

The Influence of Price Perception, Religiosity, and Halal Label on Online Purchase Decisions of Skintific Halal Skincare (Case Study on UINSU Students)

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Received: 25/04/2026

Revised: 15/06/2026

Accepted: 20/07/2026

Abstract

This study aims to examine the influence of price perception, religiosity, and halal labels on the online purchasing decisions of Skintific halal skincare products among students at Universitas Islam Negeri Sumatera Utara (UINSU). This research employed a quantitative approach using a survey method. The study involved 100 active UINSU students selected through purposive sampling, consisting of respondents who had purchased Skintific halal skincare products online. Data were collected using a structured questionnaire and analyzed through multiple linear regression with the assistance of SPSS 25 software. The findings indicate that price perception, religiosity, and halal labels have a positive and significant effect on online purchasing decisions, both partially and simultaneously. Price perception emerged as the most dominant predictor of purchasing decisions, as indicated by the highest regression coefficient ($B = 0.427$) and the largest t-value ($t = 12.241$; $p < 0.001$), followed by religiosity ($B = 0.272$; $t = 7.352$) and halal labels ($B = 0.243$; $t = 7.003$). Furthermore, the coefficient of determination ($R^2 = 0.797$) indicates that 79.7% of the variance in purchasing decisions is explained by the three independent variables, while the remaining 20.3% is influenced by other factors outside the research model. These findings suggest that online purchasing decisions for halal skincare products are shaped by a combination of economic considerations, religious values, and trust in halal certification. The study provides practical implications for halal skincare producers and marketers to strengthen competitive pricing strategies, maintain credible halal certification, and develop marketing approaches that align with the religious values of Muslim consumers.

Keywords

Perception price; Religiosity; decision purchase; maintenance skin halal

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1. INTRODUCTION

The halal beauty product industry in Indonesia continues to show significant growth as Muslim awareness of halal lifestyles, such as cosmetics and skincare, grows. This development is evident in the increased consumption of cosmetics that combine functional aspects and compliance with Sharia principles, especially among the younger generation who actively make digital purchases (Ramadhany, 2024). Among university students, the need to maintain appearance and skincare, as well as the



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Published by Sunan Giri Islamic Institute (INSURI) Ponorogo; Indonesia

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increasing use of online shopping platforms, has made halal skincare products a category of increasing interest. Therefore, purchasing decisions are influenced not only by product quality but also by religious and halal considerations (Amalia, 2019). Within the UINSU student community, students also tend to consider price, religious influences, and environmental factors in determining their purchasing intentions, including in non-food products such as cosmetics (Marliyah., 2023). In a study (Rahmadany, P., Nurbaiti, & Nasution, 2024), UINSU students tend to weigh price against their affordability and ensure that the products they use have permits and clear safety status. These findings indicate that the consumption behaviour of UINSU students is consistently influenced by psychological and social variables, making it relevant to analyze halal skincare purchasing decisions, particularly the Skintific brand, which is currently a popular product among students.

Price is a major factor influencing consumer purchasing decisions. Competitive pricing that balances product quality can increase consumer interest in making a purchase. Research results show that perception price Which positive own contribution against the decision purchase product cosmetics halal. Wrong One study prove Product price significantly influences consumer decision-making when purchasing halal cosmetics (Matondang, Z., Nasution, H. F., & Saefullah, 2023). Religiosity plays a significant role in guiding the consumption behavior of Muslim students. Individuals with high levels of religiosity tend to be more selective in choosing products that align with their religious beliefs, including halal cosmetics (Tianti, F., Awalia, M., Lahuri, S. B., & Nur, 2021).

label halal becomes indicator important Which in use consumer for evaluate safety and halal something product. In signaling theory perspective, halal labels function as signal the trust given manufacturer to consumer for reduce uncertainty and asymmetry information (Suriati, S., Syamsuddin, I. P., & Husniah, 2025). Research (Irwan, M., Nasution, P., & Harahap, 2023) states that the halal label has influence strong to attitude purchase consumer young people on local halal cosmetics. Clarity of halal labels Also become consideration main on purchase online, when consumer cannot assess the product directly.

