

Analysis Of The Effect Of Halal Labels And Brand Image On The Decision To Purchase Ms Glow Products In Mataram City

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Article Info

Article history:

Accepted: 22 April 2026

Publish: 01 May 2026

Keywords:

Halal Label;

Brand Image;

Purchasing Decision

Abstract

This study aims to determine the effect of Halal Label and Brand Image on Purchasing Decisions of MS Glow Products in Mataram City. This study uses a quantitative approach with descriptive methods. The research sample consisted of 97 respondents who use MS Glow Products in Mataram City. with the purposive sampling technique. Data analysis was carried out using multiple linear regression with the help of SPSS version 27. The results of the study indicate that a partially Halal Label does not have a positive and significant effect on Purchasing Decisions with a calculated t value <t table and a significance value of 0.154> 0.05. While Brand Image has a positive and significant effect on Purchasing Decisions, with a significance value of <0.001 <0.05. Furthermore, Simultaneously, Halal Label and Brand Image have a significant effect on Purchasing Decisions with a calculated F value> F table and a significance value of <0.001 <0.05. The results of the determination coefficient test show an R-Square value of ±0.6, which means that Halal Labels and Brand Image are able to explain around 60% of the variation in Purchasing Decisions, while the rest is influenced by other variables outside this study

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1. INTRODUCTION

The development of beauty products in Indonesia is experiencing rapid and rapid progress. Currently, beauty products such as cosmetics are experiencing very rapid growth and have become a necessity for the Indonesian people. Almost all people in Indonesia use beauty products, not only women, but men can also use beauty products to meet their daily needs, because they provide benefits such as moisturizing the skin, whitening and brightening the skin, tightening the skin, shrinking pores, removing acne scars, and preventing dull skin. Cosmetics are very popular among all levels of society, from lower, middle, and upper, because cosmetics are beneficial for the survival of the people in Indonesia (Isbetet.al,2022)

The cosmetics industry is a growing industry in Indonesia that is currently worth considering. This growth is driven by domestic market demand and exports, which are increasing annually, along with the trend of Indonesians becoming more conscious of their appearance, makeup, and self-care as a lifestyle, making Indonesia a hot topic for the cosmetics industry. In this era, skincare has become a trend among young people, thanks to technological developments that can inspire people to choose their appearance (Septianiet.al, 2022)

The development of the use of skincare for treatment in Indonesia has increased from year to year as shown in the graph below.

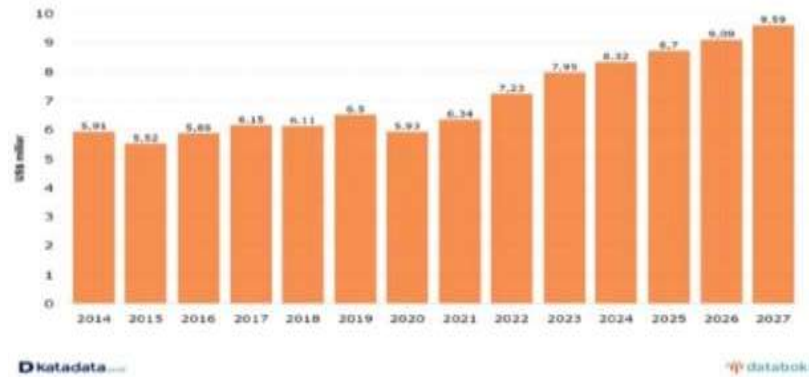


Figure 1.1 Estimated revenue data for Skincare products in Indonesia, 2014–2027 (Source: katadata.co.id, 2023)

According to Statista, revenue in the Beauty & Personal Care market reached US\$7.23 billion or Rp111.83 trillion (at an exchange rate of Rp15,467.5 per dollar) in 2022. The market is expected to grow annually by 5.81% (CAGR or annual growth rate from 2022 to 2027). In detail, the largest market segment is the personal care segment with a market volume of US\$3.18 billion in 2022. Followed by Skincare at US\$2.05 billion, cosmetics at US\$1.61 billion, and fragrances at US\$39 million.

