

INTISARI

Industri kosmetik di Indonesia mengalami pertumbuhan yang pesat seiring dengan meningkatnya kesadaran masyarakat terhadap perawatan diri dan penampilan. Persaingan yang semakin ketat mendorong perusahaan kosmetik untuk membangun strategi pemasaran yang efektif, khususnya melalui penguatan *brand image* dan pencantuman label halal. Wardah sebagai pelopor kosmetik halal di Indonesia memiliki *brand image* yang kuat serta konsisten dalam mencantumkan label halal pada produknya. Penelitian ini bertujuan untuk menganalisis pengaruh *brand image* dan label halal terhadap keputusan pembelian produk kosmetik Wardah pada wanita berusia ≥ 25 tahun di Daerah Istimewa Yogyakarta.

Penelitian ini menggunakan pendekatan kuantitatif dengan desain *cross-sectional*. Instrumen penelitian berupa kuesioner yang disebarluaskan secara daring melalui *Google Form*. Sampel penelitian berjumlah 398 responden yang dipilih menggunakan teknik *accidental sampling* dengan kriteria wanita berusia ≥ 25 tahun, berdomisili di Daerah Istimewa Yogyakarta, dan pernah membeli produk kosmetik Wardah. Analisis data dilakukan menggunakan analisis statistik deskriptif untuk menggambarkan karakteristik responden serta analisis regresi linier berganda untuk mengetahui pengaruh *brand image* dan label halal terhadap keputusan pembelian, baik secara parsial maupun simultan.

Berdasarkan hasil analisis regresi linier berganda, diperoleh persamaan $Y = 0,351 + 0,598X_1 + 0,544X_2$. Nilai statistik F sebesar 401,796 dengan nilai signifikansi 0,000 menunjukkan bahwa variabel *brand image* dan label halal secara simultan berpengaruh signifikan terhadap keputusan pembelian produk kosmetik Wardah. Secara parsial, *brand image* dan label halal juga berpengaruh signifikan dengan nilai signifikansi masing-masing 0,000 ($< 0,05$). Variabel *brand image* memiliki pengaruh paling dominan terhadap keputusan pembelian dengan koefisien regresi sebesar 0,598. Nilai *Adjusted R Square* sebesar 0,669 menunjukkan bahwa 66,9% variasi keputusan pembelian dapat dijelaskan oleh variabel *brand image* dan label halal, sedangkan 33,1% dipengaruhi oleh faktor lain di luar penelitian ini.

Kata kunci: *brand image*, keputusan pembelian, label halal, Wardah.

ABSTRACT

The cosmetic industry in Indonesia has experienced rapid growth along with increasing public awareness of personal care and beauty trends. Intense market competition encourages cosmetic companies to strengthen their marketing strategies, particularly through building a strong brand image and providing halal labeling. Wardah, as the pioneer of halal cosmetics in Indonesia, has a strong brand image and consistently includes halal labels on its products. This study aims to analyze the influence of brand image and halal labeling on purchasing decisions of Wardah cosmetic products among women aged 25 years and above in the Special Region of Yogyakarta.

This study employed a quantitative approach with a cross-sectional design. Data were collected using an online questionnaire distributed via Google Form. A total of 398 respondents were selected using the accidental sampling technique, with inclusion criteria consisting of women aged ≥ 25 years, residing in the Special Region of Yogyakarta, and having purchased Wardah cosmetic products. Data analysis was conducted using descriptive statistical analysis to describe respondent characteristics and multiple linear regression analysis to examine the effect of brand image and halal labeling on purchasing decisions, both partially and simultaneously.

The results of multiple linear regression analysis produced the equation $Y = 0.351 + 0.598X_1 + 0.544X_2$. The F -statistic value of 401.796 with a significance value of 0.000 indicates that brand image and halal labeling simultaneously have a significant effect on purchasing decisions. Partially, both brand image and halal labeling also show significant effects, with significance values of 0.000 (< 0.05). Brand image is the most dominant variable, with a regression coefficient of 0.598. The Adjusted R Square value of 0.669 indicates that 66.9% of the variation in purchasing decisions can be explained by brand image and halal labeling, while the remaining 33.1% is influenced by other factors not examined in this study.

Keywords: *brand image, halal label, purchasing decision, Wardah*