In study (Imsar, I., Nurhayati, N., Harahap, I., & Silalahi, 2021) Decision purchase is stage where consumers choose and consume goods or services among various options. Stages This, consumers in a way actively do search information as base to determine appropriate purchasing decisions. This is evident from research findings (Elkasysyaf, E., & Hartati, 2021) which show that price perceptions and religiosity can influence purchasing decisions, but awareness of the halal label remains a factor. Which less attention. Along with the more variety of products Which circulating in market, public in demand for own sensitivity And A higher critical attitude towards halal labels can help make purchasing decisions more accurate and in line with Sharia principles (Ernawati, S., & Koerniawan, 2023). Previous research found

that price perception significantly influences purchasing decisions for halal cosmetics on online platforms (Yulianingsih., 2023).

As the importance of skin care increases, skincare is no longer considered a secondary need but rather an essential part of a daily routine to maintain the appearance and health of skin in the long term. Awareness of skincare products, various popular skincare products are increasingly in demand by the public. Research by (Rahmawati, D., & Ananda, 2024) revealed that there is several product skincare Which most best-selling in year 2024 covers brands such as Skintific, Azarine, Avoskin, Somethinc, The Originote, Facetology, Nuface, Pigeon, Hanasui, And Glad2Glow. Every product has superiority and each one is customized with skin care needs, from starting from hydration, skin barrier protection, to protection from sunlight.

One of the international skincare products that has stolen the attention of women since its first appearance is the Skintific skincare product, which is a skincare brand. origin Canada, present in Indonesia in August 2021 with product the product that innovative and quality. Skintific use technology Trilogy Triangle Effect (TTE), Which contain material active for nourishing, moisturizing, and protect the skin, as well as safe for skin sensitive (Dwi Rahayu, P., 2024). Based on Tribunshopping.com, Skintifik products have undergone clinical trials, have BPOM certification, and are declared halal certified by MUI. With this claim, the success of Skintific has become a product that is very well received by the Indonesian people, as proven by the positive response. Good from public including beauty influencer in Indonesia. With response Andgood assessment from this Indonesian society lah Which make product – product Skintific is increasingly popular and has become one of the viral skincare brands in Indonesia (Assari & Syahputri, 2024). Although Skintific own price relatively higher compared to product other, still show level sale Which tall, specifically on the platform online. But Skintific Also offer quality and benefit product those who are worthy with the price they give, so that the more increase popularity among consumer young like students. Research (Harahap, D., Sugianto, Yusrizal, & Anita, 2022) revealed that consumer hope price paid will bicycle with quality products obtained. Purchasing skincare online increasingly popular among students in Medan. Easy access to information and a wide variety of product choices make online platforms a primary alternative for young consumers. However, factors such as price perception, religiosity, and the presence of halal labels remain important determinants in shaping purchasing behavior. This study focuses on analyzing the influence of perception price, religiosity, and existence halal label to decision online purchase of halal skincare, focusing on students at the State Islamic University of North Sumatra (UINSU) Medan. Consumer purchasing decisions are influenced by various psychological, personal, social, and cultural factors that shape a person's consumption behavior (Kotler, P., & Keller, 2015). In the context of purchasing halal skincare online, price perception is a crucial factor because consumers tend to assess the appropriateness

of the price paid compared to the benefits and quality of the product obtained. Consumers consider not only the nominal price but also the perceived value of a product (Kotler, P., & Keller, 2015). Among college students, price is a primary consideration before making a purchase due to limited financial capacity. Findings by (Marliyah., 2023) indicate that college students' consumption behavior is influenced by price considerations, religious values, and social environment. Price perception has also been shown to influence purchasing decisions for halal cosmetics (Ginting, S. R. I., Sugianto, & Hasibuan, 2022; Matondang, Z., Nasution, H. F., & Saefullah, 2023) . Therefore, price perception is seen as a psychological and economic factor that influences consumers' evaluation of a product's value before making a purchase (Purba, R. A., & Pudjoprastyono, 2025).