Sales data for local skincare products in Indonesia increased significantly in February 2021, with total marketplace sales reaching Rp 91.22 billion and 1,285,529 transactions. The Kompas team found these brands to be the favorites based on total sales:



Figure 1.2 Data on Skincare Sales Competition in Indonesia. (Source: compas.co.id, 2021)

Based on the data above, it shows that MS Glow has successfully shifted to the first position as one of the skincare brands most used by consumers. Reported by Kompas.co.id (2021), sales for local skincare brands are very rapid. In the first two weeks of February 2021, total sales in the marketplace reached IDR 91.22 billion with a total of 1,285,529 transactions. MS Glow ranks number one among the best-selling local brands in E-Commerce with sales reaching IDR 38.5 billion in the period February 1-18, 2021. MS Glow has become a favorite skincare product for Indonesians. The best local brand that is able to compete with international products. Compared to other brands, namely Scarlett, Something, Avoskin, Wardah, Whitelab, Bio Beauty Lab, Emina, Elsheskin, Ever white

which has several sales under the MS Glow brand.

One of the most popular beauty products right now is MS Glow. MS Glow is a cosmetics and beauty product founded by Shandy Purnamasari and Maharani Kemala. MS Glow itself was founded in 2013. MS Glow Skincare provides a variety of skincare products, including MS Glow Whitening, MS Glow Acne, MS Glow Serum, and MS Glow Moisturizer. From retail sales, the product has now generated billions in revenue, with a name that is increasingly recognized by the wider community. In 2020, MS Glow beauty products became the best brand and received an award in the 2019 survey held by SWA in collaboration with the MARS Digital Indonesia IBBA research institute. MS Glow's brand awareness became top of mind, the brand most associated with consumers, namely, businesses. (Arni & Nuraini, 2022)

According to Arfah (2022), the purchase decision is one of the stages in the purchasing decision process before post-purchase behavior. In the purchase decision stage, consumers are already faced with several choices. At this stage, consumers will select the brand of product they will purchase.

According to Ramita (2023), a halal label is a halal image or logo affixed by manufacturers to products they market to consumers. A halal label is a form of product assurance provided by ministers or institutions that determine the results of a product's halal inspection.

According to Kotler & Keller (2019:249), brand image is the association that arises in consumers' minds when they think of a particular brand. This association can simply appear in the form of certain thoughts and images associated with a brand.

Based on the results of initial observations, it shows that MS Glow products have a fairly large number of users in the city of Mataram. Researchers found that various consumer groups, such as students, workers, and housewives, widely use the MS Glow Skincare series because it has been tested and certified by BPOM and has a halal label and brand image as a guarantee of quality that can increase self-confidence. From these conditions, it shows that Mataram City is a potential and relevant market to be used as a research location. For several reasons, the author is interested in conducting research to see the influence of the Halal Label and Brand Image on the Purchase Decision of MS Glow Products in Mataram City.

Based on this phenomenon, this study was conducted to determine the extent to which the Halal Label and Brand Image influence the purchasing decision of MS Glow products in Mataram City.

Based on previous research, it can be seen that consumer purchasing decisions for cosmetics are influenced by various factors, especially Halal Labels and Brand Image. For example, a study by Lilis Aliyatuz Zahroh, Mila Haryani (2024) entitled "Exploration of the Influence of Price, Brand Image, and Halal Labels on Purchasing Decisions for Drw Skincare Products" shows that price has a significant impact on purchasing decisions, where consumers tend to judge products based on the balance between price and quality offered. In addition, a positive brand image has also been shown to play an important role in increasing consumer trust and loyalty, which contributes to purchasing decisions. Halal labels, especially in the context of markets with a majority of Muslim consumers, provide assurance of compliance with Islamic law, which increases trust and interest in the product.

