

The Influence of Islamic Celebrity Endorser, Islamic Brand Image and Product Quality through Price as Moderating Variable on The Purchase Decision of Wardah Cosmetic Products

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Abstract: *The emergence of the statement "Realize Inspiring Beauty" led to the use of Islamic celebrity endorsers who have characteristics, able to influence behavior (attitude). Islamic Brand Image becomes the most important factor in determining product quality, while price influences consumer views and is the most influential factor in the purchasing process. The purpose of this study is to determine the effect of Islamic Celebrity Endorser, Islamic Brand Image and product quality through price which is moderating variable on the purchasing decision of Wardah cosmetic products. This study used quantitative method. With a sample of 200 respondents from UIN SAMI and UMKT. The analytical method which used in this research was multiple linear regression analysis. The results of this study indicated that Islamic Celebrity Endorser had a significant positive effect on consumer decisions to buy Wardah cosmetic products. Islamic Brand Image had a significant positive effect on consumers' decisions to buy Wardah cosmetic products. Product quality had a significant positive effect on consumers' decisions to buy Wardah cosmetic products and prices were able to strengthen the variables of Islamic Celebrity Endorser, Islamic Brand Image and Product Quality on consumers' decisions to buy Wardah cosmetic products.*

INTRODUCTION

The demand for cosmetic products reflects women's secondary need to beautify themselves and assert their social identity in society (Rahman, 2016; Habibah, 2018). Wardah, a local cosmetic brand produced by PT. Paragon Technology and Innovation since 1995, has become a pioneer of halal brands in Indonesia with halal certification from LPPOM-MUI since 1998 (Certificate Number: 00150010680899) (Kartajaya, 2020). With the motto "Inspiring Beauty," Wardah leverages Islamic celebrity endorsers such as Dinda Hauw, Zaskia Sungkar, and Dewi Sandra to strengthen promotions through television and social media, enhancing consumer appeal and trust in product quality (Wardah, n.d.; Aprilia & Hidayati, 2020). Research indicates that Islamic celebrity endorsers play a crucial role in shaping positive perceptions and purchasing decisions by leveraging credibility, public proximity, and alignment with social values (Fauser & Agola, 2021;

Larasati & Oktivera, 2019). In the Indonesian context, particularly in Samarinda where the majority of the population is Muslim (Central Statistics Agency, 2021), Islamic brand image, product quality, and price are the main determinants in purchasing decisions for halal products, with 99% of consumers prioritizing the halal status of products (Maria & Pandoyo, 2020).

According to Schiffman and Kanuk, purchasing decisions involve individual considerations of various product alternatives based on information gathered from sources such as advertisements and media (Leon & Lazar, 2008). This process includes problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior, influenced by cultural, social, personal, and psychological factors (Kotler & Armstrong, 2008; Alma, 2007). From an Islamic perspective, consumer behavior must align with Sharia values, such as avoiding haram products and ensuring the halal status of consumed goods to obtain blessings (Muflih, 2006; Qardhawi, 2009). Islamic brand image is defined as consumers' perceptions of brands that are in line with sharia principles (Kotler & Armstrong, 2008; Kertamukti, 2017), while product quality is measured by durability, reliability, and other attributes that meet specifications (Lupiyado & Hamdani, 2009). Price, as a marketing element that generates revenue, also influences consumer perceptions and decisions (Kotler & Armstrong, 2008; Indriyo Gitosudarmo, 2014). This study aims to analyze the influence of Islamic celebrity endorsers, Islamic brand image, and product quality on the purchase decision of Wardah cosmetic products among young women in Samarinda, with price as a moderating variable, to understand the dynamics of Muslim consumer behavior in the context of halal product marketing.

RESEARCH METHOD

Research Design

This study uses a quantitative approach to explain the measurable relationship or influence between the variables studied based on data from available reports (Tanjung & Devi, 2013). This study is classified as field research with direct observation of objects and subjects (Misbahuddin & Hasan, 2013).

Types and Sources of Data

The data used consists of primary data, obtained through questionnaires and interviews, as well as secondary data in the form of documents related to the objects and subjects of the research from the relevant campuses.

