Local Halal Cosmetics: How Halal Certification, Brand Image and Influencers Shape Purchase Decisions

*Ulya Noor Afisa[*1], Riyan Andni[2]*

[1,2]*Faculty of Islamic Economics and Business, Institut Agama Islam Negeri Kudus, Indonesia*

Abstract

This study explores the factors influencing consumer decisions to purchase Somethinc cosmetics, with a focus on the effects of halal certification, brand image, and influencer endorsements. Utilizing a quantitative approach, data was collected through surveys from 179 consumers who have purchased or used Somethinc products. The sample was selected using purposive sampling, and data analysis included validity, reliability, classical assumption tests, hypothesis testing, and multiple linear regression. The results indicate that Muslim consumers are particularly cautious about choosing cosmetics that align with both their beauty needs and religious values. Influencer recommendations, halal certification, and a positive brand image significantly impact purchasing decisions. These findings provide valuable insights for cosmetic companies like Somethinc, suggesting that improving product quality, building a strong brand, and collaborating with relevant influencers can effectively reach and engage a broader consumer base.

Keywords: *Brand image, consumer decisions, cosmetic purchasing behavior, halal certification, influencer endorsements.*

1. INTRODUCTION

With a total population of 277.53 million, Indonesia is the country with the largest Muslim population in the world, according to the *Royal Islamic Strategic Studies Centre* (RISSC). Around 86.7% of the population, or 240.62 million people, are Muslim (Katadata.co.id, 2023). In the current era of globalization, awareness of halal products is increasing. Many Muslim communities are looking for products that have been certified halal for consumption and use (Hanifah & Albari, 2023).
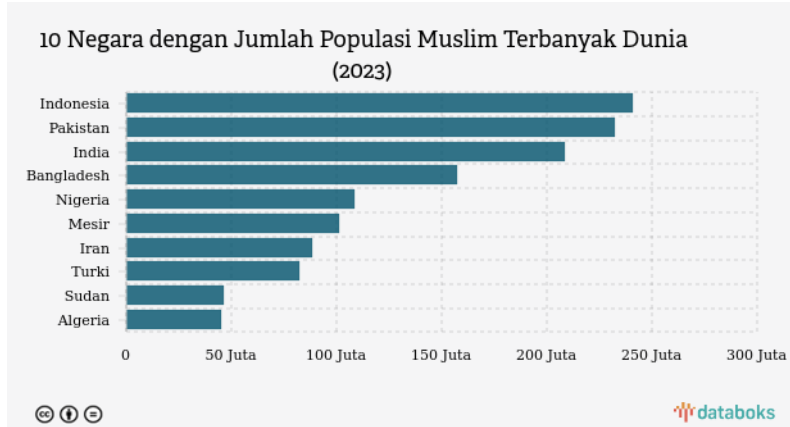

Figure 1. Countries with the Most Muslim Populations in the World in 2023

Source: Katadata.co.id (2023)

The significant impact of the rapid growth of the beauty industry, especially the emergence of local cosmetics in Indonesia, cannot be ignored because it greatly influences people's lives (Khairina et al., 2023). This is because cosmetics have important benefits, especially for women in increasing their attractiveness and self-confidence in their daily lives (Majid & Suyanto, 2023). As the use of cosmetic products increases, the number of business people moving into the beauty and health industry is increasing (Berlianto, 2018). Based on the 2023 National Industrial Information System report, the cosmetics industry in Indonesia is projected to experience significant growth of 21.9%, with the number of companies increasing from 913 in 2022 to 1,010 companies (Indonesia.go.id, 2024).