In addition to price, the consumer's level of religiosity also influences the decision to purchase halal products. According to (Ajzen, 1991), individual behavior is influenced by attitudes, subjective norms, and perceived behavioral control. In the context of Muslim consumers, religiosity plays a role in shaping attitudes and preferences toward products that comply with Sharia principles. Individual values, beliefs, and attitudes are important factors influencing the evaluation process before making a purchase (Kotler, P., & Keller, 2015). High religiosity encourages consumers to be more selective in choosing products, including ensuring their compliance with Islamic teachings (Isnaini., 2024). Findings indicate that religiosity significantly influences the decision to purchase halal cosmetics. Furthermore, consumer behavior is also shaped by various internal and external factors that influence the decision-making process (Amalia, 2019). Besides price perceptions and religiosity, halal labels are a crucial factor in shaping Muslim consumers' purchasing decisions. According to (Spence, 1973), information provided by producers can serve as a signal to reduce uncertainty and information asymmetry. In halal product marketing, halal labels serve as indicators that a product has met halal standards set by authorized institutions. Halal certification, obtained through an inspection process by LPPOM MUI, provides assurance regarding product safety and compliance with Islamic law (Husna, A., Rahmani, N. A. B., & Syahbudi, 2022). The presence of halal labels also increases consumer trust, particularly in online transactions where there are limitations in evaluating products directly (Kotler, P., & Keller, 2015). According to (Isnaini., 2024), halal labels provide consumers with a sense of security and confidence in using a product.

Purchasing decisions are a process that begins with need recognition, information search, alternative evaluation, and the final decision to purchase a product (Kotler, P., & Keller, 2015). This process is influenced by various cultural, social, personal, and psychological factors (Jannah, N., Aprillia, W., & Harmain, 2023). For halal products, purchasing decisions are influenced not only by price and quality but also by religiosity and trust in the halal label. Consumers who feel confident in the quality and halal status of a product tend to demonstrate higher repurchase intentions (Yanti, I.,

Tasnim, N., & Aulia, 2023), which can further foster brand loyalty (Annisa et al., 2024). In the context of Skintific halal skincare, purchasing decisions are influenced by a combination of economic considerations, religious values, and trust in the halal label (Yulianingsih., 2023).

The purchasing decision-making process for halal skincare products like Skintific among students at the State Islamic University of North Sumatra (UINSU) demonstrates the various considerations involved in online purchases. To strengthen the research, researchers conducted pre-research in March with 20 active UINSU students who had used skincare products. The pre-research results showed that 16 respondents (80%) admitted to using or having purchased Skintific products, while the remainder used other brands such as Somethinc, Wardah, and Avoskin. Fourteen respondents (70%) stated that product quality and effectiveness were the primary reasons for choosing Skintific, despite its relatively higher price compared to similar brands. Furthermore, 13 respondents (65%) stated that the presence of a halal label was an important consideration in purchasing, while 15 respondents (75%) purchased products through e-commerce platforms, such as Shopee and TikTok Shop, due to their perceived convenience and various promotions. The pre-research results indicate that Skintific is a popular skincare brand among UINSU students and that its consumer characteristics warrant further study.

To strengthen these initial findings, researchers also conducted preliminary interviews with several UINSU students who had previously purchased skincare products online. The interviews revealed that some students continued to purchase Skintific products despite the relatively higher price compared to other halal skincare products. One informant stated that the price of Skintific was commensurate with the quality and benefits provided, making it a worthwhile purchase despite students' limited financial resources. This finding suggests that price perception is a factor influencing online halal skincare product purchasing decisions.

Regarding religiosity, interviews revealed that some students preferred skincare products deemed safe and in line with Islamic values. However, some students acknowledged that product quality was still a top priority over considering halal aspects in depth. This suggests that students' levels of religiosity influence their halal skincare product purchasing decisions and merit further study.