Research Object and Subject

The research object is Wardah cosmetic products, while the subjects are female students from the Sultan Aji Muhammad Idris State Islamic University (UIN SAMI) Samarinda and the Muhammadiyah University of East Kalimantan (UMKT) Samarinda.

Population and Sample

The research population includes 11,856 female students, comprising 6,199 female students from UIN SAMI Samarinda and 5,657 female students from UMKT Samarinda. A sample of 200 respondents was selected using the Slovin formula with a 10% error tolerance (Firdaus, 2021):

$$n = \frac{N}{1 + Ne^2}$$

With (N) as the population size and (e) as the margin of error, the calculation results show 98.41 (rounded to 100) for UIN SAMI and 98.26 (rounded to 100) for UMKT, resulting in a total sample size of 200 respondents, with 100 from each university. Respondent criteria include:

1. Muslim female students over the age of 17,
2. Users of halal cosmetic products, and
3. Have seen advertisements for halal cosmetic products.

Research Variables

The independent variables in this study are Islamic celebrity endorsers (X1), Islamic brand image (X2), and product quality (X3). The dependent variable is purchase decision (Y), with price (Z) as the moderating variable.

Operational Definitions

1. Islamic Celebrity Endorser (X1): A well-known figure who supports a brand in accordance with Sharia principles, measured using indicators of trust, expertise, attractiveness, respect, and similarity (Shimp, 2008), using a Likert scale.
2. Islamic Brand Image (X2): Consumers' perceptions of halal brands, measured using indicators of brand importance, brand familiarity, consumer trust, and halal labeling (Chalil et al., 2020), using a Likert scale.
3. Product Quality (X3): The ability of the product to fulfill its function, measured by indicators of performance, reliability, conformity to specifications, durability, consistency, and design (Sopiah & Sangadji, 2016), using a Likert scale.
4. Price (Z): The monetary value exchanged to obtain the product, measured using indicators of price affordability, price-quality fit, price competitiveness, and price-product advantage fit (Kotler & Armstrong, 2008), using a Likert scale.
5. Purchase Decision (Y): The consumer's decision to purchase a product after considering various factors, measured using indicators of problem recognition, information gathering, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Armstrong, 2008), using a Likert scale.

Data Collection Techniques

Data was collected through questionnaires and interviews administered to two groups of respondents: users of Wardah products and non-users of Wardah products (Siregar, 2014).

Data Analysis

Data were processed using a Likert scale with SPSS software. The analysis included instrument testing (validity and reliability), classical assumption testing, multiple linear regression testing, and moderation testing. The relationship between independent and dependent variables was analyzed using the following formula (Jakaria, 2015):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

The moderation test was conducted using Moderated Regression Analysis (MRA) to evaluate the influence of the moderating variable of price, with the following regression equation (Ghozali, 2013):

$$Y^{\wedge} = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + Z + \beta_1 X_1 Z + \beta_2 X_2 Z + \beta_3 X_3 Z + \varepsilon$$

Where Y is the purchase decision, a is the regression constant, X_{1-3} are independent variables, Z is price, and ε is the residual.

RESULTS AND DISCUSSION

Results

Validity and Reliability Tests

Table 1. Validity Test Results for All Variables

Variable	Items	r count Range	r table	Result
Islamic Celebrity Endorser (X1)	10	0.572–0.706	0.138	All Valid
Islamic Brand Image (X2)	8	0.523–0.773	0.138	All Valid
Product Quality (X3)	12	0.342–0.560	0.138	All Valid
Price (Z)	8	0.577–0.743	0.138	All Valid
Purchase Decision (Y)	10	0.593–0.803	0.138	All Valid

Source: Output SPSS 21, Primary data processed, 2021

The validity test aims to determine whether each item in the questionnaire accurately measures what it is intended to measure. In this study, the validity test was conducted using Pearson's correlation coefficient (r count) and compared with the critical value of r table at a significance level of 0.05. The criteria used were:

1. If $r \text{ count} > r \text{ table}$ (0.138), the item is considered valid.
2. If $r \text{ count} \leq r \text{ table}$, the item is invalid.

