
THE INFLUENCE OF HALAL AWARENESS, RELIGIUSITY, BRAND IMAGE , AND PRICE ON DECISIONS TO PURCHASE HALAL COSMETIC PRODUCTS WITH PREFERENCE AS AN INTERVENING VARIABLE**Ilmi Farajun Rikza, Misbahul Munir, Abdul Wadud Nafis**

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Email: ilmifarajunrikza14@gmail.com , mmunir67@gmail.com ,nafiswadud@yahoo.com**Abstract**

Understanding the concept of halal tayyiban is a predictor of consumer attitudes towards halal cosmetics so that this attitude can influence the intention to purchase halal cosmetics. In addition, it is important for producers to include halal certification/logos because both Muslim and non-Muslim consumers perceive halal-certified products as tastier, more hygienic and safer. So this shows that the more confident consumers are about the halalness of the product, the greater the consumer's liking (preference) for the product. The research stages in this journal began by distributing questionnaires directly to halal cosmetics consumers at Roxy Square Jember. The number of indicators in this research was 24 so that a sample of 120 respondents was obtained. The sampling method used in this research is non-probability sampling. Sampling used an incidental sampling approach. Data obtained from the results of distributing questionnaires will be processed and presented in quantitative form. The steps taken to convert questionnaire data into quantitative data are by giving a value to each item answered by the respondent.

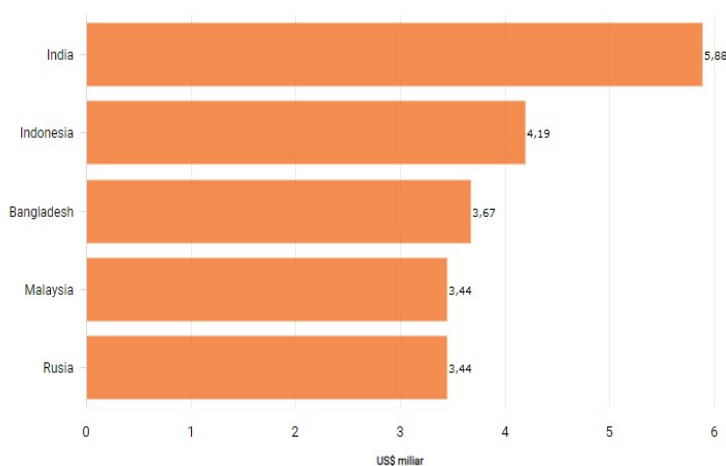
Keywords: *Halal Awareness, Religiosity, Brand Image, Price, Preference, Purchase Decision.*

INTRODUCTION

The cosmetics industry is one of the halal industrial sectors that is currently being prioritized by the government. This is proven by the placing of the cosmetics industry as a mainstay sector by the Ministry of Industry of the Republic of Indonesia as stated in the National Industrial Development Master Plan (RIPIN) for 2015-2035. According to the Ministry of Industry of the Republic of Indonesia (2018), the growth of the domestic cosmetics industry is due to large demand from the domestic and export markets in line with the trend of society starting to pay attention to body care products as their main need. Currently, cosmetic products have become a primary need, especially for women who are the main target of the cosmetics industry (Sholikhah et al., 2021).

Statistically, the growth of the cosmetics industry in 2019 was 7.23 percent, higher than the national industry growth in the same year of 5.02 percent. This shows that the cosmetics industry is growing rapidly. This optimism is also strengthened by the expansion and variety of cosmetic types that suit the needs of tropical climates and halal products which have a big role in increasing the domestic and export markets. From the export side, sales of national cosmetic products reached USD389.7 million as of October 2020, a decrease compared to 2019, namely USD506.6 million. Meanwhile, in terms of imports, the value also decreased from USD803.6 million in 2019 to USD507.7 million in October 2020. This decline was also indirectly caused by the Covid-19 pandemic *which* caused almost all industries to experience a decline in productivity.

Figure 1. Largest Halal Cosmetics Consumer Countries in the World (2020)



Source: <https://databoks.katadata.co.id/>

Indonesia is a fairly large cosmetic market, which is in second place as a global consumer of halal cosmetics, so this business will be prospective for manufacturers who want to develop it domestically. However, currently Indonesia has not focused on the development of domestic halal cosmetics. Even though halal cosmetics is a promising industry, the halal lifestyle is becoming a trend in various parts of the world. Seeing this great potential, it is hoped that Indonesia will not only become a global consumer of halal cosmetics but also a producer of halal cosmetics on a global scale.

