

ANALYSIS OF ISLAMIC ADVERTISING, HALAL LABELING, AND WORD OF MOUTH ON PURCHASE DECISIONS OF WARDAH COSMETIC PRODUCTS AMONG FEMALE UNIVERSITY STUDENTS

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Abstract

This study investigates the effects of Islamic advertising, halal labeling, and word of mouth on the purchase decisions of Wardah cosmetic products among female university students. Indonesia represents a major market for halal cosmetics due to its large Muslim population and growing halal lifestyle awareness. Wardah has positioned itself as a leading halal cosmetic brand through value-based promotion and strong consumer trust. This research applies a quantitative approach using questionnaire data collected from 100 respondents. Data were analyzed using multiple linear regression. The findings reveal that Islamic advertising and word of mouth have positive and significant effects on purchase decisions, while halal labeling has a positive but insignificant effect. Simultaneously, all independent variables significantly influence purchase decisions. Word of mouth is identified as the most dominant factor. The model explains 48.7% of the variation in purchase decisions. These findings provide managerial implications for halal cosmetic companies in strengthening communication strategies and customer advocacy.

Keywords: Islamic advertising, halal labeling, word of mouth, purchase decision

INTRODUCTION

Business competition has intensified in recent years, requiring companies to understand consumer needs and market segmentation in order to remain competitive. One of the most promising market segments is Muslim consumers, whose demand for halal products continues to increase globally (Fitri et al., 2024). Indonesia, as the country with the largest Muslim population, represents a strategic market for halal-based industries, including cosmetics.

The cosmetic industry in Indonesia has grown rapidly due to technological advancement, lifestyle changes, and increasing consumer awareness of personal appearance. Female consumers constitute a major target market because cosmetic products are closely associated with beauty enhancement and self-confidence (Adianti & Ayuningrum, 2023).

Wardah is one of the leading cosmetic brands in Indonesia and is widely recognized as a pioneer of halal cosmetics. Since its establishment in 1995, Wardah has built strong consumer trust through halal certification, product quality, and value-based marketing strategies targeting Muslim women (Wulandari et al., 2023). Wardah's strong market position indicates that consumers perceive the brand positively compared with competing local and global brands.

Consumer purchase decisions are influenced by various internal and external factors. In the context of halal cosmetics, three important variables are Islamic advertising, halal labeling, and word of mouth (WOM). Islamic advertising emphasizes ethical communication, modesty, and values aligned with Islamic principles, which may generate positive emotional responses among Muslim consumers (Amilin & Sujianto, 2023; Kusdiana et al., 2021). Halal labeling provides

assurance that products comply with Islamic law and strengthens consumer confidence (Mita & Yasin, 2024; Monalisa & Nia, 2025). Meanwhile, WOM serves as an effective communication channel through recommendations and shared experiences that may influence buying decisions (Hakim & Pambudi, 2021; Putri & Dwiyanto, 2023).

Previous studies reported inconsistent findings regarding the effects of Islamic advertising, halal labeling, and WOM on purchase decisions. Some studies found significant positive effects, while others reported insignificant relationships (Ena et al., 2019; Genoveva & Utami, 2020; Rahmawati, 2021; Sari, 2020). This inconsistency indicates that the relationship among these variables remains contextual and requires further investigation.

Therefore, this study aims to analyze the partial and simultaneous effects of Islamic advertising, halal labeling, and WOM on the purchase decisions of Wardah cosmetic products among female students at UIN Siber Syekh Nurjati Cirebon. The novelty of this study lies in integrating these three variables within a single model and focusing on Muslim female university students as a relevant halal consumer segment. The findings are expected to contribute theoretically to consumer behavior literature and practically to marketing strategies in the halal cosmetic industry.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Previous studies have examined factors influencing purchase decisions in halal and cosmetic markets. Islamic advertising has been found to positively influence purchase decisions because promotional messages aligned with religious values can increase trust and emotional attachment (Sari, 2020). However, other studies reported insignificant effects, indicating contextual differences among consumers (Simatupang, 2023).

Halal labeling is also considered an important determinant of consumer behavior. A halal label provides assurance that products comply with Islamic principles, thereby reducing uncertainty and strengthening consumer confidence. Several studies found that halal labeling significantly affects purchase decisions (Adianti & Ayuningrum, 2023; Wijaya, 2023). Nevertheless, some research reported no significant effect (Genoveva & Utami, 2020).