The test involved 200 respondents ($N = 200$). The results showed that all items in the variables of Islamic Celebrity Endorser (X1), Islamic Brand Image (X2), Product Quality (X3), Price (Z), and Purchase Decision (Y) had r count values greater than 0.138, which indicates that every item in the questionnaire is valid and suitable for further analysis.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Result
Islamic Celebrity Endorser	0.828	10	Reliable
Islamic Brand Image	0.791	8	Reliable
Product Quality	0.886	12	Reliable
Price	0.842	8	Reliable
Purchase Decision	0.882	10	Reliable

Source: Output SPSS 21, Primary data processed, 2021

The reliability test evaluates the consistency or stability of the instrument in measuring a concept over time. In this study, Cronbach's Alpha was used as the indicator of reliability, with the following criteria:

1. If Cronbach's Alpha > 0.60 , the instrument is considered reliable.
2. If Cronbach's Alpha ≤ 0.60 , the instrument is considered unreliable.

These values indicate that all five variables demonstrate a high level of internal consistency, meaning the measurement instruments used are reliable.

Classical Assumption Tests

1. Results of the Data Normality Test

The distribution of residual values in the regression model was determined using a normality test. The normality of the residuals was tested using a statistical technique called the Kolmogorov Smirnov (K-S Test) with a significant value of Asymp. Sig. (2-tailed) and a significant level of greater than 0.05 or 5% in this study. The results of the data normality test computation are shown in table 3 below.

Table 3. Results of the Data Normality Test

	Unstandardized Residual
Kolmogorov-Smirnov Z	0,956
Asymp. Sig. (2-tailed)	0,320

Source: Output SPSS 21, Primary data processed, 2021

According to the test results in table 8, the test data is normally distributed since the results obtained are Asymp.Sig. (2-tailed) of $0.320 > 0.05$, indicating that the data is normally distributed.

2. Test for Multicollinearity

If the tolerance value is greater than 0.10 and the VIF value is less than 10, the Variance Inflation Factor (VIF) can be employed in the multicollinearity test in this study. Table 4 shows the results of the multicollinearity calculations for each variable.

Table 4. Test for Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
Islamic Celebrity Endorser	0,445	2,248
Islamic Brand Image	0,527	1,899
Product Quality	0,661	1,512
Price	0,420	2,383

Source: Output SPSS 21, Primary data processed, 2021

The tolerance value of each variable is larger than 0.10, and the VIF value is less than 10. Based on the test results in table 4, it can be inferred that the tolerance value of each variable is greater than 0.10. As a result, it can be stated that there is no association between the independent variables (independent) Islamic Celebrity Endorser (X1), Islamic Brand Image (X2), Product Quality (X3), and Price in the regression equation model (Z).

3. Results of the Heteroscedasticity Test

The Glejser test was employed in this study to correlate the absolute residuals of the regression findings with all independent variables as part of the heteroscedasticity test (independent). If the correlation result's significance is more than 0.05, the regression model is not heteroscedastic. The following table shows the results of the calculation of the 10 heteroscedasticity test for each variable.

Table 5. Results of the Heteroscedasticity Test

Model	Sig.
(Constant)	0,009
Islamic Celebrity Endorser	0,934
Islamic Brand Image	0,704
Product Quality	0,431
Price	0,473

Source: Output SPSS 21, Primary data processed, 2021

Because the significant results for each variable are greater than 0.05, it can be assumed that the examined variables do not contain heteroscedasticity, as shown in table 10 (5 percent). So that when the data is enlarged, the error does not become much larger.

4. Results of the Linearity Test

If the significance value of Deviation from Linearity > 0.05 and Fcount Ftable, the value is linear, and the basis for making linearity decisions can be compared. Table 6 summarizes the results of the linearity test calculations.

