

The Influence of Price, Product Quality, Brand Image, Religiosity, and Social Media Marketing on The Purchase Decision of Halal Cosmetic Products on The Shopee Marketplace

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Submitted: 23th July 2025; **Accepted:** 13th March 2026; **Published:** 16th March 2026

Abstract

Introduction: In recent years, marketplaces in Indonesia have experienced rapid development and become one of the most dynamic sectors of the digital economy. Indonesian consumers are increasingly accustomed to the convenience of online shopping. They seek convenience in shopping, the ability to compare prices, and the ease of finding a wider variety of products. Marketplace platforms offer this flexibility, allowing consumers to purchase goods from various categories quickly and easily. This has led to a significant increase in online purchases for everyday needs. **Methods:** This quantitative investigation utilized primary data collected via a questionnaire survey administered to 152 participants. The sampling method was purposive sampling. Subsequent to collection, the data underwent processing and analysis utilizing the SPSS statistical software. **Results:** The findings indicate that price, product quality, brand image, religiosity and social media marketing significantly influence purchasing decisions. In addition, purchasing decisions also underline the importance of aligning these purchasing decision factors with consumer needs. **Conclusion and suggestion:** This research examines the factors impacting consumer purchasing decisions of halal cosmetics within the Shopee e-commerce platform. The findings indicate that price, product quality, brand image, religiosity and social media marketing significantly influence purchasing decisions. Most studies rely on quantitative methodologies, such as surveys and structural equation modeling, which may limit the depth of understanding of the motivations and experiences underlying students' halal cosmetic purchasing decisions. This limitation opens up opportunities for further research that can examine the relationship between these findings and different contexts or methodologies.

Keywords: Price; Product Quality; Brand Image; Religiosity; Social Media Marketing.

INTRODUCTION

In recent years, marketplaces in Indonesia have experienced rapid development and become one of the most dynamic digital economy sectors. Several major players in the marketplace market in Indonesia, such as Shopee, Tokopedia, Lazada, and Bukalapak, have become dominant platforms. These marketplaces provide various attractive features and promotions, such as free shipping, discount vouchers, and cashback. With the support of large campaigns and aggressive promotions, this platform has succeeded in attracting millions of consumers and sellers every year. Shopee offers direct trading services to sellers by providing affordable products and various attractive features such as discounts, flash deals, and cashback to attract consumers, especially the younger generation in Indonesia (Iskamto & Gunawan, 2023). Consumers tend to choose products that provide the best value for their budget, but still consider quality. Indonesia, home to the world's largest Muslim population, presents a highly promising market for halal products, encompassing the cosmetics sector. Along with the increasing awareness of the Muslim community regarding the importance of using products that comply with sharia principles, the demand for halal cosmetics continues to increase significantly. Indonesian Muslim consumers not only want safe and quality products, but also ensure that the products used are free from prohibited ingredients and are processed in accordance with halal provisions. Basically, women are creatures who really pay attention to their appearance (Wadi et al., 2023)

Understanding consumer purchasing decisions is paramount for successful product development. By identifying key influencing factors, businesses can leverage effective marketing strategies to shape consumer choices. Consumer product purchasing decisions are highly desired by business actors, especially marketers. In Islamic perspective, consumption transcends the mere acquisition of material goods. Its ultimate purpose lies in achieving genuine and holistic fulfillment, encompassing both worldly and spiritual satisfaction (Ilhamsyah, 2024).

Price

Price refers to the monetary value that consumers must exchange to obtain a product (Alma, 2016). Within the marketing mix, price represents a critical element that not only affects the likelihood of purchase but also communicates the perceived value offered by a product to consumers (Keller, 2016). Pricing policies are generally dynamic and temporary in nature, requiring producers to continuously monitor market price movements and understand their competitive position within the broader market environment.

From the producer's perspective, price constitutes a key component that directly determines company profitability through the revenue generated from product sales. Meanwhile, from the consumer's standpoint, price often functions as an indicator of value. Consumers frequently associate price with the perceived benefits or utility of a product, as well as the level of sacrifice required to obtain it. Consequently, pricing plays a significant role in shaping consumer purchasing decisions (Gunarsih et al., 2021).

Quality Product

Product quality refers to the set of characteristics and attributes of a product or service that enable it to satisfy customer needs and expectations (Kotler & Armstrong, 2018). The quality of a product is determined by its ability to perform its intended functions effectively. Important dimensions of product quality include durability, reliability, strength, ease of packaging, ease of repair, and other supporting features that contribute to the product's overall performance. Product quality strongly influences the level of consumer satisfaction after purchasing and using the product. Consumers' positive or negative experiences with a product will significantly affect their future purchasing behavior. Products that consistently deliver high quality are more likely to build consumer trust and strengthen brand loyalty, as consumers tend to invest in products that they perceive as valuable. Overall, product quality encompasses various product attributes that ultimately determine consumer satisfaction (Rosyidi & Izzah, 2021).

Brand Image

Brand image represents consumers' perceptions and associations toward a brand that are formed through their experiences and memories related to the brand's quality and performance (Keller, 2013). These perceptions develop in the minds of consumers as a result of both direct and indirect experiences with the product.