In order to encourage the development of the halal cosmetics industry, producers need to know the factors that influence a consumer's decision to purchase cosmetics labeled halal, especially millennial generation consumers. Halal awareness, religiosity, brand image and price can be several factors that influence the decision to purchase halal-labeled cosmetics. Halal awareness is the level of knowledge that Muslim consumers understand to find out information about halal products that are in accordance with Islamic law and sharia (Aprilia & Saraswati, 2021).

RESEARCH METHODS

The research was carried out on 28-30 April 2023 at Roxy Square Jember. The approach in this research uses a quantitative (positivistic) approach with an associative type of research. The population in this research are all consumers who buy halal cosmetics at Roxy Square Jember. The number of indicators in this research was 24 so that a sample of 120 respondents was obtained. Sampling uses an incidental *sampling approach*, which is a sampling technique based on chance. The respondent criteria in question are Muslim consumers, consumers who buy halal cosmetics at Roxy Square Jember, and consumers who use halal cosmetics.

The technique applied in collecting data was by distributing questionnaires/questionnaires directly to halal cosmetics consumers at Roxy Square Jember. Data obtained from the results of distributing questionnaires will be processed and presented in quantitative form using *SPSS 22 for Windows software*. Data collected from 120 respondents was then analyzed using path analysis with the following equation model:

$$Y = \rho_{YX_1} + \rho_{YX_2} + \rho_{YX_3} + \rho_{YX_4} + \rho_{YZ} + \varepsilon \text{(Equation 1)}$$

$$Z = \rho_{ZX_1} + \rho_{ZX_2} + \rho_{ZX_3} + \rho_{ZX_4} + \varepsilon \text{(Equation 2)}$$

RESULTS AND DISCUSSION

1. Validity and Reliability Test

The validity of research data is determined by an accurate measurement process. An instrument that is said to be valid will have a high level of validity, and vice versa, an instrument that is less valid will have a low level of validity. Validity testing can be carried out using *the SPSS 22.0 for Windows program* with the following criteria:

- a) If $r_{\text{count}} > r_{\text{table}}$ then the statement is declared valid.
- b) If $r_{\text{count}} < r_{\text{table}}$ then the statement is declared invalid.

In this research, the basis for taking the validity test is used by looking for the r_{table} value, namely $df = (N-2) = 120-2 = 118$, where N is the number of respondents and looking at the 5% significance in the distribution of the r_{table} value, then the r_{table} value is obtained table of 0.1793. Based on table 1, it can be seen that all calculated r values for variables X_1 , So that all these variable instruments can be declared valid and can be said to be legitimate so that the research results can be accounted for.

Table 1 Validity Test Results

Variable Indicator	r _{count}	r _{table}	Information
X1	0.762	0.1793	Valid
X1	0.689	0.1793	Valid
X1	0.491	0.1793	Valid
X2	0.895	0.1793	Valid
X2	0.939	0.1793	Valid
X2	0.939	0.1793	Valid
X2	0.916	0.1793	Valid
X2	0.837	0.1793	Valid
X3	0.567	0.1793	Valid
X3	0.207	0.1793	Valid
X3	0.682	0.1793	Valid
X3	0.833	0.1793	Valid
X4	0.514	0.1793	Valid
X4	0.626	0.1793	Valid
X4	0.292	0.1793	Valid
X4	0.552	0.1793	Valid
Y	0.240	0.1793	Valid
Y	0.814	0.1793	Valid
Y	0.536	0.1793	Valid
Y	0.692	0.1793	Valid
Y	0.590	0.1793	Valid
Z	0.672	0.1793	Valid
Z	0.829	0.1793	Valid
Z	0.566	0.1793	Valid

Source: SPSS data processed in 2023

Reliability shows the level of reliability of something. Reliable means that the measuring instrument can or is able to reveal data that is quite reliable (Sulianto, 2018). In this research, reliability testing used the SPSS program at a significance level of 5% ($\alpha=0.05$). A variable is said to be reliable if it has a Cronbach's *Alpha value* > 0.6 (Maswar, 2017). Based on table 2, it can be concluded that all variables have a Cronbach's *Alpha value* of more than 0.6. So that all variable instruments in this research can be declared reliable.

