

INTISARI

Besarnya populasi masyarakat Indonesia menjadi faktor pendorong tingginya penggunaan kosmetik serta kemajuan industri kosmetik nasional. Konsumen muslim, khususnya kelompok Generasi Z, menunjukkan kecenderungan memilih produk dengan label halal serta desain kemasan yang sederhana, modern, dan praktis. Wardah sebagai merek kosmetik lokal sekaligus pionir kosmetik halal merespons kebutuhan tersebut melalui pencantuman label halal dan penerapan desain kemasan minimalis pada produknya.

Penelitian ini bertujuan untuk menganalisis pengaruh label halal dan desain kemasan minimalis terhadap keputusan pembelian kosmetik Wardah pada mahasiswi di Daerah Istimewa Yogyakarta. Metode penelitian yang digunakan adalah kuantitatif dengan desain deskriptif analitik dan rancangan *cross-sectional*. Variabel independen, meliputi label halal dan desain kemasan minimalis, sedangkan variabel dependen adalah keputusan pembelian. Data diperoleh dari 390 responden melalui instrumen kuesioner *online* dengan Google *form*. Penyebaran kuesioner dilakukan melalui berbagai media sosial, seperti TikTok, X, Instagram, dan lain sebagainya. Analisis data dilakukan menggunakan statistik deskriptif dan regresi linier berganda menggunakan Microsoft Excel 365 dan IBM SPSS *Statistics* 26.

Hasil penelitian menunjukkan bahwa label halal dan desain kemasan minimalis memiliki pengaruh positif dan signifikan terhadap keputusan pembelian kosmetik Wardah dengan koefisien regresi masing-masing sebesar 0,198 dan 0,474. Secara bersama-sama, keduanya memberikan pengaruh sebesar 32,3% terhadap keputusan pembelian dengan variabel desain kemasan minimalis menjadi variabel paling berpengaruh karena mampu meningkatkan daya tarik visual sehingga menciptakan nilai positif produk serta mencerminkan citra merek Wardah yang bersih dan elegan. Berdasarkan hasil penelitian, Wardah disarankan untuk mempertahankan keberadaan label halal dan konsep desain kemasan minimalis karena keduanya telah menjadi daya tarik utama bagi konsumen sehingga diharapkan dapat meningkatkan minat beli konsumen terhadap produknya.

Kata kunci: label halal, desain kemasan, minimalis, keputusan pembelian, Wardah.

ABSTRACT

Indonesia's large population is a driving factor in the high use of cosmetics and the advancement of the national cosmetics industry. Muslim consumers, particularly those from Generation Z, have shown a tendency to choose products with halal labels and simple, modern, and practical packaging designs. Wardah, a local cosmetics brand and pioneer of halal cosmetics, responds to this need by including halal labels and implementing minimalist packaging designs.

This study aims to analyze the influence of halal labels and minimalist packaging designs on Wardah cosmetics purchasing decisions among female students in the Special Region of Yogyakarta. The research method used is quantitative, with a descriptive analytical and cross-sectional design. The independent variables are halal labels and minimalist packaging designs, while the dependent variable is purchasing decisions. Data are obtained from 385 respondents through an online questionnaire using Google Forms. The questionnaire is distributed through various social media platforms, such as TikTok, X, Instagram, and others. Data analysis is performed using descriptive statistics and multiple linear regression using Microsoft Excel 365 and IBM SPSS Statistics 26. The results are expected to contribute to more effective marketing strategies and serve as an academic reference in the study of marketing and consumer behavior.

The results of the study indicate that halal labels and minimalist packaging design have a positive and significant influence on Wardah cosmetics purchasing decisions with regression coefficients of 0.198 and 0.474, respectively. Together, both have an influence of 32.3% on purchasing decisions with the minimalist packaging design variable being the most influential variable because it is able to increase visual appeal, thereby creating positive product value and reflecting Wardah's clean and elegant brand image. Based on the results of the study, Wardah is advised to maintain the existence of the halal label and the minimalist packaging design concept because both have become the main attraction for consumers so that it is expected to increase consumer purchasing interest in its products.

Keywords: halal label, minimalist, packaging design, purchasing decisions, Wardah.