Regarding halal labels, preliminary interviews indicated that some students always check for the halal label before purchasing skincare products online because they cannot inspect the products in person. However, some students admitted to purchasing products based on trends and recommendations from social media or other users without first verifying the product's halal certification. This difference in behavior indicates that the halal label is not necessarily a primary consideration for all students when making online halal skincare product purchases. This situation suggests that affordability or the presence of a halal label alone are not necessarily determining factors in purchasing decisions. Therefore, questions arise regarding the most dominant factors influencing

online purchasing decisions for Skintific halal skincare products among students at the State Islamic University of North Sumatra (UINSU).

Several previous studies have examined the influence of price perception, religiosity, and the halal label on interest in and purchase decisions for halal products. However, most studies have focused on purchase intention, not purchase decision, particularly for halal skincare products marketed online. Furthermore, research that simultaneously examines the influence of price perception, religiosity, and the halal label within a single research model is still relatively limited, particularly in the context of students at Islamic universities, such as the State Islamic University of North Sumatra (UINSU). Therefore, there is still a research gap that needs to be studied further, so this research is important to analyze the influence of price perception, religiosity, and halal labels on online purchasing decisions for Skintific halal skincare products among UINSU students.

2. METHODS

This study employed a quantitative approach with an associative research design. The quantitative approach was selected because it enables researchers to objectively examine the relationships and influences among variables through numerical data processing and statistical hypothesis testing (Sugiyono, 2019). The purpose of this study was to analyze the effects of price perception, religiosity, and halal labeling on the online purchasing decisions of Skintific halal skincare products among students at Universitas Islam Negeri Sumatera Utara (UINSU).

The population of this study consisted of all active students of Universitas Islam Negeri Sumatera Utara (UINSU), Medan, during the even semester of the 2025 academic year, totaling 22,396 students. The population comprised 8,035 male students (35.88%) and 14,361 female students (64.12%). Given the relatively large population size, the sample size was determined using Slovin's formula with a margin of error of 10% (Sugiyono, 2019). Based on the calculation, a sample of 100 respondents was obtained and considered representative of the study population.

The sampling technique employed was purposive sampling, which involves selecting respondents based on specific criteria relevant to the research objectives (Sugiyono, 2023). The criteria for participation were: (1) being an active UINSU student, (2) having used or purchased Skintific halal skincare products, and (3) having purchased the products online through a marketplace platform. This technique was chosen to ensure that the respondents possessed characteristics relevant to the research objectives.

The price perception variable is defined as students' assessment of the affordability, reasonableness, and appropriateness of the price of Skintific halal skincare products relative to the quality and benefits they receive. This variable is measured based on indicators of affordability,

appropriateness of price to quality, price competitiveness, and appropriateness of price to product benefits.

The religiosity variable is the level of belief, appreciation, and practice of Islamic values that inform students' purchasing decisions regarding halal skincare products. Religiosity in this study is positioned as an independent variable, not a moderator, and is measured through their belief in consuming halal products, awareness of choosing products that comply with Islamic law, commitment to avoiding products of questionable halal status, and considering religious values as a consideration in purchasing decisions.

The halal label variable is defined as students' perceptions of the existence and credibility of halal certification on Skintific skincare products, which provides a sense of security and increases confidence in purchasing. This variable is measured through indicators such as the clarity of the halal logo, trust in halal certification, ease of recognizing the halal label, and the belief that the halal label influences purchasing decisions.

The purchasing decision variable represents students' decision to purchase Skintific halal skincare products online after going through a process of identifying needs, searching for information, evaluating alternatives, and ultimately making a purchase decision. This variable is measured using indicators such as product choice certainty, purchase confidence, product suitability to needs, willingness to repurchase, and willingness to recommend the product to others.

The study utilized both primary and secondary data sources. Primary data were collected through an online questionnaire distributed via Google Forms. The research instrument employed a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (Sugiyono, 2023). Secondary data were obtained from various sources, including books, scientific journals, academic articles, and official records of active UINSU students relevant to the study.