Table 2 Reliability Test Results

Variable	Cronbach's <i>Alpha</i>	Information
Halal Awareness	0.963	Reliable
Religiosity	0.943	Reliable
Brand Image	0.952	Reliable
Price	0.664	Reliable
Buying decision	0.720	Reliable
Preference	0.657	Reliable

Source: SPSS data processed in 2023

2. Classic assumption test

1) Normality test

The normality test is a test carried out with the aim of finding out whether the value of the distribution of data or variables is normally distributed or not. In this study, researchers used a *one sample normality test Kolmogorov-Smirnov* on the basis of decision making if the significance value is > 0.05 then the residual value can be said to be normally distributed. Conversely, if the significance value is < 0.05 then the residual value can be said to be not normally distributed.

$$\text{Equation 1: } Y = \rho_{YX_1} + \rho_{YX_2} + \rho_{YX_3} + \rho_{YX_4} + \rho_{YZ} + \varepsilon$$

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.6522577
	Std. Deviation	1.25543710
Most Extreme Differences	Absolute	.066
	Positive	.042
	Negative	-.066
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS data processed in 2023

Based on the results of the normality test in table 3, it is known that the significance value is $0.200 > 0.05$ so that the regression model can be said to have a normal distribution. A good regression model has residual values that have a normal distribution.

$$\text{Equation 2: } Z = \rho ZX_1 + \rho ZX_2 + \rho ZX_3 + \rho ZX_4 + \varepsilon$$

Table 4 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters ^{a,b}	Mean	.3113846
	Std. Deviation	.77132712
Most Extreme Differences	Absolute	.070
	Positive	.059
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS data processed in 2023

Based on the results of the normality test in table 4, it is known that the significance value is $0.200 > 0.05$ so that the regression model can be said to have a normal distribution. A good regression model has residual values that have a normal distribution.

2) Multicollinearity Test

The multicollinearity test aims to find out whether in the regression model there is a correlation between the independent (free) variables. If a correlation is found in the regression model, then there is a multicollinearity problem that must be overcome. A good regression model should have no correlation between independent variables. To determine whether there is a correlation, it can be measured using the *Tolerance* and VIF (Variance Inflation Factor) values. If there is an independent variable that has a *tolerance value* of more than 0.10

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and a VIF of less than 10, then it can be concluded that there is no multicollinearity problem between the independent variables in the regression model. The results of multicollinearity testing with SPSS are as follows:

$$\text{Equation 1: } Y = \rho_{YX_1} + \rho_{YX_2} + \rho_{YX_3} + \rho_{YX_4} + \rho_{YZ} + \varepsilon$$

Table 5 Multicollinearity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	16.627	3.929		4.232	.000		
	halal awareness	.392	.158	.244	2.477	.015	.823	1.215
	religiusitas	.034	.057	.053	.585	.559	.996	1.004
	brand image	-.055	.134	-.037	-.413	.680	.987	1.013
	harga	-.064	.117	-.054	-.543	.588	.814	1.228

a. Dependent Variable: keputusan pembelian

Source: Data processed by SPSS 2023

of the multicollinearity test in table 5, it is known that all *tolerance values* for the variables X_1, X_2, X_3 , So it can be concluded that all independent (free) variables do not have multicollinearity problems. So, the regression model in this research can be said to be good

$$\text{Equation 2: } Z = \rho_{ZX_1} + \rho_{ZX_2} + \rho_{ZX_3} + \rho_{ZX_4} + \varepsilon$$

Table 6 Multicollinearity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	13.683	2.077		6.587	.000		
	Halal awareness	-.082	.034	-.195	-2.430	.017	.993	1.007
	Religiusitas	-.073	.079	-.075	-.926	.356	.987	1.013
	Brand Image	-.191	.063	-.246	-3.011	.003	.965	1.037
	Harga	.233	.053	.354	4.357	.000	.971	1.030

a. Dependent Variable: Preferensi

Source: Data processed by SPSS 2023

of the multicollinearity test in table 6, it is known that all *tolerance values* for the variables X_1 , So it can be concluded that all independent (free) variables do not

have multicollinearity problems. So, the regression model in this research can be said to be good.

3) Heteroscedasticity Test

The heteroscedasticity test is used to determine whether *the variance* from the residual data from one observation to another is different or not. If *the variance* of the residual data is the same, it can be called homoscedasticity and if it is different, it is called heteroscedasticity. A good regression model should not have heteroscedasticity. One way to detect the presence or absence of heteroscedasticity is to use a *scatterplot graph* provided that the data points are spread above and below or around the number 0, the data points do not gather only at the top or bottom, the distribution of the data points does not form a wavy pattern. widening then narrowing and widening again, the distribution of data points is not patterned (V. Wiratma Sujarweni, 2015).

$$\text{Equation 1: } Y = \rho YX_1 + \rho YX_2 + \rho YX_3 + \rho YX_4 + \rho YZ + \varepsilon$$