Indonesia's local cosmetic product market has begun and is still experiencing development (K. Z. Nisa & Ridlwan, 2022). Most women in Indonesia use local cosmetic products compared to foreign brands (Katadata.co.id, 2022). Domestic producers produce local brands and sell and distribute them domestically (Ramadhan & Maryani, 2020). Local cosmetic products are also no less competitive in terms of packaging and quality when compared to foreign cosmetic brands (Irmayanti & Annisa, 2023). Local cosmetics users often think their products are foreign brands (Anisah, 2022). However, it is very unfortunate that many Muslim women are tempted by local cosmetic brands that are cheap with fast and instant results, or in other words, cosmetic products that contain mercury and ignore the safety of using these products outside of permits from BPOM and LPPOM-MUI. It is known that the certification issued by BPOM and LPPOM-MUI aims to guarantee the safety and suitability of a product for consumption so that it does not cause harm to users (Khasanah & Suliantoro, 2020).

Figure 2. Lokal Cosmetics User Data

Source: Katadata.co.id (2022)

Many studies have been conducted over the last decade regarding halal certification, especially regarding processed food products (Harminingtyas & Noviana, 2021; Hosseini et al., 2019; Iranmanesh et al., 2020; Pramintasari & Fatmawati, 2017). However, much research has not been related to halal certification for cosmetic products (Farichah & Yasin, 2024; D. P. Pratiwi & Falahi, 2023). Halal certification is a security guarantee a company provides so consumers can consume its products (Charity, 2017). Halal certification is also a consumer consideration when purchasing or using a product (Fauzia et al., 2019). Besides that, brand image is also a major determinant in influencing consumers' views of the quality and value of the products they buy (Paludi & Nurchorimah, 2021). A good and positive brand image creates consumer trust and can differentiate a brand from competing brands (Djunaidi & Subagyo, 2020). Besides that, influencers are also needed to introduce products to the public (Aulia & Taufik, 2022). Linkages brand image with influencers can encourage stronger appeal, increase brand awareness, and expand market reach (Ohanna & Kesumahati, 2024).

The results of previous research conducted by Majid & Suyanto (2023) show that celebrity endorsers, brand image, and brand trust influence the decision to purchase Somethinc products. Nurhasia et al. (2022) conducted similar research and found that halal labeling and celebrity endorsers influence consumers' decisions to buy Wardah cosmetics. A study by Septiana & Agus (2022) identified several factors influencing Millennials' and iGen's decision to buy MS Glow cosmetics, including online recommendations, impulsive purchases, brand image, and halal certification. However, Istiyanto & Nugroho (2017), found brand image to have no significant impact on general buying decisions. Similarly, Mahendra & Edastama (2022) reported a lack of influence on consumer choices.

This research is being conducted as consumer awareness of halal products, especially cosmetics. The rising purchasing power of the Muslim community and the rise of the Muslim population worldwide are the main drivers of this phenomenon. Furthermore, the extensive utilization of social media and influencers' impact are becoming more intricate in shaping consumers' buying decisions. The novelty of this research lies in the effort to deeply reveal how these three variables are halal certification, brand image, and influencer influence, interact to determine consumer behavior when it comes to local cosmetic product purchases. This study is anticipated to make substantial empirical contributions to creating digital-era marketing plans for halal cosmetics. The researcher chose "Local Halal Cosmetics: How Halal Certification, Brand Image, and Influencers Shape Purchase Decisions".

2. LITERATURE REVIEW

Relationship between Research Variables

Halal Certification and Purchase Decisions

Halal certification is considered an important factor in influencing consumer choices in purchasing a product (Aprilia & Saraswati, 2021; Fauzia *et al*., 2019; Saputra & Jaharuddin, 2022). Customers are more likely to purchase halal-certified products when they are more aware of the benefits of halal certification. Through halal certification, consumers can learn more about a product's qualities (Mahliza & Prasetya, 2021). In addition, halal certification can strengthen consumer confidence and encourage people to buy these items. This description may be used to develop the research hypothesis, which is as follows:

H1: Halal certification has a positive and significant effect on purchasing decisions