As for Bella Rahmaniah's research et al. (2024) entitled "The Influence of Brand Image and Halal Label on Purchase Decisions of Daviena Skincare Products (Case Study of Daviena Skincare Store Palembang)" shows that based on the results of respondents' responses, there is a positive and significant influence on purchasing decisions of Daviena skincare products. This can be seen from the Brand Image value with $t_{count} > t_{table}$, Halal label with $t_{count} > t_{table}$, thus brand image and halal label can increase purchasing decisions of Daviena skincare products. Meanwhile, according to Ayif Fathurrahman & Ambar Arum Pratiwi (2023) entitled "The Influence of Halal Labels, Celebrity Endorsements and Brand Image on Purchasing Decisions of Wardah Cosmetic Products," The results of the study show that Halal Labels influence Purchasing Decisions, Celebrity Endorsements influence Purchasing Decisions, and Brand Image has a Positive influence on Purchasing Decisions.

2. RESEARCH METHODS

This study aims to analyze the influence of halal labels and brand image on purchasing decisions for MS Glow products in Mataram City. The type of research used is quantitative research with a descriptive approach. The population of this study is all MS Glow users in Mataram City, whose exact number is unknown. The sample determination was carried out using a non-probability sampling technique, with a total of 97 respondents. Data were collected through questionnaires distributed online using a Likert scale. Data analysis was carried out using validity tests, reliability tests, classical assumption tests, determination tests (R²), multiple linear regression tests, t tests, and F tests using SPSS version 27.

3. RESULTS AND DISCUSSION

This study used consumer respondents who use MS Glow products. Respondent criteria include: Gender, Age, and Occupation of Respondents. In this study, the determination of the number of samples used the Cochran formula (Sugiyono, 2017), which resulted in a total of 97 respondents. This is in accordance with the sampling method used in this study, namely, *non-probability* with *purposive sampling*. This method is used because of considerations to select the most appropriate and representative sample of the population. It is known that the age of the respondents is mostly 21-25 years old, as many as 63 (64.8%), then the second age of 17-20 years, as many as 22 (23%), then the age of 25-29 years, as many as 10 (9.8%). And finally, the age of >30 years as many as 2 people. Such proportions indicate that the age distribution is relatively young. This is because at that age, a person tends to pay attention to skin care and appearance compared to older ages. And on the gender criteria, there are more women 68 (69.7%) while men 29 (30.3%) users of MS Glow products are more women than men, and then on the job/profession The majority of MS Glow product users are students and college students (68%), indicating that MS Glow products are quite in demand among the younger generation. The rest are other occupational groups (15.6%), such as housewives, freelancers, and the general public. In addition, there are employees (13.1%), and the rest are entrepreneurs/business people, as many as 2 respondents. With a total of 97 respondents, this data shows that MS Glow product users come from various work backgrounds, with the younger generation dominating as the main consumers.

Halal Labels Influence Purchasing Decisions

Partially, the Halal Label variable (X1) shows a t-value of 1.436 with a significance value of 0.154. This significance value is greater than 0.05 ($0.154 > 0.05$), and the value is *hitting* smaller than *the table* ($1.436 < 1.985$), so it can be concluded that the Halal Label variable does not have a significant influence on the Purchase Decision for MS Glow products.

Thus, the hypothesis that Halal Labels influence Purchasing Decisions is rejected, as the results (T-test) indicate that the Halal Label variable does not significantly influence purchasing decisions.

The results of this study are in line with the results of research conducted by Zahrotul Uliya (2023) with the title "The Influence of Halal Labeling, brand image and price on purchasing decisions for Wardah brand cosmetic products" (a study on consumers in the Bengkalis city area). which obtained research results that the Halal label did not have a significant effect on purchasing decisions.