Word of mouth (WOM) plays a strategic role in marketing because consumers tend to trust recommendations from friends, family, or other users more than formal advertising. Positive WOM can improve brand image and encourage buying decisions (Rahmawati, 2021). However, insignificant findings were also reported in different contexts (Ena et al., 2019).

Based on prior studies, the relationship between Islamic advertising, halal labeling, WOM, and purchase decisions remains inconsistent. Therefore, this study integrates these three variables in one model to examine their effects on the purchase decisions of Wardah cosmetic products.

H1: Islamic advertising has a positive and significant effect on purchase decisions.

H2: Halal labeling has a positive and significant effect on purchase decisions.

H3: Word of mouth has a positive and significant effect on purchase decisions.

H4: Islamic advertising, halal labeling, and word of mouth simultaneously affect purchase decisions.

RESEARCH METHODS

This study uses a quantitative research design. The population consists of female students at UIN Siber Syekh Nurjati Cirebon. Data were collected using questionnaires distributed to respondents who have experience using or purchasing Wardah cosmetic products.

The independent variables are Islamic advertising (X1), halal labeling (X2), and word of mouth (X3). The dependent variable is purchase decision (Y). Data analysis is planned using multiple linear regression to test both partial and simultaneous effects.

RESULTS AND DISCUSSION

Instrument Testing

All questionnaire items were declared valid because each item had an r-count value higher than the r-table value of 0.339. Reliability testing also showed satisfactory results, with Cronbach's Alpha values of 0.826 for Islamic Advertising, 0.772 for Halal Labeling, 0.731 for Word of Mouth, and 0.904 for Purchase Decision. Therefore, all variables were reliable.

Classical Assumption Test

The normality test using the Monte Carlo Kolmogorov-Smirnov method produced a significance value of 0.059, which is higher than 0.05. Thus, the residual data were normally distributed.

Multicollinearity testing showed tolerance values of 0.556, 0.700, and 0.730, while VIF values were 1.799, 1.429, and 1.370, respectively. Since tolerance values were above 0.10 and VIF values below 10, no multicollinearity problem existed.

The heteroscedasticity test indicated significance values above 0.05 for all independent variables, confirming that heteroscedasticity was not present.

Multiple Linear Regression Analysis

The regression equation is as follows:

$$Y = 1.018 + 0.392X_1 + 0.005X_2 + 0.649X_3$$

This means that Islamic Advertising and Word of Mouth positively increase Purchase Decision, while Halal Labeling has a very small coefficient.

Partial Test (t-test)

Islamic Advertising significantly affected Purchase Decision ($t = 2.757$; $\text{sig} = 0.007$). Halal Labeling did not significantly affect Purchase Decision ($t = 0.040$; $\text{sig} = 0.968$). Word of Mouth significantly affected Purchase Decision ($t = 6.038$; $\text{sig} = 0.000$).

These findings indicate that Word of Mouth was the strongest factor influencing Purchase Decision, followed by Islamic Advertising.

Simultaneous Test (F-test)

The F-test produced an F-value of 30.383 with significance 0.000. Therefore, Islamic Advertising, Halal Labeling, and Word of Mouth simultaneously affected Purchase Decision.

Coefficient of Determination

The Adjusted R Square value was 0.471, while R Square was 0.487. This means that 48.7% of the variation in Purchase Decision can be explained by Islamic Advertising, Halal Labeling, and Word of Mouth, while the remaining 51.3% is explained by other variables outside this model.

CONCLUSION

This study concludes that Islamic Advertising and Word of Mouth have positive and significant effects on the purchase decisions of Wardah cosmetic products among female students of UIN Siber Syekh Nurjati Cirebon. In contrast, Halal Labeling shows a positive but statistically insignificant effect. Halal Labeling has a positive but insignificant effect.

Simultaneously, Islamic Advertising, Halal Labeling, and Word of Mouth significantly influence Purchase Decision. Among the independent variables, Word of Mouth is the most dominant factor.

These findings imply that Wardah should strengthen peer recommendations, customer satisfaction programs, influencer advocacy, and digital WOM strategies, while consistently

maintaining Islamic value-based advertising. Halal labeling remains important as a trust-building attribute, although it was not the main determinant in this study.

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