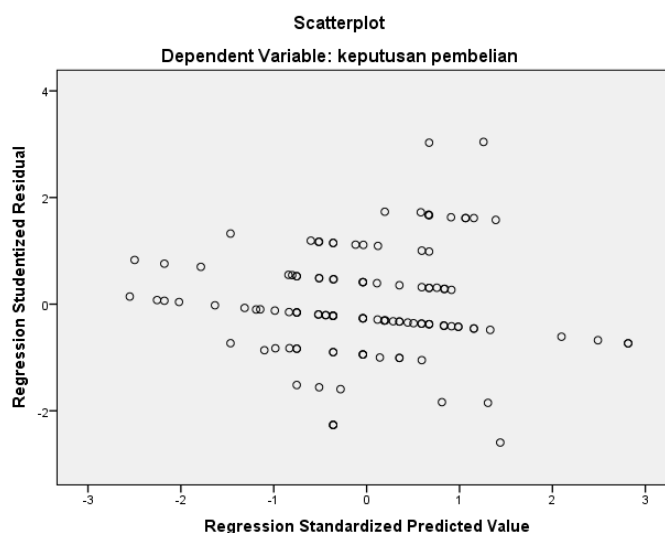


Figure 1 Heteroscedasticity Test Results 1

Based on the graph above, it can be seen that the points spread randomly above and below the number 0, the data points do not collect only above or below, and the data points do not form a wavy pattern that widens then narrows and widens again. Therefore, in accordance with the provisions of *scatterplot graphic analysis* , it can be stated that there are no symptoms of heteroscedasticity in this research model. A good regression model is a regression model where heteroscedasticity problems are not found.

$$\text{Equation 2: } Z = \rho ZX_1 + \rho ZX_2 + \rho ZX_3 + \rho ZX_4 + \varepsilon$$

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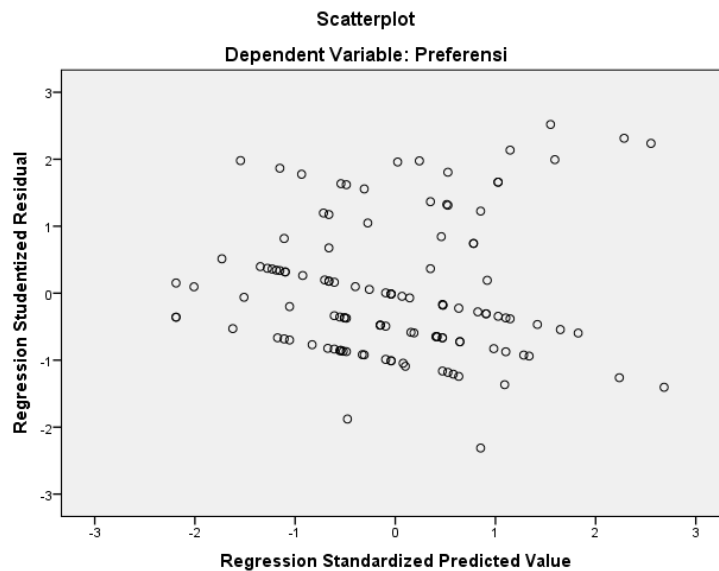


Figure 2 Results of Heteroscedasticity Test 2

Based on the graph above, it can be seen that the points spread randomly above and below the number 0, the data points do not collect only above or below, and the data points do not form a wavy pattern that widens then narrows and widens again. Therefore, in accordance with the provisions of *scatterplot graphic analysis* , it can be stated that there are no symptoms of heteroscedasticity in this research model. A good regression model is a regression model where heteroscedasticity problems are not found.

4) Determinant Test (R²)

This determinant test is needed to measure the model's ability to explain variations in the independent variables. The value that will be obtained in calculating the determinant (R²) is between zero – one. The closer the value is to one, it can be seen that almost all the information needed to predict the dependent variable is provided by the independent variable (Eksandy, 2017).

Equation 1: $Y = \rho_{YX_1} + \rho_{YX_2} + \rho_{YX_3} + \rho_{YX_4} + \rho_{YZ} + \varepsilon$

Table 7 Determinant Test Results 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,853 ^a	,728	,721	3.23866

a. Predictors: (Constant), Price, Religiosity, Brand Image, Halal awareness

Source: Data processed by SPSS 2023

The determination value in equation 1 is 0.721, which shows that the influence of halal awareness, religiosity, brand image, price and preference on purchasing decisions is 72%, while the remaining 28% is influenced by other factors.

$$\text{Equation 2: } Z = \rho ZX_1 + \rho ZX_2 + \rho ZX_3 + \rho ZX_4 + \varepsilon$$

Table 8 Determinant Test Results 2
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,753 ^a	,563	,671	2.23813

a. Predictors: (Constant), Price, Religiosity, Brand Image, Halal awareness

Source: Data processed by SPSS 2023

The determination value in equation 2 is 0.671, which shows that the influence of halal awareness, religiosity, brand image, price and preference on purchasing decisions is 67%, while the remaining 33% is influenced by other factors.