Brand Image and Purchase Decisions

Brands fiercely vie for consumer favor in a competitive market saturated with similar products. As Arianty & Andira (2021) point out, maintaining a positive brand image is crucial in such an environment. The brand image reflects consumers' overall perception of a product or brand, encompassing positive and negative evaluations. Positive brand image can significantly influence consumer interest and purchase decisions (Handayani, 2022; Majid & Suyanto, 2023; D. N. Pratiwi & Andriana, 2023; Rahmani *et al*., 2022; Sari *et al*., 2022). This explanation allows for the formulation of the research's hypothesis, which is as follows:

H2: Brand image has a positive and significant effect on purchasing decisions

Influencers and Purchase Decisions

Individuals with the power to sway consumer buying decisions are known as influencers (Lengkawati & Saputra, 2021). Influencers play a crucial role in product promotion, becoming a brand's key marketing strategy. Influencer involvement can encourage and boost consumer purchases (R. R. Nisa, 2019). Many consumers rely on influencer recommendations to make informed decisions. The growing trend of companies partnering with influencers further underscores their influence on purchasing behavior. This demonstrates the power of influencers to shape consumer choices. (Fathurrahman *et al*., 2021; Pakan & Purwanto, 2022; Uyuun & Dwijayanti, 2022). Based on the explanation above, this research hypothesis can be formulated as follows:

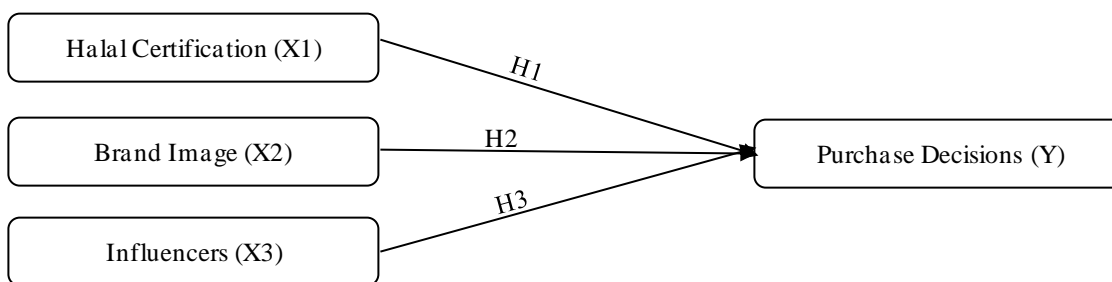H3: Influencers have a positive and significant effect on purchasing decisions

Figure 3. Conceptual Mode

Hypothesis in this research:

H1: Halal certification has a positive and significant effect on purchasing decisions.

H2: Brand image has a positive and significant effect on purchasing decisions.

H3: Influencers have a positive and significant effect on purchasing decisions.

3. RESEARCH METHOD

Research Design

This study employs a field research approach, directly observing participants (Somethinc consumers) to gather accurate

and relevant data. It utilizes a quantitative method, which relies on numerical data to test hypotheses and identify relationships between variables. Specifically, the study uses a survey approach, where questionnaires are distributed to collect data. The objective of this research is to investigate the potential influence of three factors (independent variables): halal certification (X1), brand image (X2), and influencer (X3) on a single outcome (dependent variable) in purchase decisions (Y).

Data Collection Methods and Variable Measurements

Data collection involves administering a closed-ended questionnaire, where respondents choose from pre-defined answer options (Perdana & Fahrullah, 2020). Each variable in the study is measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This scale helps gauge respondents' attitudes, opinions, and perceptions regarding the factors influencing local cosmetic purchases (Burhanudin *et al.*, 2021). Participants were asked to indicate which of the following statements they agreed with. Survey participants were asked to grade phrases such as "Halal certification is very important to me in choosing cosmetic products" for the halal certifiaction variable. The response possibilities ranged from "strongly disagree" (scoring 1) to "stongly agree" (score 5). Using statements partinent to each construct, the brand image and influencer influence variables were also examined similarity.

