



**Effect Of Price, Sales Promotion And Halal Awareness Of Skin Care Product Purchase
Decisions (Case Study On Shopee App Users In Jakarta)**

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Abstract:

Indonesia is the country with the largest Muslim population in the world that will continue to grow and the country with the second largest consumption of cosmetics after India. Like the growing Muslim population, awareness of the use of halal products is also increasingly growing. This article aims to analyze the influence of price, sales promotion and halal awareness of purchasing decisions especially on halal cosmetic products. This research is quantitative research and *cross sectional* research with the period September 2020 - December 2020. A total of 124 respondents used the Bernoulli Formula. Primary data collection methods use questionnaires and analyzed using (SPSS) version 25, while secondary data is in the form of library studies. The results of this study are price, sales promotion and halal awareness partially and together affect the decision to buy skin care products in Shopee, meaning that if the price, promotion of sales and halal awareness increases, it will increase the purchase decision of skin care products in Shopee application.

Keywords: *Price; Sales Promotion; Halal Awareness; Skin Care*

INTRODUCTION

Indonesia is the country with the largest Muslim population in the world. Based on data obtained from *Global Religious Future* 2018, in 2010 Indonesia had a Muslim population reaching 209.12 million residents or about 87% of the total population. Then in 2020, it is estimated that the Muslim population in Indonesia will reach 229.62 million people. Furthermore, the country with the second largest Muslim population is India with a population of 176.2 million people and the third is Pakistan with 167.41 million inhabitants. With this data, the halal industry in Indonesia still has great potential (Kusnandar & Widowati, 2018).

As the Muslim population continues to grow, awareness of the use of halal products is also growing. This is because, Muslims believe that consuming halal products can be a blessing and provide health to those who use them. Consciousness is a belief that becomes one of the factors used in deciding a decision (Genoveva & Utami, 2020). The concept of halal products began to be widely discussed and considered to be a standard of a product. Halal products are used as standards or references for quality assurance, health, hygiene and safety of what is consumed. Not only Muslim consumers, other religious consumers also began to make halal products into the standard of products to be consumed (Pramintasari & Fatmawati, 2017).

To respond to the potential and demand of the large Sharia market in Indonesia, Shopee at the beginning of the fourth quarter of 2019 launched a special feature called Shopee Barokah. This feature is a special feature that provides Shariah products and services (IndoTelko, 2019). Shariah products such as Muslim clothing, beauty and health, food and drink, as well as books and worship equipment. Furthermore, Sharia services such as zakat and donations, reminders of prayer schedules and payment of barokah are free from the element of riba (Ubaidillah, 2020). Shopee Indonesia Director, Handhika Jahja said "Shopee Barokah is a manifestation of Shopee's commitment to continue to innovate as a one-stop solution in meeting the needs of the Muslim market in Indonesia. By presenting special features that include various Shariah products and services, we hope this can be one form of utilizing e-commerce channels to support sharia economic growth in accordance with the government's agenda, "(IndoTelko, 2019).

Currently shopping through e-commerce has become the lifestyle of people in Indonesia. Indonesia has great economic potential, it can be seen from the number of halal products that are sold by small, medium, to *e-commerce* businesses. But with the potential and demand of the Sharia market, halal products still have not flooded the e-commerce market in Indonesia (Intan & Damhuri, 2019).

Indonesia has the second largest consumption of cosmetics after India. In addition, Indonesia is ranked 5th out of the 10 highest countries in the Global Islamic Economic Indicator Ranking (Dinar Standard, 2020). The increase was affected by several sectors including halal food, fashion, media and recreation, Muslim-friendly tourism, halal pharmacy, halal cosmetics and Islamic finance. The sector is expected to continue to have growth of 5.5% - 6.8% until 2024 in the world.

The halal cosmetics industry is on the rise. This is supported by high demand due to the many consumers who realize the importance of using cosmetic products with halal content. By using halal cosmetic products, in addition to being used to beautify the skin with ingredients that are safe on the skin, it also makes consumers comfortable when using them. The demand for halal cosmetics comes also from non-Muslim communities, this is because halal labels have a presumption as a guarantee of the quality and safety of the products used (Fitriyah, 2020). Halal product information in Indonesia is marked by the existence of halal labels certified by the Indonesian Ulema Council's Food, Medicine and Cosmetic Assessment Institute (LPPOM MUI) in collaboration with the Ministry of Health and the Ministry of Religious Affairs (Genoveva & Utami, 2020). Furthermore, in Law No. 33 of 2014 Halal Product Guarantee, the government guarantees that products entered, circulated and traded in Indonesia must be halal certified (LPPOM MUI, 2020).

