

INFLUENCE OF LIFESTYLE, HALAL LABELS, BRAND AMBASSADORS, AND BRAND AWARENESS ON PURCHASING DECISIONS

(Case Study at Pamulang Beautiful Light Shop, Tangsel)

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Abstract

This study aims to test whether there is a positive and significant influence between Lifestyle, Halal Label, Brand Ambassador and Brand Awareness Of Wardah Product Purchase Decisions on the consumers of Cahaya Indah Pamulang Stores, South Tangerang. This research uses associative research with a quantitative approach, which is measured using the coefficient of determination with SPSS 25.00 by testing the hypothesis using the t test. The data collection technique uses a survey method with direct observation and distributing questionnaires to the respondents. The results of the research prove that Lifestyle, Halal Label, Brand Ambassador and Brand Awareness partially and simultaneously have a positive and significant effect on Wardah Product Purchase Decisions. The results of this study provide useful findings for Wardah in order to create and increase trust and purchase decisions towards consumers. So that Wardah can find out what is the basis for consumers in making purchasing decisions and Wardah can continue to improve promotions and a good brand image and the creation of brand ambassadors who have high appeal and can generate brand awareness in the minds of consumers. Wardah can make the latest breakthroughs or innovations on their products based on the various desires and lifestyles of consumers so that they can fulfill all consumer desires.

Keywords : Lifestyle, Halal Label, Brand Ambassador, Brand Awareness, Purchasing Decisions.

I. INTRODUCTION

The development of cosmetic business activities today is moving quickly. So the impact on the competition of the cosmetics business is getting tighter between one cosmetic company and another. Competition is conducted overtly, transparently so that it can be felt by certain walks of life. Consumers are offered a wide range of products of the same quality, brands and different services. Businesses compete against each other for market share. One way to expand market share is effective and efficient marketing management.

According to Yuswohady (2015:10) In the last ten years, there has been an increase in the development of modern and Islamic oriented lifestyles in Indonesia. The development of modern oriented lifestyle and referring to islamic values can be seen from several phenomena such as society is increasingly critical in assessing the halalness of products to be consumed, the development of Sharia-based financial institutions, the growth of Islamic culture, the growing wearing of hijab clothing, the emergence of sharia hotels, the increasing frequency of hajj and umrah visits, the growth of the halal cosmetics industry and the increasing entrepreneurship of Muslims. Consumers are more selective and conscientious in purchasing the products they will use. Various halal products that are widely used by consumers, one of which is cosmetics.

Ujang Sumarwan (2018:45) states that lifestyle better describes a person's behavior, namely how he lives, uses his money, and makes the most of his time. A lifestyle is a person's lifestyle identified by how a person spends their time (activity), what they consider important in their environment (interests) and what they think of themselves and also the surrounding world (opinion). In an effort to win competition, marketers are required to learn and understand consumer behavior as a target or target market so that lifestyle is the deciding factor that needs to be considered related to consumers.

In addition to the current lifestyle trend that exists among indonesians in making purchasing decisions is halal label. Halal labels are a major factor in making purchasing decisions. Halal labels are no longer a logo listed in the packaging but rather evidence that there is a safety that serves in a particular product Cosmetics labeled halal gives benefits to various parties. For manufacturers who produce and consumers who consume such products. Halal labels protect the manufacturer from the demands of un halal ingredients and processes in the product, protect consumers from doubt over the product and add value to the safety and certainty of the product's halalness.

In a competitive market, brands play an important role in a company's survival. Future marketing competition is more of a competition between brands. One of the strategies carried out by manufacturers is to use the brand ambassador as an advertising star or company icon to present the product in the eyes of consumers. It is hoped that a brand ambassador can represent the needs of consumers as well as provide a positive image for the brand and the company. With the brand ambassador can remind the product and stick in the mind of the consumer. With the brand ambassador can create a brand awareness on a product, because if we see a celebrity who becomes a brand ambassador then the consumer will remember a product and attach it to the consumer's mind. Brand awareness is the general purpose of marketing communication, with high brand awareness expected whenever consumer needs arise, then the brand will appear in the mind of the consumer which will then be the consumer's consideration in decision making. Brand awareness shows a consumer's knowledge of the existence of a brand or brand. This research will look at how Lifestyle, Halal Label, Brand Ambassador and Brand Awareness influence wardah product purchasing decisions at Toko Cahaya Indah Pamulang.