Population and Sample

The study targets local cosmetic company users, specifically on Somethinc consumers who have purchased or used their products (population). A purposive sampling technique is employed, which means participants are chosen based on pre-determined criteria (Sugiyono, 2021). In this case, the criterion is being a Somethinc consumer. The research utilizes the Slovin formula to determine the appropriate sample size. This method is suitable for estimating sample size from large populations (Hasimi, 2020). his resulted in a sample size of 179 participants for this research. The prerequisites to participate in this study as a responder are as follows:

a. The user of local cosmetic products Somethinc

b. Have/used Somethinc cosmetic products (at least once)

c. Using social media

Data Analysis Technique

To ensure the quality of the results, the research data underwent a series of tests. This study employed the statistical program SPSS 20 for Windows to examine the information gathered from the questionnaire. SPSS was selected based on its full capability to handle quantitative data. The analysis included validity tests to assess if the data measures what it intended, reliability tests to check for consistency, and classical assumption tests to verify that the data meets multiple linear regression analysis requirements. These classical assumption tests will encompass multicollinearity tests (checking for high correlations between independent variables), heteroscedasticity tests (examining for unequal variances in the residuals), and normality tests (verifying if the residuals are normally distributed). Following these tests, multiple linear regression analysis will be conducted to explore the relationships between the variables.

4. RESULTS AND DISCUSSION

4. 1 RESULTS

Validity Test

The validity of the data will be assessed by comparing a calculated correlation coefficient (r-value) with a reference value from a statistical table. This reference value will be based on the degrees of freedom (df) calculated as the total number of samples (n)-2. A significance level (alpha) of 0.05 will be used for the comparison. If the calculated r-value exceeds the table value, it suggests the data is a valid measure of the intended construct.

Table 1 | Validity Test Results

Variables	Item	r-value	r-tabel	Results
Halal Certification (X1)	X1.1	0.720		Valid
	X1.2	0.668		Valid
	X1.3	0.762		Valid
	X1.4	0.748		Valid
	X1.5	0.542		Valid
Brand Image (X2)	X2.1	0.800		Valid
	X2.2	0.759		Valid
	X2.3	0.845		Valid
	X2.4	0.800	0.147	Valid
Influencers (X3)	X3.1	0.784		Valid
	X3.2	0.823		Valid
	X3.3	0.799		Valid
	X3.4	0.855		Valid
Purchase Decisions (Y)	Y.1	0.899		Valid
	Y.2	0.855		Valid
	Y.3	0.860		Valid
	Y.4	0.557		Valid

Source: Primary data processed using SPSS (2024)

With 179 qualified respondents participating in the study (n = 179), the degrees of freedom (df) are calculated as 179 minus 2, resulting in df = 177. Considering a significance level (alpha) 0.05, a reference r value of 0.147 is obtained from the statistical table. The validity test shows that all research instruments used in this study achieve a calculated r value exceeding 0.147. This indicates that the instruments are valid for measuring their respective variables. In other words, the instruments effectively capture the intended information about halal certification, brand image, influencer impact, and consumer purchasing decisions.

Reliability Test

A reliability test assesses whether a research instrument produces consistent results when used repeatedly. In simpler terms, it checks if the instrument yields similar findings if the same measurements were taken multiple times. A variable is considered reliable if the Cronbach's alpha value exceeds 0.6. Cronbach's alpha is a statistical measure of internal consistency, indicating how well the different items within the instrument measure the same underlying concept. A value above 0.6 suggests that the instrument is reliable and captures the intended variable consistently.

