consumer purchasing decisions. The results of multiple linear regression tests show that all of these factors have a positive influence on consumer preferences and economic conditions in Medan City.

This finding explains that these five factors have an important role that can cause ups and downs in the number of Wardah consumers. Therefore, taste, income, price, lifestyle, and halal labeling are important aspects for Wardah products in maintaining the stability of the number of consumers in order to achieve the set targets.

The number of consumers who decide to buy Wardah products is also a factor that affects changes in activities and situations in Wardah products themselves. The decision-making process by consumers does not occur instantly, but goes through stages of selection and evaluation based on various considerations and knowledge possessed before finally deciding to buy a product or service. As expressed by Sutardi, namely "consumer decision making is an integration that combines knowledge to emit two or more alternative behaviors and choose one of them." (Khuwaroh et al., 2020)

In reality, some of the main factors that consumers consider in making purchasing decisions include taste, income, price, lifestyle, and halal labeling. These five factors are important considerations for the people of Medan City in choosing Wardah cosmetic products. This research is in line with research conducted by Fitri Rahayu Ningsih (2020), Atika Ramadhani (2020), Siti Khoirul Masruroh (2021) that these five factors have a positive effect on purchasing decisions.

CONCLUSION

Based on the analysis that has been carried out in this study, it can be concluded that there are several factors that can influence purchasing decisions, one of which is Partially, the income variable has the highest influence on purchasing decisions for Wardah cosmetics in the people of Medan City. This shows that the economic ability of consumers is a major factor in determining purchasing decisions for these cosmetic products. Consumers with higher incomes tend to more easily decide to buy Wardah products because they have sufficient purchasing power. Meanwhile, the price variable partially has the lowest influence on purchasing decisions for Wardah cosmetics. Although price remains one of the consumer considerations, in the context of the people of Medan City, price is not a dominant factor in making purchasing decisions. This can be caused by consumer perceptions of the value and quality of Wardah products which are considered equivalent to the price offered. In addition, taste, lifestyle, and halal labeling factors also contribute to purchasing decisions, although partially the effect is not as great as income. The halal label in particular remains an important consideration for consumers who prioritize the halalness of cosmetic products in accordance with cultural and religious values in Medan City.

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