II. LITERATURE REVIEW

2.1 Research Review

The first research conducted by Dewi Tarigan (2016). This study aims to determine how much influence the lifestyle, halal label and price have on the decision to buy Wardah cosmetics, either partially or simultaneously. The variables in this study are Lifestyle (X1), Halal Label (X2) and Price (X3). The population in this study amounted to 80 people representing the population of Wardah cosmetics buyers in the collector of the Medan Economic Faculty area of Medan University. This sampling technique uses Probability sampling technique. The data collection method in this study uses primary data by giving questionnaires to respondents. This study uses statistical test tools, namely the validity and reality test, t test and F test, multiple linear regression and the coefficient of determination r^2 . The results showed that Lifestyle (X1), Halal Label (X2), Price (X3) partially had a positive and significant effect on the purchasing decision of Wardah Cosmetics in Management Study Program students, Faculty of Economics, University of Medan Area as evidenced by the partial test results showed a significant value with the result of t count is greater than t table.

The second study conducted by Bulan et al., (2018) aims to find out how much influence the Halal label and the bonus in packaging have on purchasing decisions, both partially and simultaneously, on purchasing decisions for Kinder Joy products in Langsa City people. This research is a quantitative research using Non Probability sampling technique with a population of 97 people. The data method of this research uses primary data by giving questionnaires to respondents and secondary data comes from scientific books, articles and others. This study uses statistical tools, namely the validity and reality test, t test and F test, multiple linear regression and the coefficient of determination r^2 . The results showed that the Halal label (X1) and the bonus in the package (X2) had a positive and significant effect on purchasing decisions on Kinder Joy products in the people of Langsa City as evidenced by the results of the t test and the results of the F test, it was known that simultaneously or together the halal label and packaged bonuses have a significant effect on purchasing decisions.

The third research conducted by Dwiyanti et al., (2018). The aim of the study was to determine how much the influence of perceived quality, brand name, and brand awareness on the purchasing decision of Rinso washing soap for students of the 2014 class of economics, University of Muhammadiyah Jember. The variables of this research are Perception of Quality (X1), Brand Name (X2) and Brand Awareness (X3). This research is a descriptive quantitative research with an explanatory research design. Samples taken were 83 respondents with accidental sampling technique. The analytical tool in this study using multiple linear regression analysis, coefficient of determination r^2 with validity and reality tests, t test and F test. The results showed that Perceptions of Quality (X1), Brand Name (X2), Brand Awareness (X3) partially had a positive effect. on the decision to purchase Rinso washing soap for students of the 2014 class of economics at Muhammadiyah University with the partial test results showing a significance value, namely the value of t count is greater than t table.

The fourth research conducted by Sagia and Situmorang (2019). This study aims to determine the effect of Brand Ambassador, Brand Personality and Korean Wave on Purchasing Decisions of Aloe Vera Republic skin care products at the Faculty of Culture,

University of North Sumatra. The variables in this study are Brand Ambassador (X1), Brand Personality (X2) and Korean Wave (X3). This research is an associative study and the type of data used is quantitative data. Data collection methods in this study use primary and secondary data by giving questionnaires to respondents and documentation. The sample in this study amounted to 92 respondents. This study uses statistical test tools, namely the validity and reality test, t test and F test, multiple linear regression and the coefficient of determination r^2 . The results of this study indicate that the Brand Ambassador (X1), Brand personality (X2), Korean Wave (X3) partially have a positive and significant effect on purchasing decisions. t table.

The fifth research conducted by Samosir et al., (2016) This study aims to determine how much influence the use of the brand ambassador Dewi Sandra has on the decision to purchase wardah cosmetics in the city of Bandung. This research is quantitative in nature with the population and samples in this study are women aged 15 s.d. 44 years old who live in the city of Bandung with a sample size of 100 respondents. The sampling technique used is non-probability sampling. The data used in this study are primary data obtained from interviews and questionnaires, while secondary data is obtained from previous research, books, journals, and the internet. This study uses descriptive analysis techniques with statistical test tools, namely the validity and reality test, t test and F test, multiple linear regression and the coefficient of determination r^2 . The results of this study indicate that the influence of Dewi Sandra's Brand Ambassador on the decision to purchase Wardah cosmetics in Bandung has a positive and significant effect as evidenced by the t test results, it is known that $t_{count} > t_{table}$, so H_0 is rejected and H_1 is accepted.