Brand Image Influences Purchasing Decisions

Partially, the Brand Image Variable (X2) has a value *count* of 11.390 with a significance value of <0.001 . The significance value is smaller than 0.05 ($<0.001 < 0.05$), and the calculated t value is greater than the *t table* ($11.390 > 1.985$). This shows that the Brand Image variable has a significant positive effect on the Purchase Decision of MS Glow products. Thus, the hypothesis stating that Brand Image influences Purchase Decisions is accepted. This positive influence shows that the better the MS Glow brand image in the minds of consumers, the greater the tendency of consumers to make purchases. A strong brand image is able to foster trust, confidence, and positive perceptions of product quality, thus encouraging consumers to make purchasing decisions. In addition, the results

of the study show that the Brand Image variable has the largest Beta coefficient value compared to other variables. This indicates that Brand Image is the most dominant factor in influencing the purchase decisions of MS Glow products.

The results of this study are in line with the results of three previous studies conducted by Bella Rahmaniah. *et al.* (2024) entitled "The Influence of Brand Image and Halal Label on Purchase Decisions for Daviena Skincare Products (Case Study of Daviena Skincare Store Palembang)", Lilis Aliyatuz Zahroh, Mila Haryani (2024) entitled "Exploration of the Influence of Price, Brand Image, and Halal Label on Purchasing Decisions of Drw Skincare Products" and Ayif Fathurrahman & Ambar Arum Pratiwi (2023) entitled "The Influence of Halal Labels, Celebrity Endorsements and Brand Image on Purchasing Decisions of Wardah Cosmetic Products" where the three previous researchers obtained research results and a conclusion that Brand Image has a significant influence on purchasing decisions.

The Influence of Halal Labels and Brand Image on Purchasing Decisions

Simultaneously, the two variables in this study, namely Brand Image and Halal Label, were proven to have a significant influence on Purchasing Decisions, as indicated by the results of the F test with an F-count value of 111.918 and a significance level of <0.001 . This significance value is smaller than 0.05, so it can be concluded that the regression model used in this study is feasible and able to explain the relationship between variables. These results indicate that Brand Image and Halal Label together have a strong role in influencing consumer decisions. A positive brand image is able to shape consumer perceptions and trust in the quality and reputation of the product, while the presence of a halal label provides a guarantee of safety and certainty for consumers, especially regarding the halal aspect of the product. These two factors complement each other in building consumer confidence in making purchasing decisions.

4. CONCLUSION

Based on the results of research and discussions that have been conducted regarding the influence of Halal Labels and Brand Image on Purchasing Decisions for MS Glow products in Mataram City, the following conclusions can be drawn:

1. The Halal label had no significant effect on purchasing decisions. This is evidenced by a significance value greater than 0.05. Therefore, the hypothesis that the Halal label influences purchasing decisions for MS Glow products in Mataram City is rejected.
2. Brand image has a partial positive and significant effect on purchasing decisions for MS Glow products. This indicates that the better the brand image of MS Glow, the higher the consumer's likelihood of making a purchase decision. Therefore, the hypothesis that brand image influences purchasing decisions is accepted.
3. Simultaneously, Halal Label and Brand Image significantly influence purchasing decisions for MS Glow products in Mataram City. This indicates that these two independent variables, together, can influence consumer purchasing decisions.

5. SUGGESTION

Based on the research results and conclusions that have been obtained, the researcher provides Some suggestions are as follows:

1. For Companies (MS Glow)

It is hoped that MS Glow can continue to maintain and enhance its brand image through product innovation, quality, and effective marketing strategies, as brand image has proven to be the most dominant factor influencing purchasing decisions. Furthermore, although the halal label does not significantly influence consumers, its presence is still important to ensure safety and consumer trust.

2. For Consumers

Consumers are expected to be more selective in choosing beauty products by considering various aspects such as quality, safety, and brand reputation, so that purchasing decisions are in accordance with their needs and expectations.

3. For Further Researchers

Future researchers are advised to add other variables that may influence purchasing decisions, such as price, product quality, promotions, or consumer trust. Furthermore, future research could use different methods and research objects to achieve more diverse and comprehensive results.

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