Brand image provides an important source of added value for a brand, particularly in markets where product features and functional benefits have become relatively similar across competitors. In such circumstances, a strong brand image can differentiate a product and strengthen its competitive advantage. Brand image also reflects consumers' beliefs and perceptions about a particular brand (Foster, 2017). A positive brand image tends to enhance consumers' perceptions of product quality and value, thereby increasing the likelihood of purchase (Sallam & Algamash, 2016).

Religiosity

Religiosity plays an important role in shaping Muslim consumers' attitudes and behavioral intentions, particularly in relation to halal products such as halal cosmetics (Awan et al., 2015). The concept of religiosity originates from the Latin term *religio*, derived from *religare*, which means "to bind." This etymological meaning implies that religion involves a system of rules, values, and obligations that guide the behavior of its adherents.

In this context, religiosity reflects the degree to which individuals internalize and practice their religious beliefs in everyday life. For Muslim female consumers, religiosity can influence product selection decisions, including the choice of cosmetic products. In addition to health considerations, religious compliance also becomes an important factor for Muslim consumers in ensuring that the products they use align with Islamic principles (Afif & Aswati, 2022).

Social Media Marketing

Social media platforms are internet-based technologies that enable users to create, share, and exchange various forms of content, including text, images, audio, and video, with a broad audience. Marketing communication delivered through digital media often utilizes visual and auditory messages that are repeatedly presented to attract consumer attention and influence their perceptions (Keller, 2016) (Keller, 2016).

Social Media Marketing (SMM) refers to the use of social media platforms as strategic marketing tools to promote products, services, and brands while fostering interactive communication with consumers. Through SMM, companies can engage customers in two-way communication, provide incentives, and increase the visibility of their brands, products, or services. Social media also enables businesses to monitor and respond to consumer feedback, including their beliefs, perceptions, attitudes, and behavioral intentions, such as purchase intention and loyalty. As a result, SMM can significantly enhance brand awareness and consumer engagement (Zollo et al., 2020).

Social interaction is one of the primary drivers of content creation in social media environments. These platforms provide opportunities for consumers to exchange opinions, share experiences, and participate in discussions related to products or brands. Consequently, companies increasingly utilize social media marketing as a strategic tool to strengthen brand equity (Sari & Rosalina, 2019).

Among various social media platforms, Instagram has emerged as a highly popular medium for marketing activities. Its emphasis on visual content and location-based sharing allows users to experience events, products, and situations in a visually engaging and contextually relevant manner, particularly through mobile devices (Rejeb et al., 2022). Previous studies also indicate that social media platform characteristics and online consumer feedback significantly influence impulsive buying behavior within online marketplace environments (Zafar et al., 2021).

Hypothesis Development

The influence of price, product quality, brand image, religiosity and social digital marketing on purchasing decisions

Price represents the amount of money that consumers, also known as buyers, are obligated to pay in order to obtain a product, research conducted by (Budiyanto, 2019) that price partially has a significant effect on the purchasing decision process. The results of research conducted by (Munawaroh et al., 2021) demonstrate the influence of price on consumer purchasing behavior.

Product quality significantly influences purchasing decisions. Consumers prioritize high-quality products that meet their specific needs. Delivering superior quality is crucial for companies to build consumer trust and loyalty. High-quality products tend to stimulate purchasing decisions, whereas low-quality products often deter consumers from making a purchase. This aligns with the findings of research conducted by (Utami & Ellyawati, 2021) demonstrating that product quality significantly influences purchasing decisions.

Brand image significantly influences consumer purchasing decisions. A positive brand image can positively impact consumer attitudes towards a purchase. Consequently, a strong brand image is crucial for establishing a strong brand identity in the minds of consumers. This assertion is supported by research findings conducted by (Utami & Ellyawati, 2021) which asserts a significant positive impact of brand image on purchasing decisions. Another study conducted by (Lestari & Wahyono, 2021) also demonstrated that brand image influences consumer purchasing behavior.

Religiosity refers to the degree to which an individual is committed to their religion, as manifested in their attitudes and behaviors (Johnson, 2001). Based on this attitude, every human being in carrying out an activity is in accordance with the provisions of religion, and in accordance with the commands of his/her God with the aim of gaining His pleasure. Because the religious factor is one of the important motivators to encourage purchasing decisions. Based on research conducted by (Vristiyana, 2019) demonstrating that both intrinsic and extrinsic religiosity significantly influence interest in purchasing halal products. An individual's

level of religiosity is reflected in their purchasing decisions, aligning with their religious beliefs.

The use of social media in this modern era plays a crucial role in economic activities. Social media is a medium that is often used by companies to market their products. This is because the marketing system carried out on social media is very effective and cheap compared to other media. Social media users in Indonesia have also increased every year. Ease of internet access and gadgets clearly support this increase, this will clearly shift the marketing process which will then lean more towards digital marketing. Research (Madni, 2014) shows that 53% of consumers will look for information and reviews on social media before making a purchase. *H1*: Price, product quality, brand image, religiosity and social digital marketing have a significant influence on purchasing decisions.