Data analysis was conducted using multiple linear regression analysis with the assistance of the Statistical Package for the Social Sciences (SPSS). Prior to regression analysis, the research instrument was tested for validity and reliability. In addition, classical assumption tests were performed, including normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was carried out using the t-test to examine the partial effect of each independent variable on the dependent variable, the F-test to assess the simultaneous effects of the independent variables, and the coefficient of determination (R^2) to measure the extent to which price perception, religiosity, and halal labeling explain variations in the online purchasing decisions of Skintific halal skincare products.

3. FINDINGS AND DISCUSSION

Test Validity And Reliability

Based on results output SPSS, following served results test validity use correlation Pearson And test reliability use Cronbach's Alpha. Mark r table used is 0.196 ($n = 100$, $\alpha = 0.05$).

Test Validity (Pearson Correlation).

Table 1. Results of the Validity Test of Research Instruments

Variables	Item	r Count	r Table	Sig.	Information
Price Perception (X_1)	X1.1	0.906	0.196	0,000	Valid
	X1.2	0.921	0.196	0,000	Valid
	X1.3	0.904	0.196	0,000	Valid
	X1.4	0.927	0.196	0,000	Valid
	X1.5	0.900	0.196	0,000	Valid
Religiosity (X_2)	X2.1	0.906	0.196	0,000	Valid
	X2.2	0.854	0.196	0,000	Valid
	X2.3	0.877	0.196	0,000	Valid
	X2.4	0.887	0.196	0,000	Valid
	X2.5	0.921	0.196	0,000	Valid
Halal Label (X_3)	X3.1	0.879	0.196	0,000	Valid
	X3.2	0.921	0.196	0,000	Valid
	X3.3	0.887	0.196	0,000	Valid
	X3.4	0.906	0.196	0,000	Valid
	X3.5	0.901	0.196	0,000	Valid
Purchase Decision (Y)	Y1.1	0.854	0.196	0,000	Valid
	Y1.2	0.852	0.196	0,000	Valid
	Y1.3	0.858	0.196	0,000	Valid
	Y1.4	0.893	0.196	0,000	Valid
	Y1.5	0.827	0.196	0,000	Valid

Source: Primary data processed using SPSS 25 (2025)

Based on Table 1, all statement items in the variables Price Perception (X_1), Religiosity (X_2), Halal Label (X_3), and Purchase Decision (Y) have a calculated r value greater than the r table (0.196) and a significance value of 0.000 which is less than 0.05. Thus, all statement items are declared valid and able to measure the variables studied. These results indicate that the research instrument has met the validity criteria and is therefore suitable for use in the data collection process and further research analysis.

Table 2. Results of the Reliability Test of the Research Instrument

Variables	Cronbach's Alpha	Alpha Standard	Information
Price Perception (X_1)	0.948	0.70	Reliable
Religiosity (X_2)	0.934	0.70	Reliable
Halal Label (X_3)	0.940	0.70	Reliable
Purchase Decision (Y)	0.909	0.70	Reliable

Source: Primary data processed using SPSS 25 (2025)

The reliability test results show that all variables have a Cronbach's Alpha value above 0.70. The highest Cronbach's Alpha value is found in the Price Perception variable at 0.948, while the lowest value

is found in the Purchase Decision variable at 0.909. Because all Cronbach's Alpha values are greater than 0.70, the research instrument is declared reliable and has a very good level of consistency in measuring each research variable.

Classical Assumption Test

1. Test Normality

Normality Test used For determine the data that has been collected whether distributed normal or No . On study This test normality using the test normal P – P Plot of Regression Standardized Residual, If data spread around the line normal And follow direction line diagonal chart so matter This show that the data line is normally distributed so that the equation model regression fulfil assumptions normality . So, test statistics Which used For test normality in study This is a Kolmogorov Smirnov sample with the SPSS program.