Table 6. Results of the Linearity Test

			F	Sig.
Unstandardized Residual	Between Groups	(Combined)	24,420	0,011
* Unstandardized Predicted Value		Linearity	0,000	1,000
		Deviation from Linearity	24,545	0,011

Output SPSS 21, Primary data processed, 2021

It may be concluded that the relationship between variables has met the linear assumption based on the test findings of table 6 above, where the linearity significance value is $1,000 > 0.05$.

5. Results of the Autocorrelation Test

The Durbin Watson test was the statistical instrument employed in this study's autocorrelation test (DW test). Table 7 summarizes the results of the linearity test calculations.

Table 7. Results of the Autocorrelation Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,831a	,691	,685	3,37420	1,945

Source: Output SPSS 21, Primary data processed, 2021

Based on the results of the autocorrelation test in table 7, it can be determined that the value of $D_w = 1.945$. The numbers $dL = 1.7382$ and $dU = 1.7990$ and $4 - dU = 2.201$ in the DW table for $n = 200$ respondents and $k = 3$ at a 5% alpha level. As a result, $dU = 1.7990$, $DW = 1.945$, and $(4 - dU) = 2.201$. As a result, it may be inferred that there is no autocorrelation in the regression model in this test.

Regression and Hypothesis Testing

Table 8. Multiple Regression Results

Variable	Coefficient (B)	t-value	Sig.
(Constant)	-4.996	-1.470	0.143
Islamic Celebrity Endorser (X1)	0.493	6.988	0.000**
Islamic Brand Image (X2)	0.350	4.013	0.000**
Product Quality (X3)	0.116	3.597	0.000**

Source: Output SPSS 21, Primary data processed, 2021

It can be expressed in the regression equation as follows, based on the findings of multiple linear regression tests in table 8 above:

$$\hat{Y} = -4.996 + 0.493X_1 + 0.350X_2 + 0.116X_3 + e$$

It is possible to deduce the following from the regression equation in table 13:

1. The negative constant (α) value of -4.996 can be interpreted that the average contribution of other variables has a negative impact on other variables. Or in other words, if the variables of Islamic Celebrity Endorser (X1), Islamic Brand Image (X2) and Product Quality (X3) are equal to (0) then the purchase decision has decreased by 4.996.

2. The Islamic Celebrity Endorser (X1) variable shows a regression coefficient of 0.493. This shows that for every 1% increase, the value of the purchase decision will increase by 0.493. Assuming all variables are fixed.
3. Islamic Brand Image (X2) shows a regression coefficient of 0.350. This shows that for every 1% increase, the value of the purchase decision will increase by 0.350. Assuming all variables are fixed.
4. The regression coefficient for product quality (X3) is 0.116. This means that for every 1% rise, the purchasing decision's value will increase by 0.116. Assume that all variables are constant and that the meanings of these three variables influence purchasing decisions positively (Y).

The regression coefficient values for the Islamic Celebrity Endorser (X1), Islamic Brand Image (X2), and Product Quality (X3) variables show that the Islamic Celebrity Endorser (X1) variable has $0.493 > 0.350$ and 0.116 , indicating that the Islamic Celebrity Endorser (X1) is the dominant variable influence on the Purchase Decision (Y).

Table 9. Coefficient of Determination

R	R ²	Adjusted R ²
0.831	0.690	0.683

Source: Output SPSS 21, Primary data processed, 2021

The following conclusions can be drawn from the test results in table 9:

1. The correlation coefficient (R) is 0.831, indicating that the independent variables, Islamic Celebrity Endorser (X1), Islamic Brand Image (X2), Product Quality (X3), and Price (Z), have a link with the dependent variable, Purchase Decision (Y), because it is close to 1.
2. The adjusted R Square value is 0.683, and the coefficient of determination is 68.3 percent, indicating that the independent factors, namely Islamic Celebrity Endorser (X1), Islamic Brand Image (X2), Product Quality (X3), and Price, can explain the dependent variable of purchasing decisions (Z). The remaining 0.317 percent (31.7 percent) is explained by factors not studied in this study ($100 \text{ percent} - 68.3 = 31.7 \text{ percent}$).