The sixth research conducted by Sumartik et al., (2019) entitled The Influence of Halal Labelization, Brand Image and Product Quality Towards Consumer Purchase Decision of Cosmetic Product. The variables in this study are Halal Label (X1), Brand Image (X2) and Product Quality (X3). This research is a causal research using direct interviews and questionnaires. The sampling technique used was nonprobability sampling with accidental sampling technique with the total sample in this study were 100 respondents. The data collected are primary data obtained through questionnaires. This study uses statistical tools, namely the validity and reality test, t test and F test, multiple linear regression and the coefficient of determination r^2 . The results showed that Halal Labelization (X1), Brand Image (X2), Product Quality (X3) partially had a positive and significant effect on purchasing decisions for cosmetic products as evidenced by the partial test results showed a significant value with $t_{count} < t_{table}$.

The seventh research conducted by Zukhrufani and Zakiy (2019) on the Effect of Beauty Influencer, Lifestyle, Brand Image and Halal Labelization Towards Halal Cosmetical Purchasing Decisions. The aim is to find out how much influence beauty influencers, lifestyle, brand image and halal labeling have on cosmetic purchasing decisions. The variables in this study were Beauty Influencer (X1), Lifestyle (X2), Brand Image (X3) and Halal Labeling (X4). This research is a quantitative study with a cross sectional study. The population in this study were 226 people. The data used in this study are primary data obtained from interviews and questionnaires. The analysis tool used is multiple regression analysis. The results showed that Beauty Influencer (X1), Lifestyle (X2), Brand Image (X3) and Halal Labeling (X4) had a positive effect on the Purchase Decision of Halal Cosmetics Products, with the t test results showing a significant value and the research results showing a positive influence. and significant towards Lifestyle

(X2), Brand Image (X3) and Halal Labeling (X4) simultaneously on purchasing decisions for cosmetic products.

The eighth research conducted by Ansari et al., (2019) entitled Impact of Brand Awareness and Social Media Content Marketing on Consumer Purchase Decision. The aim is to determine the influence of brand awareness and marketing of social media content on consumer purchasing decisions. The variables in this study are Brand Awareness (X1) and Social Media Marketing Content (X2). Methods of data collection in this study using primary and secondary data by giving questionnaires to respondents The population in this study amounted to 150 people with research instruments using online questionnaires. This study uses statistical tools, namely the validity and reality test, t test and F test, multiple linear regression and the coefficient of determination r^2 . The results showed that Brand Awareness (X1) partially had a positive and significant effect on purchasing decisions as evidenced by the test results showed a significant value with the value $t_{count} > t_{table}$. Social media content (X2) partially has a positive and significant effect on purchasing decisions as evidenced by the test results that show a significant value with $t_{count} > t_{table}$.

2.2 Definition of Lifestyle

According to Kotler and Keller (2012: 192) The definition of lifestyle according to Kotler and Keller is a person's lifestyle in the world that is expressed in their activities, interests and opinions. Lifestyle shows a person's whole self in interacting with their environment. Lifestyle describes the entire pattern of a person acting and interacting in the world.

According to Setiadi (2015: 82), lifestyle indicators are divided into three, namely:

1. Activities are what consumers do, what products are bought or used, what activities are carried out to fill their spare time.
2. Interest (Interest) is the object of the event or topic in the activity level that accompanies special or continuous attention to it.
3. Opinion (Opinion) is the views and feelings of consumers in response to global, moral, economic and social issues.

2.3 Halal Label

According to Sunyoto (2013: 124) Labels have a close relationship with marketing, labels are part of a product that conveys information about what is in the seller and the product itself. Labeling is a very important product element which deserves close attention in order to attract consumers.

Halal comes from an Arabic word which means to let go or not be bound. Etymologically, halal means things that can be done freely or are not bound by things that prohibit them. Meanwhile, what is meant by halal food according to the Indonesian Ulema Council (MUI) is food that is allowed to eat according to Islamic teachings.

According to Mahwiyah (2010: 48) there are three indicators of halal labeling, namely knowledge, trust, and assessment of halal labeling.

1. Knowledge, is information or information that someone knows or is aware of. Knowledge is information that has been combined with understanding and the potential to act, which then sticks to someone's mind

2. Evaluation of halal labeling is a process, method, act of assessing, giving value to halal labeling.
3. Trust, is a psychological condition when a person perceives a premise as true. Or it can also mean the assumption or belief that something that is believed is true or real.