Table 3. Results of the Kolmogorov-Smirnov Normality Test

Information	Mark
N	100
Asymp. Sig. (2-tailed)	0.084
Significance Level	0.05
Decision	Normally Distributed

Source: Primary data processed using SPSS (2025)

The results of the normality test showed an Asymp. Sig. (2-tailed) value of 0.084. This value is greater than 0.05, indicating that the research data is normally distributed. Thus, the regression model meets the assumption of normality and can be used for further analysis. This finding indicates that the data obtained from respondents is well distributed, so the results of the regression analysis can provide unbiased estimates. According to Ghazali (2021), a good regression model is one that has a normal residual distribution, so the results of statistical tests can be trusted.

2. Test Multicollinearity

Multicollinearity Test used For test happen or whether or not multicollinearity between independent variable . *Variance Inflation Factor* (VIF), with assumptions *Tolerance* > 0.10 or VIF < 10.0 can it is said No there is multicollinearity in Table under This .

Table 4. Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Price Perception (X ₁)	0.899	1,112	No Multicollinearity Occurs
Religiosity (X ₂)	0.872	1,147	No Multicollinearity Occurs
Halal Label (X ₃)	0.966	1,035	No Multicollinearity Occurs

Source: Primary data processed using SPSS (2025)

Based on the test results, all independent variables have a tolerance value greater than 0.10 and a

VIF value less than 10. These results indicate that there is no strong relationship between the independent variables in the research model. This condition indicates that price perception, religiosity, and the halal label are independent variables in explaining the online purchasing decision for Skintific halal skincare. Thus, the regression model is free from multicollinearity and suitable for hypothesis testing.

3. Test Heteroscedasticity

Heteroscedasticity test aim For test whether in the regression model happen inequality variants from residual one observation to other observations . Criteria heteroscedasticity that is if significance >0.05 then it is said free heteroscedasticity, however If significance <0.05 then happen heteroscedasticity.

Table 5. Heteroscedasticity Test Results

Variables	Sig.	Information
Price Perception (X_1)	0.787	No Heteroscedasticity Occurs
Religiosity (X_2)	0.073	No Heteroscedasticity Occurs
Halal Label (X_3)	0.675	No Heteroscedasticity Occurs

Source: Primary data processed using SPSS (2025)

The results of the heteroscedasticity test indicate that all variables have a significance value greater than 0.05. This indicates that the regression model does not exhibit symptoms of heteroscedasticity. According to Ghozali (2021), a good regression model is one that has constant residual variance at each prediction level. Therefore, this research model meets one of the important assumptions in multiple linear regression analysis.

Analysis regression linear multiple

Analysis regression used For analyze influence between independent variables on dependent variables.

Table 6. Results of Multiple Linear Regression Analysis

Variables	Regression Coefficient (B)
Constant	2,127
Price Perception (X_1)	0.427
Religiosity (X_2)	0.272
Halal Label (X_3)	0.243

Source: Primary data processed using SPSS (2025)

Based on the results of the regression analysis, the following equation was obtained:

$$Y = 2,127 + 0,427X_1 + 0,272X_2 + 0,243X_3 + e$$

The equation shows that all independent variables have positive regression coefficients. This means that increased perceptions of price, religiosity, and the halal label will increase online purchasing decisions for Skintific halal skincare. Price perception has the greatest influence compared to other variables, with a coefficient value of 0.427. These findings indicate that UINSU students place greater importance on price relative to benefits when deciding to purchase Skintific halal skincare products online. These findings align with the consumer behavior theory proposed by Kotler and Keller (2016), which states that perceived product value is a key factor in the purchasing decision-making process.

Testing Hypothesis

1. Test t

The t-test is used For know whether each variable is independent have influence in a way significant to variables dependent .

Table 7. t-Test Results

Variables	t Count	Sig.	Decision
Price Perception (X ₁)	12,241	0,000	H ₁ Accepted
Religiosity (X ₂)	7,352	0,000	H ₂ Accepted
Halal Label (X ₃)	7,003	0,000	H ₃ Accepted

Source: Primary data processed using SPSS (2025)

Criteria hypothesis Which accepted if significance < 0.05 And If significance > 0.05 then the hypothesis is rejected

a. Perception (X₁) Value t count = 12,241

Mark Sig. = 0.000 smaller from 0.05

These results show that Price Perception has a positive and significant effect on Decision Purchase.