Table 2 | Reliability Test Results

Variables	Cronbach's Alpha	N of Items	Results
Halal Certification (X1)	0.690	5	Reliable
Brand Image (X2)	0.813	4	Reliable
Influencers (X3)	0.827	4	Reliable
Purchase Decisions (Y)	0.814	4	Reliable

Source: Primary data processed using SPSS (2024)

The data analysis confirms the reliability of the research instrument. Each variable, composed of several statements, yielded a Cronbach's alpha value exceeding 0.6. This high level of reliability across all variables (halal certification, brand image, influencer impact, and consumer decision) indicates that the questionnaire used in the study was well-constructed and effectively captured consistent data.

Normality Test

A normality test, specifically the Kolmogorov-Smirnov statistical technique, assessed whether the data follows a normal distribution. This test helps determine if the data points are spread evenly around the average value. If the resulting significance level (Asymp. Sig. (2-tailed)) is greater than 0.05 (5%), we can conclude that the data is normally distributed. A normal distribution is a common assumption for many statistical analyses, and this test ensures that the data meets that requirement.

Table 3 | Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		179
Normal Parameters [a,b]	Mean	0E-7
	Std. Deviation	1.34381581
Most Extreme Differences	Absolute	.086
	Positive	.072
	Negative	-.086
Kolmogorov-Smirnov Z		1.145
Asymp. Sig. (2-tailed)		.145
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Primary data processed using SPSS (2024)

Examining Table 3, we see that the Asymp. Sig. (2-tailed) value is 0.145, which is higher than the threshold of 0.05. Based on the Kolmogorov-Smirnov normality test, this indicates that the data from this study is normally distributed. Fulfilling this normality assumption is crucial for the validity of the regression model used in the analysis. In other words, the data adheres to a key requirement for the chosen statistical technique.

Multicollinearity Test

To check for multicollinearity in the regression model, we can analyze the tolerance values and the Variance Inflation Factor (VIF). Multicollinearity is a problem that occurs when independent variables in the model are highly correlated with each other. The model is considered free of multicollinearity if the VIF value for each variable is less than 10. This is equivalent to having a tolerance value greater than 0.10. A high tolerance value indicates that a variable explains a small portion of the variance of other independent variables, suggesting a lack of multicollinearity.

Table 4 | Multicollinearity Test Results

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.381	1.280		1.860	.065		
Halal_Certification	.198	.063	.202	3.127	.002	.678	1.474
Brand_Image	.442	.061	.468	7.234	.000	.678	1.476
Influencers	.173	.056	.189	3.068	.002	.746	1.341
a. Dependent Variable: Purchase_Decisions							

Source: Primary data processed using SPSS (2024)

An examination of both tolerance values and Variance Inflation Factors (VIF) revealed no evidence of multicollinearity in the regression model. As mentioned earlier, multicollinearity is an issue that arises when independent variables are highly correlated. Here, all three variables: halal certification (X1), brand image (X2), and influencers (X3), have tolerance values more than 0.10 (0.678, 0.678, 0.746) and VIF values less than 10 (1.474, 1.476, 1.341). These values indicate that each variable explains a relatively small portion of the variance of the other independent variables. In simpler terms, the variables are not excessively correlated, so multicollinearity is not a concern for this regression model.

Heteroscedasticity Test

Table 5 | Heteroscedasticity Test Results

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.226	.842		1.456	.147		

Halal_Certification	-.005	.042	-.011	-.121	.904	.678	1.474
Brand_Image	.019	.040	.043	.473	.637	.678	1.476
Influencers	-.025	.037	-.058	-.669	.504	.746	1.341
a. Dependent Variable: Abs_Residual							

Source: Primary data processed using SPSS (2024)

The data analysis table shows that the significance value for the halal certification variable (X1) is 0.904, while the significance values for brand image (X2) and influencer (X3) are 0.637 and 0.504, respectively. Since all three independent variables have significance values greater than 0.05, we can conclude that no heteroscedasticity exists in the regression model used in this research.