2.4 Brand Ambassador

According Greenwood (2012:88) A brand ambassador is a tool used by companies to communicate and connect with the public, regarding how they actually enhance sales. Companies use brand ambassadors to influence or engage consumers. It is intended that consumers are interested in using the product, especially because the selection of brand ambassadors is usually based on the image of a famous celebrity.

According to Kertamukti (2015: 77) Brand Ambassador indicators include:

1. Visibility (Popularity), is the inherent popularity of celebrities who represent these products.
2. Credibility, is the degree to which consumers see a source (Ambassador) has relevant knowledge, expertise or experience and that source (Ambassador) can be trusted to provide objective and unusual information.
3. Attractiveness, is an attractive non-physical appearance that can support a product or advertisement.
4. Power, is the charisma emitted by sources to influence consumers so that consumers are influenced to buy or use products..

2.5 Brand Awareness

According to Aaker (2013: 205) Brand awareness is an intangible asset, which includes the brand, perceived quality, name or image, symbols and slogans of a brand which are the main source of competitive advantage in the future. .

According to Kartajaya (2010: 64) Brand Awareness as the ability of potential customers to recognize or remember the brand again that a brand is part of a certain product category.

According to Kotler and Keller (2016: 269) the brand element is a trade name granting tool that identifies and differentiates brands. It can be remembered how easily those brand elements were recalled. Brand Awareness indicators include:

1. Top of mind

Top of mind (top of mind) is a brand that is mentioned first by consumers or which first appears in the mind of consumers. In other words, the brand is the main of the various brands that consumers have in mind. Top of mind is a single response question, meaning that one respondent can only provide one answer to this question.

2. Brand recall

Brand recall of brands without assistance (unaided recall), or brand recall reflects what brands respondents remember after first mentioning the brand.

3. Brand recognition

Brand recognition is a measure of a respondent's brand awareness where awareness is measured by being given assistance. The questions asked are assisted by mentioning the characteristics of the brand's product (aided question).

2.6 Relationship Between Research Variables

The relationship between research variables which can be described as a guide to solving research problems in this thesis is represented by the various influences of several variables on purchasing decisions. The basis of this research is to compare the effect of the research variables with

III. RESEARCH METHOD

The research method that will be used in this research is quantitative descriptive method because the research model built is causal or variable relationship to the object in this study. The relationship between causal (causal) symptoms is due to the presence of independent (influencing variables) and dependent (influenced) variables Sugiyono (2017: 37).

Selection of consumers as samples (respondents) in this study using purposive sampling technique. According to Sugiyono (2017: 85) Purposive Sampling is a sample determination technique with certain criteria for the sample to be studied. In this study, data collection was carried out to obtain the information needed to limit the problems in the study. The methods used are as follows:

- 1) Library Research
- 2) Questionnaire

IV. RESEARCH RESULTS AND DISCUSSION

4.1 Validity Test

The validity test was conducted to determine whether or not each statement of the research instrument was valid. According to Sugiyono (2017: 126) if the rcount value is 0.3 (critical) and above, then this factor is a strong construction and has good construction validity, then a validity test is carried out per item. Testing using the product moment formula, with the help of the SPSS program version 25.0. The results of data processing for all statements in the lifestyle instrument (X1), which consists of 6 items, are as follows

Table 1. Instrument Validity per Item for Lifestyle (X1) Uji Validitas

No Statement	r hitung	r kritis	Decision
1	0,629	0,30	valid
2	0,635	0,30	valid
3	0,645	0,30	valid
4	0,639	0,30	valid
5	0,644	0,30	valid
6	0,580	0,30	valid

Source: Processed Data (2020)

Based on data processing in table 4.4. can be seen, obtained results for the lifestyle variable (X1) of the statement, has a rhitung value greater than the critical value of 0.30, so

that the statement can be used in the collection of data on this study. Data processing results for all statements in halal label instrument (X2) consisting of 4 statement items, as follows:

Table 2. Validity of Instruments per Item for Halal Label (X2)

No Statement	r hitung	r kritis	Decision
1	0,653	0,30	valid
2	0,672	0,30	valid
3	0,791	0,30	valid
4	0,625	0,30	valid

Source: Processed Data(2020)

Based on data processing in table 4.5. can be seen, obtained the result for the variable label halal (X2) of the statement, has a r hitung value greater than the critical value of 0.30, so that the statement can be used in the collection of data of this study. Data processing results for all statements in instrument brand ambassador (X3) consisting of 7 statement items, as follows:

Table 3. Instrument Validity per Item for Brand Ambassador (X3)

No Statement	r hitung	r kritis	Decisions
1	0,421	0,30	Valid
2	0,703	0,30	Valid
3	0,707	0,30	Valid
4	0,594	0,30	Valid
5	0,669	0,30	Valid
6	0,721	0,30	Valid
7	0,667	0,30	Valid

Source: Processed Data(2020)

Based on the processing of data in table 4.6 can be seen, obtained results for the variable brand ambassador (X3) of the statement, has a value greater than the critical value of 0.30, so that the statement can be used in the collection of data of this study. Data processing results for all statements in the brand awareness instrument (X4) consisting of 4 statement items, as follows:

Table 4.7. Instrument Validity per Brand Awareness Item (X4)

No Statement	r hitung	r kritis	Decisions
1	0,720	0,30	Valid
2	0,783	0,30	Valid
3	0,749	0,30	Valid

4	0,528	0,30	Valid
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Source: Processed Data(2020)

Based on the processing of data in table 4.7 can be seen, the results for the brand awareness variable (X4) of the statement, have a value greater than the critical value of 0.30, so that the statement can be used in the collection of this research data. Data processing results for all statements in the instrument of purchase decision (Y) consisting of 8 items of statements, as follows:

Table 8. Validity of Instruments per Item of Purchase Decision (Y)

No Statement	r hitung	r kritis	Decisions
1	0,673	0,30	Valid
2	0,404	0,30	Valid
3	0,474	0,30	Valid
4	0,565	0,30	Valid
5	0,590	0,30	Valid
6	0,540	0,30	Valid
7	0,560	0,30	Valid
8	0,548	0,30	Valid

Source : Processed Data (2020)

Based on data processing in table 4.8. can be seen, obtained the result for the variable purchase decision (Y) of the statement, has a r hitung value greater than the critical value of 0.30, so that the statement can be used in the collection of this research data.

4.1 Reliability Test

Reliability Test After validity test, then the next valid statement is done reliability test. According to Sugiyono (2012:122) Reliability tests performed with cronbach alpha method are said to be reliable when the reliability coefficient is 0.60 or more. Based on the processing of data, obtained the results of lifestyle reliability test, halal label, brand ambassador, brand awareness and purchasing decision, as give table

Table 4.9. Reliability Test Results

No	Research variable	rb	ri	Information
1	Gaya Hidup	0,749	0,60	Reliabel
2	Label Halal	0,626	0,60	Reliabel
3	<i>Brand Ambassador</i>	0,800	0,60	Reliabel
4	<i>Brand Awareness</i>	0,653	0,60	Reliabel
5	Keputusan Pembelian	0,643	0,60	Reliabel

Source : Processed Data (2020)

Reliability test results for lifestyle variables (X1), halal label (X2), brand ambassadors (X3), brand awareness (X4), and purchase decisions (Y) show a ri value > 0.60, so the lifestyle variable instrument (X1), halal label (X2), brand ambassador (X3), brand awareness (X4), and Purchase Decision (Y) are declared reliable..

4.2 Test of The Coefficient of Determination

4.3.1. Partial Determination Coefficient Test

1. The coefficient of partial determination X1 against Y

Table 10. Coefficient Test of Partial Determination of Lifestyle (X1)

		Variabel X1	Variabel Y
Variabel X1	Pearson Correlation	1	,627**
	Sig. (2-tailed)		,000
	N	97	97
Variabel Y	Pearson Correlation	,627**	1
	Sig. (2-tailed)	,000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Source : Processed Data (2020)

Based on Table 10 above, the value of lifestyle determination coefficient (X1) to Purchase Decision (Y) is 0.627. The lifestyle coefficient of purchasing decisions can be calculated as follows:

$$KDy.1.234 = ry.1.12342 \times 100\%$$

$$KD = (0.627)^2 \times 100\% = 39.31\%$$

Lifestyle determination coefficient value (X1) against Purchase Decision of 39.31%. So it can be concluded that the influence of lifestyle on purchasing decisions is 39.31% and the remaining 60.69% is influenced by other variables.