The more Good perception price, so the more high consumer purchasing decisions.

b. Religiosity (X₂) Value t count = 7,352

Mark Sig. = 0.000 smaller from 0.05

These results indicate that religiosity has a positive and significant influence on purchasing decisions. The higher a consumer's level of religiosity, the greater their tendency to make a purchase.

c. Halal Label (X₃) Value t count = 7,003

Mark Sig. = 0.000 smaller from 0.05

These results indicate that the Halal Label has a positive and significant influence on purchasing decisions. The presence and clarity of the Halal Label increase consumer confidence in making purchases.

2. Test f

The F test is used to see how the independent variables collectively influence the dependent variable. The F test criteria are if the calculated $F > F$ table, then variables free are influential to variables bound, And If $F \text{ count} < F$ table, then the independent variable does not affect the dependent variable.

Table 8. F Test Results

F Count	Sig.	Decision
125,342	0,000	H ₄ Accepted

Source: Primary data processed using SPSS (2025)

The F-test results showed a calculated F-value of 125.342 with a significance level of $0.000 < 0.05$. This indicates that price perception, religiosity, and the halal label simultaneously significantly influence the online purchasing decision of Skintific halal skincare among UINSU students. These findings indicate that purchasing decisions are not influenced by a single factor, but are the result of a combination of economic considerations, religious values, and belief in the product's halal status.

3. Coefficient Determination

The coefficient of determination is used to see how big the percentage of influence of the independent variable is on the dependent variable.

Table 9. Results of the Determination Coefficient

Model	R	R Square	Adjusted R Square
Regression	0.893	0.797	0.791

Source: Primary data processed using SPSS (2025)

The R-square value of 0.797 indicates that 79.7% of the variation in purchasing decisions can be explained by the variables of price perception, religiosity, and halal labels. Meanwhile, 20.3% is influenced by factors outside the research model. The high coefficient of determination indicates that the research model has strong ability to explain online purchasing decisions for Skintific halal skincare. Other factors that have not been studied likely include product quality, brand image, promotion, consumer reviews, and social media influence.

Discussion

The results of the study indicate that price perception, religiosity, and the halal label have a positive and significant influence on online purchasing decisions for halal skincare products like Skintific among students at the State Islamic University of North Sumatra (UINSU). Of these three variables, price perception is the most dominant factor influencing purchasing decisions. This finding suggests that when choosing skincare products online, students not only consider religious aspects but also rationally evaluate the economic benefits of the products they purchase.

The dominant influence of price perception can be explained by the characteristics of students as a consumer group who generally rely on pocket money or have limited financial capabilities. This condition encourages students to be more selective in allocating their spending, thus tending to choose products that provide a balance between price, quality, and benefits (value for money). Although Skintific's price is relatively higher than some similar products, respondents are still willing to purchase because they believe the product's quality, safety, and effectiveness are commensurate with the price paid. Thus, purchasing decisions are more influenced by perceptions of product value than by the face value alone.

These findings align with the consumer behavior proposed by (Kotler, P., & Keller, 2015), which states that consumers compare the benefits gained with the costs incurred before making a purchase. These findings are also consistent with research by (Azka, A. S., & Jamilah, 2025), which showed that price is a key factor influencing the decision to purchase halal cosmetics. Consumers tend to choose products that match price, quality, and benefits, making the perception of value for money a primary consideration in the purchasing process.

Religiosity also positively influences purchasing decisions. This indicates that religious values remain a fundamental factor in the consumption behavior of Muslim students. Students with high levels of religiosity tend to be more careful in selecting products that comply with Sharia principles. However, the influence of religiosity is still lower than that of price perception. This indicates that religiosity serves as a moral guideline in selecting product choices, while the final decision still considers economic aspects. These findings align with research by (Abd Rahman, A., Asrarhaghighi, E., & Ab Rahman, 2015), which found that religiosity positively influences attitudes and intentions to purchase halal cosmetics. This means that the higher a consumer's religiosity, the greater their tendency to choose products that comply with Islamic law, although product attributes such as quality and benefits remain important considerations in purchasing decisions.