T-test (Partial Test)

Table 6 | Results of The t-Test (Partial Test)

		Coefficients				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.381	1.280		1.860	.065
	Halal_Certification	.198	.063	.202	3.127	.002
	Brand_Image	.442	.061	.468	7.234	.000
	Influencers	.173	.056	.189	3.068	.002
a. Dependent Variable: Purchase_Decisions						

Source: Primary data processed using SPSS, 2024

The hypothesis testing results, specifically the t-test, reveal that all three variables (halal certification, brand image, and influencers) have significance values less than 0.05. This statistically significant result suggests that we can accept the research hypothesis. In other words, the study confirms that halal certification, brand image, and influencers all positively and significantly influence consumers' decisions to purchase Somethinc cosmetic products.

F Test (Simultaneous Test)

Table 7 | Results of The F Test

		ANOVA[a]				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	326.840	3	108.947	59.313	.000[b]
	Residual	321.440	175	1.837		
	Total	648.279	178			
a. Dependent Variable: Purchase_Decisions						
b. Predictors: (Constant), Influencers, Halal_Certification, Brand_Image						

Source: Primary data processed using SPSS (2024)

Table 8 shows the F-test results, with a significance value of 0.000. This statistically significant result (less than 0.05) indicates that the multiple linear regression model is statistically valid. In simpler terms, the F-test outcome suggests that this model is suitable for analyzing the data. This further supports the conclusion that the independent variables, halal certification (X1), brand image (X2), and influencers (X3), all have a simultaneous influence on consumers' purchase decisions (Y) regarding local halal-certified cosmetics from Somethinc.

Coefficient of Determination Test

Table 8 | Determination Coefficient Test Results

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710[a]	.504	.496	1.35529
a. Predictors: (Constant), Influencers, Halal_Certification, Brand_Image				

Source: Primary data processed using SPSS (2024)

The Adjusted R Square value in the table (0.496) indicates that the three independent variables (halal certification, brand image, and influencers) collectively explain 49.6% of the variance in the dependent variable (purchase decisions). In other words, these three factors account for nearly half of the factors influencing consumers' choices. However, it's important to acknowledge that the remaining 50.4% of the variance is likely explained by other factors not included in this study's model. These external factors could be further explored in future research.

Multiple Linear Regression Test

Table 9 | Multiple Linear Regression Test Results

	Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2.381	1.280			1.860	.065
Halal_Certification	.198	.063	.202		3.127	.002
Brand_Image	.442	.061	.468		7.234	.000
Influencers	.173	.056	.189		3.068	.002
a. Dependent Variable: Purchase_Decisions						

Source: Primary data processed using SPSS, 2024

Based on the results of the multiple linear analysis test above, the following research model was produced:

$$Y = 2.381 + 0.198X_1 + 0.442X_2 + 0.173X_3 + e$$

The interpretation of the multiple linear regression equation above is:

1. The constant value displays a result of 2.381%, meaning that if the values of the influencers (X3), brand image (X2), and halal certification variable (X1) are all zero, the choice to buy Somethinc cosmetic items will increase by 2.381%.

2. The coefficient of halal certification (X1) has a positive value of 0.198%, meaning that the choice to buy cosmetics from Somethinc will rise by 0.198% for each increase in halal certification.

3. The coefficient of brand image (X2) has a positive value of 0.442%, meaning that whenever brand image rises, so does the choice to buy cosmetic items from Somethinc.

4. The coefficient influencers (X3) has a positive value of 0.173%, meaning that the choice to buy Somethinc cosmetic items will rise by 0.173% with each influencer increase.

4.2 DISCUSSION

The Impact of Halal Certification on Purchasing Decisions

The analysis results support a positive and significant relationship between halal certification and the decision to purchase Somethinc cosmetics (t-test significance value = 0.002 < 0.05). This indicates that consumers are more inclined to choose halal-certified products than those that are not certified or have not yet obtained certification.

This study's findings concur with prior research (Hasanah & Sari, 2023; Septiyaningrum & Dewi, 2023), highlighting halal certification as a crucial factor influencing consumer choices, particularly for food, beverages, and cosmetics. Consumers with greater awareness of halal certification tend to favor halal-certified products or brands. This certification builds trust and acts as a motivator for purchasing decisions.