Tabel 10. Partial Effect (t-test)

Variable	t-value	t-table	Sig.	Conclusion
Islamic Celebrity Endorser (X1)	6.988	1.972	0.000	Positive and significant influence
Islamic Brand Image (X2)	4.013	1.972	0.000	Positive and significant influence
Product Quality (X3)	3.597	1.972	0.000	Positive and significant influence

Source: Output SPSS 21, Primary data processed, 2021

Each independent variable individually has a positive and significant effect on the purchase decision of Wardah cosmetics. This means that an increase in the perceived quality of endorsers, brand image, or product quality will each independently improve consumers' buying decisions.

Table 11. F Test (Simultaneous Influence)

F-value	Sig.	Decision
85.775	0.000**	Significant impact

Source: Output SPSS 21, Primary data processed, 2021

The independent variables—Islamic Celebrity Endorser, Islamic Brand Image, and Product Quality—simultaneously have a significant effect on purchase decisions. Collectively, they explain 68.3% of the variation in consumer decisions (Adjusted $R^2 = 0.683$).

Moderation Analysis

Table 12. Moderation of Price (Z) on X1, X2, X3

Interaction	Δ Adjusted R^2	Sig.
X1 * Z	0.655 (↑ from 0.482)	0.000**
X2 * Z	0.636 (↑ from 0.371)	0.000**
X3 * Z	0.639 (↑ from 0.297)	0.000**

Source: Output SPSS 21, Primary data processed, 2021

The following conclusions can be drawn from the test results in table 12:

1. Price strengthens the effect of Islamic Celebrity Endorser on purchase decision. Consumers are more influenced by celebrity endorsers when the product price is perceived as appropriate or affordable.
2. Price strengthens the effect of Islamic Brand Image on purchase decision. A competitive price enhances consumers' preference for halal and Islamic-branded products.
3. Price strengthens the effect of Product Quality on purchase decision. Affordable prices amplify the positive perception of product quality, encouraging consumers to make a purchase.

Discussion

The Influence of Islamic Celebrity Endorser (X1) on the Purchase Decision (Y) of Wardah Cosmetics Products

The first hypothesis proposed in this study has aim to determine the effect of Islamic Celebrity Endorser on the purchasing decision of Wardah cosmetic products which could be seen through multiple linear regression test. Based on the results of multiple linear regression analysis, a significant value for the Islamic Celebrity Endorser variable was $0.000 < 0.05$ and the t- count $> t$ - table is $6.988 > 1.972$ then H_0 was rejected and H_a was accepted. This meant that Islamic Celebrity Endorser partially had a positive and significant effect on purchasing decisions of wardah cosmetic products for UIN SAMI and UMKT Samarinda students.

The results of this study indicated that there was a positive or unidirectional relationship which meant an increase in the value of Islamic Celebrity Endorser and gave result in an increase in consumer decisions to buy Wardah cosmetic products. Therefore, consumers would certainly prefer to use products based on supporting celebrities when they really did not know about Wardah products. Celebrity endorsers can assist create a better emotional connection with consumers and increase brand appeal within the targeted target demographic (Sukma et al., 2016).

The results of this study were in line with the research conducted by Habibah dkk., (2018) Pamungkas & Triwoelandari (2021) and Premi Wahyu Widyaningrum, namely the results of his research on Celebrity Endorser which had a positive effect on buying interest (Widyaningrum, 2019). However, this study contradicts the research of Puspita Nirmala, dkk, namely the results of research on the Celebrity Endorser variable which did not affect the purchasing decision of Wardah cosmetics (Aisy et al., 2021).

The Influence of Islamic Brand Image (X2) on the Purchase Decision (Y) of Wardah Cosmetics Products

The second hypothesis proposed in this study aimed to determine the effect of Islamic Brand Image on purchasing decisions of Wardah cosmetic products. Based on the results of multiple linear regression analysis, it was obtained a significant value for Islamic Brand Image which had a significant value of $0.000 < 0.05$ and $t \text{ count} > t \text{ table}$ that was equal to $4.013 > 1.972$ then H_0 was rejected and H_a was accepted. It meant that Islamic Brand Image partially had a positive and significant effect on purchasing decisions of Wardah cosmetic products for the students of UIN SAMI and UMKT Samarinda.