5) t Test (Partial)

The t test is used to determine how far the influence of an independent variable individually is in explaining variations in the dependent variable. The significance level used in this research is 5%, where if the significance probability number is > 0.05, it means that variable used to compare averages and populations with interval scale data with the following criteria:

- a) If $t_{count} > t_{table}$ then H_0 is rejected and H_a is accepted, stating that the independent variable (X) partially influences the dependent variable (Y).
- b) If $t_{count} < t_{table}$ then H_0 is accepted and H_a is rejected, stating that the independent variable (X) does not partially influence the dependent variable (Y).

$$\text{Equation 1: } Y = \rho YX_1 + \rho YX_2 + \rho YX_3 + \rho YX_4 + \rho YZ + \varepsilon$$

Table 9 Results of t test (partial) 1

Variable	r table	r table	Significance
Halal Awareness	1,163	0.1793	0.007
Religiosity	1,309	0.1793	0.006

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Brand Image	1,383	0.1793	0,000
Price	4,384	0.1793	0.004
Preference	3,990	0.1793	0.008

Source: Data processed by SPSS 2023

Based on the results of the t test in table 9, it is known that the calculated value of all independent variables and intervening variables is more than 0.1793 and the significance value is <0.05, meaning that all independent variables in this study partially have a significant effect on the decision to purchase halal cosmetic products at Roxy. Square Jember.

$$\text{Equation 2: } Z = \rho ZX_1 + \rho ZX_2 + \rho ZX_3 + \rho ZX_4 + \varepsilon$$

Table 10 T Test Results (partial) 2

Variable	r table	r table	Significance
Halal Awareness	3,610	0.1793	0,000
Religiosity	2,180	0.1793	0.021
Brand Image	1,127	0.1793	0,000
Price	1,800	0.1793	0.014

Source: Data processed by SPSS 2023

Based on the results of the t test in table 10, it is known that the calculated value of all independent variables is more than 0.1793 and the significance value is <0.05, so this means that all independent variables in this study partially have a significant effect on consumer preferences for halal cosmetic products at Roxy Square Jember .

6) Path Analysis

Path analysis is used to analyze the pattern of relationships between variables with the aim of determining the direct or indirect influence of a set of independent variables (exogenous) on the dependent variable (endogenous) (Kuncoro, 2019). This path analysis is used because it considers that there is a relationship between one variable and another variable. In calculating this path analysis, researchers used SPSS 22 *software* and the first step that needed to be done was formulating a path diagram and structural equations.

- a. Direct Path of Influence

Table 1 1 Direct Effect Path Coefficients

Independent variable	Dependent variable	Standardized Coefficients	t _{count}	Sig.	Information
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Halal Awareness	Preference	0.326	3,610	0,000	Significant
Religiosity	Preference	0.179	2,180	0.021	Significant
Brand Image	Preference	0.093	1,127	0,000	Significant
Price	Preference	0.163	1,800	0.014	Significant
Halal Awareness	Buying decision	0.108	1,163	0.007	Significant
Religiosity	Buying decision	0.112	1,309	0.006	Significant
Brand Image	Buying decision	0.118	1,383	0,000	Significant
Price	Buying decision	0.375	4,384	0.004	Significant
Preference	Buying decision	0.158	3,990	0.008	Significant

Table 11, it can be seen that all variables Meanwhile, the lowest influence lies in the influence of brand image on preferences with a coefficient of 0.093.