The halal label variable also has a positive effect on purchasing decisions, although its effect is smaller than the other two variables. This finding indicates that the presence of halal certification continues to provide a sense of security and increase students' trust in the skincare products they use. However, for UINSU students, the majority of whom are Muslim, the halal label is viewed as a basic requirement (minimum requirement) for product selection. This means that the presence of a halal label is no longer a distinguishing factor between products, but rather a prerequisite for a product to be considered. Once halal certification is met, consumers' attention shifts to other attributes, particularly price, quality, ingredient safety, and product benefits. This finding aligns with research by (Aisyah, 2017), which explains that for Muslim consumers, halal certification builds trust in a product, but purchasing decisions are still influenced by other attributes such as price, quality, and product benefits.

These results are also supported by research by Farah (Amalia, 2019), which shows that religiosity and halal attributes jointly influence purchasing decisions for halal cosmetics.

The findings of this study indicate that UINSU students' purchasing behavior is a combination of economic rationality and religious values. From an economic perspective, students seek to obtain optimal benefits within their limited budget. From a religious perspective, they still consider halal certification to be the primary requirement before purchasing a product. Therefore, when several products meet halal standards, the final purchasing decision is largely determined by perceptions of price and product benefits. This suggests that religiosity and the halal label serve as initial screening factors, while the perception of halal certification is a secondary factor.

4. CONCLUSION

Based on the results of the study, it can be concluded that price perception, religiosity, and halal labeling simultaneously have a positive and significant effect on the online purchasing decisions of Skintific halal skincare products among students of Universitas Islam Negeri Sumatera Utara (UINSU). The coefficient of determination (R^2) value of 0.797 indicates that these three variables explain 79.7% of the variance in purchasing decisions, while the remaining 20.3% is influenced by other factors outside the scope of this study. Among the independent variables, price perception was found to be the most dominant factor influencing purchasing decisions, indicating that students tend to consider the suitability between price, product quality, and perceived benefits before making a purchase. In addition, religiosity and halal labeling were also found to have positive and significant effects, suggesting that religious values and assurance of product halalness play important roles in consumers' decision-making processes. These findings reinforce previous studies that identify price perception, religiosity, and halal labeling as key determinants of halal product purchasing decisions. Therefore, businesses are encouraged to implement competitive pricing strategies, maintain the credibility of halal certification, and develop marketing approaches that align with the religious values of Muslim consumers.

Based on these findings, it is recommended that Skintific develop a marketing strategy more oriented toward the student segment by offering promotional programs that provide value, such as bundled packages, special student discounts, exclusive vouchers at the beginning of the semester, as well as promotions during flash sales, Harbolnas (National Online Shopping Day), and shopping campaigns on e-commerce platforms such as Shopee, TikTok Shop, and Lazada. This strategy is expected to increase the perception that the product price is commensurate with the benefits obtained, thereby encouraging purchasing decisions.

Furthermore, given that the halal label remains influential in purchasing decisions, Skintific needs to display the Indonesian Halal Certification logo more prominently across all digital storefronts,

including product thumbnails, product descriptions, promotional materials, and live shopping events on e-commerce platforms. Consistently conveying information about halal certification, ingredient safety, and product benefits will strengthen Muslim consumers' trust from the initial information-seeking stage and accelerate the purchasing decision-making process.

For future researchers, it is recommended to develop the research model by adding other variables that could potentially influence purchasing decisions for halal skincare products, such as product quality, brand image, online customer reviews, trust, digital promotions, influencer marketing, and halal lifestyle. The research could also be expanded to include respondents from public universities and different regions to obtain a more comprehensive picture of consumer behavior for halal skincare products in Indonesia.

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