The results of this study indicated that there was a significant relationship between Islamic Brand Image and Purchase decisions, it was stated that Muslim consumers, especially students tend to be more selective in choosing a product that had been labeled halal in selecting a product. The purchase intention of the consumer is a very valuable indicator of this study, according to (Lee & Lee, 2015). This is demonstrated by the impact it has on the company's success, particularly in terms of finances. Purchase intent has the ability to lead to the purchase of a product or service, or even to the customer spreading the company's name to others, which has a positive impact on the company's finances (e Silva et al., 2020). It has a positive and significant effect on purchase choices, according to Haris et al., (2016), Dewi Samad (2019) research on halal labelling. This means that the more positive a consumer's view of the halal label is, the more likely they are to buy it. Halal items are of relatively high quality and have an impact on both religion and consumption barriers, as well as consumer attitudes toward other products. So that the customer's attitude believes in halal-certified products. Consumers also believe that products with well-known brands in the market are better and of higher quality than products with lesser-known brands in the market. This is because well-known brands in the market provide complete information, whereas lesser-known brands tend to be left behind in the market, making it easier to distinguish the characteristics of each product that appears on the market (Supriyadi et al., 2017).

The results of this study were in line with the research conducted by Habiba, dkk, namely the results of research on the Islamic Brand Image variable that influenced purchasing decisions (Habibah et al., 2018). This suggests that brand image is one of the elements that influences purchase decisions; with a positive brand image, individuals are more likely to trust the brand image and choose it (Azizah, 2016). The findings of this study contradict the findings of Febriyanti & Wahyuati, (2016), Pamungkas & Triwoelandari, (2021), who found that brand image has a positive but non-significant impact on purchasing decisions.

The Effect of Product Quality (X3) on Purchase Decision (Y) of Wardah Cosmetics Products

The third hypothesis proposed in this study had aim to determine the effect of product quality on purchasing decisions for Wardah cosmetic products. Based on the results of multiple linear regression analysis, it was btained a significant value for Product Quality and it had a significant value of $0.000 < 0.05$ and $t \text{ count} > t \text{ table}$ that was equal to $3.597 > 1.972$ then H_0 was rejected and H_a was accepted and it meant that product quality partially had a positive and significant effect on purchasing decisions for wardah cosmetic products for the students of UIN SAMI and UMKT Samarinda.

The results of this study also indicated that there was a positive or unidirectional relationship which meant that an increase in the value of product quality gave result in an increase

in consumers' decisions to buy Wardah cosmetic products. Because the characteristics of a product or service depended on its ability to satisfy stated or implied customers' needs. Customer satisfaction was expected to have a positive impact in encouraging consumers to make a purchase. The findings of this study are consistent with Rosa Lesman and Suci's research, which found that product quality had a beneficial impact on purchasing decisions (Lesmana & Ayu, 2019). Similarly to the findings of (Iskandar, 2018), Santika (2017), Budi et al's study, which show that product quality has a substantial impact on keeping and expanding product purchases, it is vital to maintain the product's quality (B. G. Siregar et al., 2017).

The Influence of Islamic Celebrity Endorser (X1) on the Purchase Decision (Y) of Wardah Cosmetic Product With Price (Z) As Moderating Variable

The fourth hypothesis proposed in this study aimed to determine the effect of price strengthening or weakening Islamic Celebrity Endorser on the purchasing decision of Wardah cosmetic products which could be seen through the Moderated Regression Analysis (MRA) test. It was known that the Adjusted R Square coefficient in the first test (not using the moderating variable) was 0.482 or 48.2% < from the Adjusted R Square coefficient in the second test (using the moderating variable) which was 0.655 or 65.5%. This showed that the moderating price could strengthen the influence of Islamic Celebrity Endorser on the purchasing decision of Wardah products.