The Impact of Brand Image on Purchasing Decisions

The analysis results reveal a statistically significant and positive relationship between brand image and the decision to purchase Somethinc cosmetics (t-test significance value = 0.000 < 0.05). This suggests that consumers hold a favorable perception of Somethinc's brand image. Consequently, they are more likely to purchase Somethinc cosmetics than other brands' products. A company's brand is a crucial aspect; a positive image among consumers can lead to higher profits (Wabang & Telagawathi, 2023).

The results of this study are consistent with Sari *et al.* (2022), who found a positive relationship between brand image and purchasing decisions. However, these findings differ from Yunita & Indriyanti (2022) research, which did not identify such a connection.

The Impact of Influencers on Purchasing Decisions

The analysis results demonstrate a statistically significant and positive relationship between influencers and the decision to purchase Somethinc cosmetics (t-test significance value = 0.000 < 0.05). This implies that recommendations and reviews from influencers significantly influence consumers' decisions to buy Somethinc cosmetics. In other words, influencer marketing appears to be an effective strategy for Somethinc, as consumers are more likely to be swayed by positive endorsements from influencers.

Solomon (2017) argues that influencers can influence consumer perception of a product. The findings of this study align with the research conducted by Salsabilah & Ardiansyah (2023), demonstrating a positive and significant influence of influencers on purchasing decisions. However, this contradicts Nugroho's (2021) study, which found no relationship between influencers and purchasing decisions.

The Impact of Halal Certification, Brand Image, and Influencer on Purchasing Decisions

The research results, based on the t-test significance value for the constant term (0.065), indicate a jointly positive and significant influence of the independent variables (halal certification, brand image, and influencers) on the dependent variable (consumer purchase decision). In simpler terms, all three independent variables, when considered together, significantly impact the decision to buy Somethinc cosmetics.

This study confirms that halal certification, brand image, and influencer marketing all play positive and significant roles in influencing consumer choices regarding Somethinc cosmetics. These findings suggest that Somethinc has established an effective marketing strategy that successfully attracts consumers and boosts its product sales.

5. CONCLUSION

The following are the research's conclusions based on the data processing and research findings: It has been demonstrated that halal certification positively and significantly influences consumer decisions. These results demonstrate that customers are persuaded to buy Somethinc cosmetic items by the company's halal certification, which draws their attention and reassures them that the products are safe for usage. A positive and substantial brand image has been shown to influence purchase decisions. These results suggest that consumers feel confident when making judgments about which cosmetic goods to buy because they perceive the positive things that the brand has done. Meanwhile, the influencers have shown to be beneficial and important in influencing consumer choices. These results demonstrate that consumers are drawn to reviews by influencers endorsing certain cosmetic goods, hoping to catch their eye and influence their buying choices. The analysis yielded a coefficient of determination of 49.6%. This indicates that the three independent variables (halal certification, brand image, and influencer marketing) collectively explain nearly half of the factors influencing consumer decisions regarding Somethinc cosmetics. However, the remaining 50.4% likely stems from external factors not incorporated into the current model. Despite this, the study demonstrates that halal certification, brand image, and influencers all positively and significantly influence purchasing decisions. Consequently, strengthening these aspects can increase sales and market share for Somethinc Cosmetics.

6. LIMITATION AND IMPLICATION

This research acknowledges some limitations. The three independent variables (halal certification, brand image, and influencers) explain 49.6% of the variance in consumer purchasing decisions for Somethinc cosmetics. The remaining 50.4% is likely influenced by other factors not included in the study model. Therefore, for further research, it is recommended to develop this research by adding other variables outside the research to increase the coefficient of determination so that we can find out what factors influence purchasing decisions, and it is hoped that other research models will be used to make them more varied.

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