2. The coefficient of partial determination X₂ againts Y

Tabel 11. Halal Label Partial Determination Coefficient Test (X2)

		Variabel X2	Variabel Y
Variabel X2	Pearson Correlation	1	,699**
	Sig. (2-tailed)		,000
	N	97	97
Variabel Y	Pearson Correlation	,699**	1
	Sig. (2-tailed)	,000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Source : Processed Data (2020)

Based on table 11 above, the value of halal label determination coefficient (X2) against purchase decision (Y) of 0.699 . Halal Label determination coefficient of purchase decisions can be calculated as follows:

$$KDy.2.134 = ry.2.1342 \times 100 \%$$

$$KD1 = (0.699)^2 \times 100\% = 48.86\%$$

Halal Label determination coefficient value (X2) against Purchase Decision of 48.86%. So it can be concluded that the influence of Halal Labels on Purchasing Decisions is 48.86% and the remaining 51.14% is influenced by other variables.

3. The coefficient of partial determination X₃ againts Y

Table 12. Brand Ambassador Partial Determination Coefficient Test (X3)
Correlations

		Variabel X3	Variabel Y
Variabel X3	Pearson Correlation	1	,626**
	Sig. (2-tailed)		,000
	N	97	97
Variabel Y	Pearson Correlation	,626**	1
	Sig. (2-tailed)	,000	
	N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Processed Data (2020)

Based on Table 12 above, the value of brand ambassador coefficient (X3) against purchase decision (Y) is 0.626. The Coefficient of Brand Ambassador Determination of purchasing decisions can be calculated as follows:

$$KDy3.124 = ry3.1242 \times 100\%$$

$$KD1 = (0.626)^2 \times 100\% = 39.18\%$$

Value of Brand Ambassador's dertminasi coefficient (X3) against purchase decisions of 39.18%. So it can be concluded that the influence of Brand Ambassador on purchasing decisions is 39.18% and the remaining 60.82% is influenced by other variables.

1. The coefficient of partial determination X4 against Y

Table 13 Brand Awareness Partial Determination Test (X4)
Correlations

		Variabel X4	Variabel Y
Variabel X4	Pearson Correlation	1	,518**
	Sig. (2-tailed)		,000
	N	97	97
Variabel Y			

Pearson Correlation	,518**	1
Sig. (2-tailed)	,000	
N	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed (2020)

Based on Table 13 above, the coefficient of determination of Brand Awareness (X4) on purchasing decisions (Y) is 0.518. The coefficient of determination of Brand Awareness to Purchase Decisions can be calculated as follows:

$$KDy_{4.123} = r_{y4.1232} \times 100\%$$

$$KD1 = (0.518) \times 100\% = 26.83\%$$

The coefficient of determination of Brand Awareness (X4) on purchasing decisions is 26.83%. So it can be concluded that the influence of Brand Awareness on purchasing decisions is 26.83% and the remaining 73.17% is influenced by other variables.

4.3.2. Multiple Determination Coefficient Test Results

Multiple coefficient analysis in this study was conducted using the Product Moment formula. From the calculations, data on lifestyle variables, halal labels, brand ambassadors, brand awareness and purchasing decisions are obtained as follows:

Table 14. Simultaneous Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,784 ^a	,615	,598	1,587

a. Predictors: (Constant), X4_total, X1_Total, X3_total, X2_total

Based on the Model Summary table obtained, the correlation between Lifestyle, Halal Label, Brand Ambassador and Brand Awareness of Purchasing Decisions is seen from Adjusted R Square of 0.598 or 59.8%. While the remaining 40.2 is influenced by other variables not studied in this study.

4.3 Hypothesis Testing

4.4.1. Partial Testing

a. Effect of X1 on Y

H₀: $\rho_{y1.234} = 0$ The coefficient of population correlation between lifestyle and purchasing decisions is insignificant.

H_a: $\rho_{y1.234} \neq 0$ Population correlation coefficient between lifestyle and significant purchasing decisions.

After testing the research hypothesis based on the calculation results using SPSS 25.0 obtained significance t variable X1 showed a value of 0.033 smaller than 0.05. This

indicates that variable X1 has a partial effect on Y. It can be concluded that Ha was accepted and Ho was rejected.

b. Effect X₂ on Y

H₀: $\rho_{y_{2.134}} = 0$ The coefficient of population correlation between halal labels and purchasing decisions is insignificant.

H_a: $\rho_{y_{2.134}} \neq 0$ Population correlation coefficient between halal labels and significant purchasing decisions.