Price plays a crucial role in marketing. It significantly influences purchasing decisions. Consumers are more likely to make a purchase when prices are affordable or commensurate with the product's quality (Aryani & Harahap, 2023) .

H2: Price has a significant influence on purchasing decisions.

Product quality is a primary determinant in consumer purchasing decisions. Consumers tend to favor products that they perceive as meeting or exceeding their quality expectations. Good product quality will increase satisfaction and loyalty, which ultimately strengthens the decision to repurchase (Keller, 2016) .

H3: Product quality has a significant influence on purchasing decisions.

Brand image represents a consumer's perception of a brand, influenced by their associations with it. A positive brand image fosters trust and emotional connection, encouraging purchasing decisions, particularly when consumers feel the brand aligns with their identity or social status (Keller, 2016).

H4: Brand image has a significant influence on purchasing decisions.

Religiosity and psychological factors directly and positively impact purchasing decisions. Religiosity plays a crucial role in the purchase of halal products, such as cosmetics and food. Highly religious consumers tend to prioritize products that adhere to their religious guidelines while avoiding those that conflict with their beliefs (Mukhtar & Butt, 2012).

H5: Religiosity has a significant influence on purchasing decisions.

Social media has become a new hybrid element of the promotion mix that allows companies to communicate with consumers while also enabling consumers to communicate with one another about products and brands (Mangold & Faulds, 2009).

H6: Social media marketing has a significant influence on purchasing decisions.

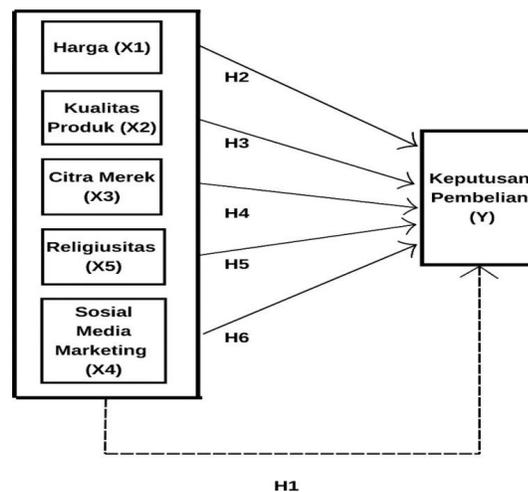


Figure 1: Model Hypothesis

RESEARCH METHODS

According to (Sugiyono, 2013), when studying a large population, researchers may encounter limitations in terms of resources (funds, manpower, and time). In such cases, researchers can utilize samples drawn from the population for their study. This research focuses on undergraduate students in Yogyakarta who

have purchased halal cosmetic products on the Shopee marketplace. Purposive sampling, a non-probability sampling technique, was employed, involving 152 respondents. Non-probability sampling is characterized by its non-random and subjective nature, where each member of the population does not have an equal chance of being selected for the sample (Agung, 2016).

RESULT AND ANALYSIS

The findings revealed that price, product quality, brand image, religiosity, and social media marketing collectively exert a significant influence on purchasing decisions for halal cosmetic products within the Shopee marketplace. Individually, price, product quality, and brand image were found to significantly impact purchasing decisions. Consumers demonstrated a preference for halal cosmetic products based on their quality and were more likely to purchase from brands with positive images. Furthermore, religiosity emerged as a key factor, with consumers prioritizing products that align with their religious values. Finally, social media marketing played a crucial role in influencing purchasing decisions, given its prominence as the primary platform for product promotion and reaching a wide consumer audience.

Table 1: Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Remark
	B	Std. Error	Beta			
(Constant)	0.136	0.872	–	0.156	0.876	–
Price (X ₁)	0.171	0.079	0.168	2.172	0.031	Significant
Product Quality (X ₂)	0.136	0.056	0.179	2.428	0.016	Significant
Brand Image (X ₃)	0.254	0.075	0.294	3.384	0.001	Significant
Religiosity (X ₄)	0.135	0.055	0.128	2.431	0.016	Significant
Social Media Marketing (X ₅)	0.214	0.084	0.216	2.565	0.011	Significant

Dependent Variable: Purchase Decision
Adjusted R² = 0.746 F = 89.556 Sig. F = 0.000

Source: Data processed by SPSS 22

CONCLUSION

This research explores the key factors influencing the purchase of halal cosmetics on the Shopee marketplace. Findings reveal that price, product quality, brand image, religiosity, and social media marketing significantly impact purchasing decisions. Consumers prioritize products that fulfill their functional needs and align with their expected value. In addition, purchasing decisions also underline the importance of aligning these purchasing decision factors with consumer needs. This study provides valuable theoretical insights while offering a practical path to developing competitive, sustainable, and consumer-centric marketing that is predominantly female and Muslim. In practical terms, this study offers valuable guidelines for marketers and decision-makers in formulating effective marketing strategies for halal cosmetic products within the Shopee marketplace. While this study focuses on articles published between 2022 and 2023, further research exploring different contexts or employing alternative methodologies can provide insights into other factors that may influence consumer purchasing decisions.

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