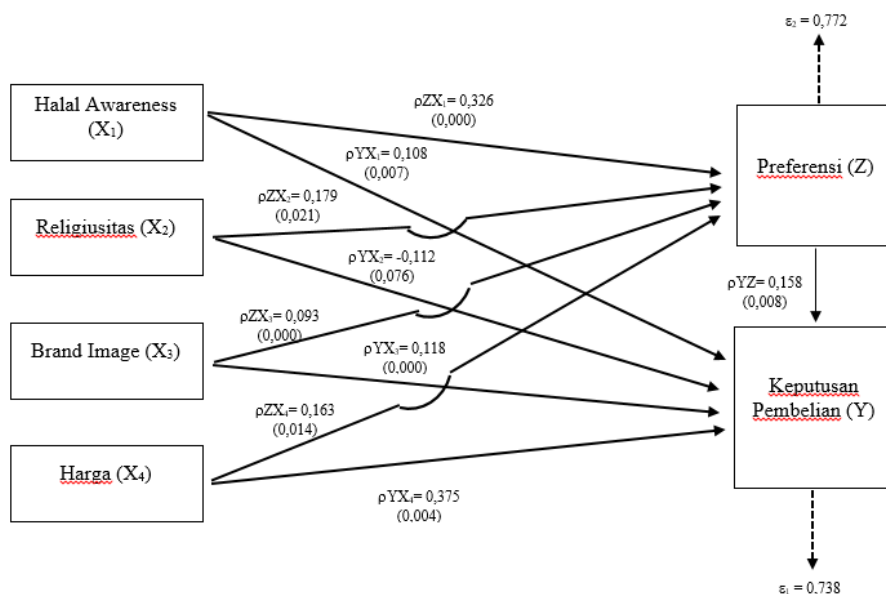


Figure 3 Path Analysis

b. Trimming Theory

The trimming model is a model used to improve a path analysis structural model by removing from the model exogenous variables whose path coefficients are not significant. So model trimming occurs when the path coefficient is tested as a whole and it turns out that there are variables

that are not significant. Even if there are one, two, or more variables that are not significant. Researchers need to improve the hypothesized path analysis model. The way to use the trimming model is to recalculate the path coefficient without including exogenous variables whose path coefficient is not significant. The path coefficients tested on all variables in this study were declared significant so that researchers did not need to improve the hypothesized path analysis model or in other words there was no need to trim the theory.

Discussion

A. The Influence of Halal Awareness on Consumer Preferences

The word "awareness" means knowledge or understanding of a particular subject or situation. Awareness in the context of halal can be conceptualized as a process to increase the level of awareness of what is permitted for Muslims to eat, drink and use. Consumer awareness is an important aspect in influencing consumer preferences for a product. This consumer awareness will later become the starting point of a series of consumer behavior. This is because awareness is the initial process in purchasing decisions where before buying something there will be an awareness within the consumer to fulfill their needs (Fathoni, 2021).

The research results show that the halal awareness variable has a significant influence on consumer preferences. This is proven by the results of calculating the direct influence path which produces a coefficient value of 0.326 and a significance value of $0.000 < 0.05$. The results of this research are supported by research conducted by Bashir which also states that halal awareness has a significant influence on consumer preferences. Because in Bashir's research it was explained that awareness of halal products is not only carried out by Muslim communities but also non-Muslims. For non-Muslim communities, halal products are considered to maintain the quality of the product and the safety of the food ingredients so that it has a positive impact on their bodies (Bashir, 2020).

B. The Influence of Religiosity on Consumer Preferences

Religiosity is a religion that includes various things that not only occur in worship rituals, but also when an individual carries out other activities. A person's commitment to religion influences consumer behavior. In particular, the behavior of Muslim consumers in using halal products basically depends on how they have knowledge about the halalness of a product (Umami et al., 2020a). Religiosity is an important driving factor and can influence consumer behavior based on consumers' decisions to buy products depending on their level of faith (Nasrullah, 2015a).

Based on the explanation above, after calculating and analyzing the data in this research, it shows that religiosity has a significant influence on consumer

preferences. This is proven by the results of calculating the direct influence path which produces a coefficient value of 0.179 and a significance value of $0.021 < 0.05$.

In line with this, research was conducted by Muhammad Nasrullah with the title "Islamic Branding, Religiosity, and Consumer Decisions on Products" resulting in data processing with an adjusted R square value of 0.094, while in table 5, the adjusted R square value shows a value of 0.082. This indicates that religiosity as a moderating variable weakens the relationship between the *Islamic branding variable* and consumer decisions.

C. The Influence of Brand Image on Consumer Preferences

In marketing its products, the factor that becomes a company's success is not only seen from its quality, but can also be seen from the brand image of its products, because brand image has an important role, not only can it influence consumers in making decisions but also as a differentiator between products and services with other companies. Without a strong and positive brand image, it will be difficult for companies to attract new consumers and retain existing consumers to continue making purchases (Rifa'i, 2015).

The research results show that brand image has a significant influence on consumer preferences. This is proven by the results of calculating the direct influence path which produces a coefficient value of 0.093 and a significance value of $0.000 < 0.05$. The results of this research are supported by Mirawati's research entitled "The Influence of Halal Labels, Brand Image, and Diversity on Consumer Purchase Interest in Halal Cosmetic Products with Preference as an Intervening Variable" stating that brand image has a significant effect on consumer preferences for halal cosmetic products. This shows that the more confident consumers are about halal cosmetic products, the more consumers' liking for these products will increase (Amalia et al., 2021a).