After testing the research hypothesis based on the calculation results using SPSS 25.0 obtained significance t variable X2 showed a value of 0.001 smaller than 0.05. This indicates that variable X2 has a partial effect on Y. It can be concluded that Ha was accepted and Ho was rejected.

c. Effect X₃ on Y

H₀: $\rho_{y_{3.124}} = 0$ The population correlation coefficient between Brand Ambassadors and purchasing decisions is insignificant.

H_a: $\rho_{y_{3.124}} \neq 0$ Population correlation coefficient between Brand Ambassador and significant purchasing decisions.

After testing the research hypothesis based on the calculation results using SPSS 25.0 obtained significance t variable X3 showed a value of 0.010 smaller than 0.05. This indicates that variable X3 has a partial effect on Y. It can be concluded that Ha was accepted and Ho was rejected.

d. Effect X₄ on Y

H₀: $\rho_{y_{4.123}} = 0$ The population correlation coefficient between Brand Awareness and purchasing decisions is insignificant.

H_a: $\rho_{y_{4.123}} \neq 0$ The population correlation coefficient between Brand Awareness and purchasing decisions is significant.

After testing the research hypothesis based on the calculation results using SPSS 25.0 obtained significance t variable X4 shows a value of 0.005 smaller than 0.05. This indicates that variable X4 has a partial effect on Y. It can be concluded that Ha was accepted and Ho was rejected.

4.4.2. Simultaneous Testing (Test F)

H₀: $\rho_{y_{1234}} = 0$ Population correlation coefficient between Lifestyle, Halal Label, Brand Ambassador and Brand Awareness with insignificant purchasing decisions.

H_a: $\rho_{y_{1234}} \neq 0$ Population correlation coefficient between Lifestyle, Halal Labels, Brand Ambassador and Brand Awareness with significant purchasing decisions.

Table 14. Simultaneous Hypothesis Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	370,243	4	92,561	36,750	,000 ^b
	Residual	231,716	92	2,519		
	Total	601,959	96			

After testing the research hypothesis, and based on the calculation results using SPSS 25.0 in table 14. significance F is 0.000 smaller than 0.05 . it can be concluded that Ho was rejected and Ha was accepted, so together or simultaneously there was a positive and significant influence between Lifestyle, Halal Label, Brand Ambassador and Brand Awareness on Purchasing Decisions.

V. SIMPULAN DAN SARAN

5.1 Simpulan

Based on the results described in the previous chapter, what can be concluded in this study are as follows:

1. Lifestyle has a significant positive effect on the decision to purchase Wardah cosmetics at Cahaya Indah Stores of 39.31%. This is because Wardah has paid attention to the lifestyle of all its consumers, so that the activities and daily lives of consumers are very dependent on the products they use. The better Wardah pays attention to the lifestyle of its consumers, the better purchasing decisions will be.
2. Halal label has a significant positive effect on purchasing decisions at Cahaya Indah Stores of 48.86%. This is because Wardah has paid attention to the halal label on its products. the existence of a halal label makes consumers confident in Wardah products. Consumers feel that the existence of the halal label logo contained in the product makes consumers feel safe to use a product and the halal label is used by consumers as the foundation that the product has quality. And the better Wardah pays attention to purchasing decisions, the better the purchasing decisions will be.
3. Brand ambassadors have a significant positive effect on the decision to purchase Wardah cosmetics at Cahaya Indah Stores of 39.18%. This is because Wardah has paid attention to brand ambassadors or celebrities in its products. So that the better Wardah pays attention to brand ambassadors and celebrities for its products, the better purchasing decisions will be.
4. Brand awareness has a significant positive effect on the decision to purchase Wardah cosmetics at Cahaya Indah Stores of 26.83%. This is because Wardah has paid attention to brand awareness of its products. Brand awareness on Wardah cosmetic products has succeeded in becoming the top of mind (Top of mind) in the

5. minds of consumers. The more Wardah pay attention and make better brand awareness, the better the purchasing decision.
6. Lifestyle, Halal Label, Brand Ambassador and Brand Awareness together have a significant positive effect on purchasing decisions for Wardah cosmetics products by 59.8%. This is because Wardah has paid attention to Lifestyle, Halal Label, Brand Ambassador and Brand Awareness of its products. So the better Wardah pays attention to Lifestyle, Halal Label, Brand Ambassador and Brand Awareness of its products, the more it will increase purchasing decisions.

5.2 Suggestions

Researchers suggest that Wardah should increase its promotion of new products and always promote it through various social media. And create the latest innovations in products so that this can improve purchasing decisions.

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