The results of this study indicated that the price variable had a very important role in influencing purchasing decisions. The greater the influence of the price, the greater the influence of the Islamic Celebrity Endorser supported by the price. Because celebrities who advertised a product would bring an impact on purchasing decisions which previously considered the price aspect. The findings of this study are consistent with the findings of Habibah, et al research's on celebrity endorsements impacting purchasing decisions (Habibah et al., 2018).

The Effect of Islamic Brand Image (X2) on Purchase Decisions (Y) of Wardah Cosmetics Products with Price (Z) As Moderating Variable

The fifth hypothesis proposed in this study had aim in determining the effect of price strengthening or weakening of Islamic Brand Image on the purchasing decision of Wardah cosmetic products which could be seen through the Moderated Regression Analysis (MRA) test. It was known that the Adjusted R Square coefficient in the first test (not using the moderating variable) was 0.371 or 37.1% < from the Adjusted R Square coefficient in the second test (using the moderating variable) which was 0.636 or 63.6%. It showed that the moderating price could strengthen the influence of Islamic Brand Image on the purchasing decision of Wardah products.

The results of this study indicated that the price variable has a very important role in influencing purchasing decisions. The greater the influence of the price, the higher the purchase decision, the greater the influence of the Islamic Brand Image supported by the price. Because consumers were now more selective in considering the products they wanted to use, it would certainly provide more value if there were cosmetic products labeled halal with relatively affordable prices. The findings of this study are backed up by Rosa Lesmana & Suci's research, including his findings on how brand image influences purchase decisions (Lesmana & Ayu, 2019). And, according to Jasinta's findings, pricing has a substantial impact on product purchasing decisions (Pangastuti et al., 2019). Fanny Puspita Sari's research reveals that brand image and price have an impact on purchasing decisions (Sari, 2016). Hamni came up with a different conclusion, claiming that pricing had no bearing on purchase decisions (Nasution, 2018).

The Effect of Product Quality (X3) on Purchase Decisions (Y) of Wardah Cosmetics Products With Price (Z) As Moderating Variable

The sixth hypothesis proposed in this study aimed to determine the effect of price strengthening or weakening product quality on purchasing decisions for Wardah cosmetic products which could be seen through the Moderated Regression Analysis (MRA) test. Adjusted R Square coefficient value in the first test (not using moderating variable) was 0.297 or 29.7% < of the Adjusted R Square coefficient value in the test (using moderating variable) which was 0.639 or 63.9%. It showed that moderating price could strengthen the influence of Product Quality on Wardah's product purchasing decisions.

The results of this study indicated that the price variable had a very important role in influencing purchasing decisions. The greater the influence of price, it would result in an increase in purchasing decisions, the greater the influence of product quality supported by price. Because high - quality products were products which stimulated consumers' perceptions and emotions that had an impact on purchasing decisions through variations, colors, designs, and other. Through product quality which involved emotion, consumers were made to feelsafe when they bought products which later triggered a purchase decision by the consumer (Habibah & Sumiati, 2016).

CONCLUSION

Based on the research that has been done, the following conclusions can be written:

1. Islamic Celebrity Endorser has a positive and significant effect on purchasing decisions for Wardah cosmetic products, a case study of students of UIN SAMI Samarinda and UMKT Samarinda.
2. Islamic Brand Image has a positive and significant effect on purchasing decisions for Wardah cosmetic products, a case study of students of UIN SAMI Samarinda and UMKT Samarinda.
3. Product quality has a positive and significant effect on purchasing decisions for Wardah cosmetic products, a case study of students of UIN SAMI Samarinda and UMKT Samarinda.
4. Price moderates the effect of Islamic Celebrity Endorser on purchasing decisions for Wardah cosmetic products, a case study of students of UIN SAMI Samarinda and UMKT Samarinda.
5. Price moderates the effect of Islamic Brand Image on purchasing decisions for Wardah cosmetic products, a case study of students of UIN SAMI Samarinda and UMKT Samarinda.
6. Price moderates the effect of product quality on purchasing decisions for Wardah cosmetic products, a case study of students of UIN SAMI Samarinda and UMKT Samarinda.

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