D. The Effect of Price on Consumer Preferences

Price is generally the main thing that potential consumers pay attention to when they want to buy a product. High or low price will determine whether someone buys an item. Through price, someone can decide whether they will own and consume the product or not (Sudarti & Ulum, 2019). Therefore, in this case price can influence consumers to buy a halal cosmetic product.

The results of calculations and data analysis in this research show that price has a significant influence on consumer preferences. This is proven by the results of calculating the direct influence path which produces a coefficient value of 0.163 and a significance value of $0.014 < 0.05$. This is supported by research conducted by Fika which states that price has a significant influence on consumer preferences for cosmetic products in Lumajang district. Proven by the output results, the path

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coefficient value is 0.257 and the significance value is less than 0.05, namely $0.000 < 0.05$, so H_a is accepted and H_0 is rejected .

E. The Influence of Halal Awareness on Purchasing Decisions

Halal awareness is the level of understanding of Muslims in knowing issues related to the halal concept. Halal awareness is known from whether a Muslim understands what halal is, as well as prioritizing halal products for consumption. The more someone understands the halal concept, halal process, and halal principles, the more selective Muslims tend to be in choosing the products they consume (Madani, 2020).

Based on the explanation above, after calculating and analyzing the data in this research, it shows that halal awareness has a significant influence on purchasing decisions. This is proven by the results of calculating the direct influence path which produces a coefficient value of 0.108 and a significance value of $0.007 < 0.05$. This is supported by research conducted by Yurdik Gema Madani with the title " Analysis of the Influence of Halal Awareness and Brand Awareness on Chatime Drink Purchase Decisions", stating that *Halal Awareness* has a significant influence in a positive direction on purchasing decisions (Madani, 2020).

F. The Influence of Religiosity on Purchasing Decisions

Religiosity is an important driving factor and can influence consumer behavior based on consumers' decisions to buy products depending on their level of faith (Nasrullah, 2015b). The definition of religiosity based on the dimensions proposed by Rodney Stark and Charles Y. Glock is the extent of knowledge, belief, practice of worship and how much appreciation of the religion a person adheres to (Rahmawati, 2016). Based on this explanation, after calculating and analyzing the data in this study, it shows that religiosity has a significant influence on purchasing decisions. This is proven by the results of calculating the direct influence path which produces a coefficient value of 0.112 and a significance value of $0.006 < 0.05$.

calculated t value of $9.029 > t$ table of 1.66 and a significance level of 0.000 which shows that the value is not greater than 0.05, so it is said that there is a significant influence between the religiosity variable (X_1) on the voting decision variable (Y) (Ummi et al., 2020b).

G. The Influence of Brand Image on Purchasing Decisions

Brand image has an important role in influencing consumers in making decisions. Without a strong and positive brand image, it will be difficult for companies to attract new consumers and retain existing consumers to continue making purchases (Khamdan, 2015).

Based on this explanation, after calculating and analyzing the data in this research, it shows that brand image has a significant influence on purchasing

decisions. This is proven by the results of calculating the direct influence path which produces a coefficient value of 0.118 and a significance value of $0.000 < 0.05$.

Meanwhile, the same is true of the results of research conducted by Aditya Hanga Supangkat with the title "The Influence of Brand Image, Product Quality, Price on Bag Purchasing Decisions at INTAKO" which shows that brand image has a significant influence on consumer purchasing decisions. This can be seen in the significant results of the t test of $0.05 < \alpha = 0.05$, so brand image has a significant influence on the decision to purchase bags at Intako .

H. The Influence of Price on Purchasing Decisions

Price is the amount of money or exchange value of a good or service which is determined according to the level of ability of the good or service to provide benefits to consumers. The higher the benefits provided by the goods, the higher the price. So price can be a consideration for consumers in purchasing decisions (Utami, 2015).

Based on this explanation, after carrying out calculations and data analysis in this research, it shows that price has a significant influence on purchasing decisions. This is proven by the results of calculating the direct influence path which produces a coefficient value of 0.375 and a significance value of $0.004 < 0.05$. In line with this, Taufan Hidayat's research with the title "Analysis of the Influence of Products, Prices, Promotions and Location on Purchasing Decisions at Koki Jody Restaurants in Magelang" also revealed that there is a positive influence of price on purchasing decisions for Koki Jody Restaurants in Magelang, as evidenced by the value t_{count} is 2.739 and the significance value is 0.007 (Amalia et al., 2021b).

I. The Influence of Preferences on Purchasing Decisions

It is important for producers to include halal certification/logos because non-Muslim consumers compared to Muslims view it differently. Muslim consumers perceive halal-certified products as tastier, more hygienic and safer. So this shows that the more confident consumers are about the halalness of a product, the more consumers' liking (preference) for that product will increase.

Based on this explanation, after calculating and analyzing the data in this research, it shows that preferences have a significant influence on purchasing decisions. This is proven by the results of calculating the direct influence path which produces a coefficient value of 0.158 and a significance value of $0.008 < 0.05$. Consumer preferences for a product will trigger buying interest and then purchasing decisions (Amalia et al., 2021b). In accordance with Atika Ramadhani (2021), preferences have a positive and significant effect in moderating brand awareness on purchasing decisions (MEDAN & RAMADHANI, n.d.).

CONCLUSION

Halal awareness has a positive and significant effect on consumer preferences in purchasing halal cosmetic products at Roxy Square Jember. The SPSS output results produce a coefficient value of 0.326 and a significance value of $0.000 < 0.05$. This shows that H_a is accepted and H_0 is rejected so that halal awareness has a positive and significant effect on consumer preferences for halal cosmetic products at Roxy Square Jember.

Religiosity has a positive and significant effect on consumer preferences in purchasing halal cosmetic products at Roxy Square Jember. The SPSS output results produce a coefficient value of 0.179 and a significance value of $0.021 < 0.05$. This shows that H_a is accepted and H_0 is rejected so that religiosity has a positive and significant effect on consumer preferences for halal cosmetic products at Roxy Square Jember.

Brand image has a positive and significant effect on consumer preferences in purchasing halal cosmetic products at Roxy Square Jember. The SPSS output results produce a coefficient value of 0.093 and a significance value of $0.000 < 0.05$. This shows that H_a is accepted and H_0 is rejected so that brand image has a positive and significant effect on consumer preferences for halal cosmetic products at Roxy Square Jember.

Price has a positive and significant effect on consumer preferences in purchasing halal cosmetic products at Roxy Square Jember. The SPSS output results produce a coefficient value of 0.163 and a significance value of $0.014 < 0.05$. This shows that H_a is accepted and H_0 is rejected so that price has a positive and significant effect on consumer preferences for halal cosmetic products at Roxy Square Jember.

Halal awareness has a positive and significant effect on consumer purchasing decisions in purchasing halal cosmetic products at Roxy Square Jember. The SPSS output results produce a coefficient value of 0.108 and a significance value of $0.007 < 0.05$. This shows that H_a is accepted and H_0 is rejected so that halal awareness has a positive and significant effect on consumer purchasing decisions for halal cosmetic products at Roxy Square Jember.

Religiosity has a positive and significant effect on consumer purchasing decisions in purchasing halal cosmetic products at Roxy Square Jember. The SPSS output results produce a coefficient value of 0.112 and a significance value of $0.076 < 0.05$. This shows that H_a is accepted and H_0 is rejected so that religiosity has a positive and significant effect on consumer purchasing decisions for halal cosmetic products at Roxy Square Jember.

Brand image has a positive and significant effect on consumer purchasing decisions in purchasing halal cosmetic products at Roxy Square Jember. The SPSS output results produce a coefficient value of 0.118 and a significance value of $0.000 < 0.05$. This shows that H_a is accepted and H_0 is rejected so that brand image has a positive and significant effect on consumer purchasing decisions for halal cosmetic products at Roxy Square Jember.

Price has a positive and significant effect on consumer purchasing decisions in purchasing halal cosmetic products at Roxy Square Jember. The SPSS output results produce a coefficient value of 0.375 and a significance value of $0.004 < 0.05$. This shows that H_a is accepted and H_0 is rejected so that price has a positive and significant effect on consumer purchasing decisions for halal cosmetic products at Roxy Square Jember. In this research, the price variable is the variable with the highest coefficient value compared to the coefficient values of other variables. According to researchers, this is because price in general is the main thing that potential consumers pay attention to when they want to buy a product, high or low price will determine whether someone buys an item, through price, someone can decide whether the product will be owned and consumed or not. No. Price is also one of the determinants of product choice which will influence consumer buying interest. Price is often linked to quality, consumers tend to use price as an indicator of the quality of a product.

Preference has a positive and significant effect on consumer purchasing decisions in purchasing halal cosmetic products at Roxy Square Jember. The SPSS output results produce a coefficient value of 0.158 and a significance value of $0.008 < 0.05$. This shows that H_a is accepted and H_0 is rejected so that preference has a positive and significant effect on consumer purchasing decisions for halal cosmetic products at Roxy Square Jember.

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