According to the Regulation of the Head of BPOM RI No. 19 of 2015 on the technical requirements of cosmetics, cosmetics are ingredients or preparations intended for use on the outside of the human body (epidermis, hair, nails, lips, and external genital organs), or teeth and mucous membranes of the mouth. Cosmetics have the function of cleaning, improving body odor, looking, changing appearance, protecting and maintaining the body to remain in good condition. Cosmetics that exist today, based on their function are divided into two types, namely cosmetics that have a function for treatment and for makeup. Cosmetics used as a

treatment are commonly known as *skincare*. *Skincare* itself consists of facial cleansers, toners, moisturizers, sunscreens, exfoliators, masks and essential oils (Nariza & Fitri, 2020). While cosmetics used for makeup are commonly known as makeup. Makeup itself consists of lipstick, powder, primer, blush and others.

Price becomes one of the determinants in purchasing decisions. Not infrequently consumers compare several products, one of which is from the price factor. Then according to Tjiptono in (Djunaidi, 2020), price has two main roles in the decision-making process in consumers, namely the "role of price allocation" and "the role of price information". The role of price allocation is the role of price as a way for consumers to get the highest benefits and quality based on consumer purchasing power. Thus consumers can compare similar products from various prices which are then adjusted to the purchasing power owned. Furthermore, the role of price information is a function of price in educating consumers based on factors contained in the product such as quality. Thus consumers can determine which products to buy in accordance with the quality contained in the product and want to be obtained by consumers.

Furthermore, price can be one of the measurements of consumer satisfaction. Consumer satisfaction is also related to the benefits and quality of the product and balanced with consumer satisfaction, so that if the price offered is balanced with the quality in the product, consumers will tend to be satisfied with the product. Thus, if a product has high benefits and quality but has a high price, consumers will be more willing to buy it. But if the quality and benefits of the product are not balanced with consumer satisfaction, even though the price of the product is affordable, consumers are less likely to buy it. Thus improper pricing will have an impact on the sale of a product is not maximal, decreased and reduced market share.

Research conducted by (Erdawati, 2020), states that prices affect purchasing decisions. This is due to the compatibility between price with ability and price with quality. Furthermore, research conducted by (Nasution et al., 2020), prices partially affect purchasing decisions. The better the price offered, there will be a great possibility for consumers to decide to buy the products offered.

In addition to price, sales promotion can also affect purchasing decisions. According to (Kotler & Armstrong, 2018), sales promotion is a short-term stimulus aimed at encouraging the sale or purchase of a product or service. Furthermore, sales promotion provides a reason for consumers to buy the product "right now". The advantages offered by the existence of sales promotions are the most desirable things by consumers. According to Andhy & Herieningsih in (Safitri & Patrikha, 2020), there are several promotional tools that can stimulate purchase action, including coupons, discounts, *cashback*, *flash sales*, free postage up to the prize draw. Based on research conducted by (Safitri & Patrikha, 2020), sales promotions separately affect purchasing decisions. With the promotion, of course, the price of products to be purchased by consumers becomes relatively cheaper, so that it causes satisfaction in consumers and can stimulate transactions quickly. Furthermore, research conducted by (Oktavania, 2019), sales promotions influence separately on purchasing decisions.

Purchasing decisions are decisions where consumers choose a brand to buy (Kotler & Armstrong, 2018). With the current pandemic many people have changing purchasing behaviors, where many consumers are more concerned with the value than the price of a product. Consumers will tend to buy goods that are considered important first such as basic needs and needs to maintain health, as well as rule out other needs. But based on data from (Kantar Indonesia, 2020) the current condition makes many consumers have a new lifestyle by trying a variety of new things, one of which is in self-care products that have an increase in new buyers by 18%. This is in line with the rules to stay at home making awareness to take care of yourself at home to increase (Anna, 2020).

Based on the above exposure to current pandemic conditions, people prefer to meet their needs through online platforms that certainly influence consumer purchasing decisions on a

product. The cosmetic industry in Indonesia as well as halal cosmetics are increasing and public awareness to take care of themselves at home is also increasing. Furthermore, price and sales promotion become one of the considerations of consumers in buying a product related to the quality and benefits of the product purchase

RESEARCH METHOD

This research is quantitative research and *cross sectional* research with the period September 2020 - December 2020. A total of 124 respondents used the Bernoulli Formula. Primary data collection methods use questionnaires and analyzed using (SPSS) version 25, while secondary data is in the form of library studies.

RESEARCH RESULTS

Research Instrument Test

1. Validity Test

The validity test in this study is a test used to prove that the instruments in this study can represent and can measure research concepts. Tests in this study used SPSS version 25. Statistical data analysis uses pearson product moment correlation technique to determine the validity of the instrument used. The validity test was conducted by researchers on 30 respondents and used a confidence level of 95%. Validity testing is done by comparing the calculated r with the r table. If r calculates the $> r$ of the table, then the question item is declared valid. In this study, the table was 0.361.

Table 1 Tests the Validity of Variable Prices

Variable	Indicator Code	Pearson Correlation	r -table	Result
Price	P ₁	0.777	0.1764	Valid
	P ₂	0.625	0.1764	Valid
	P ₃	0.779	0.1764	Valid
	P ₄	0.805	0.1764	Valid

Based on the results of the validity test of the table instrument above states that the instrument in variable X1 i.e. Price has a result of r calculated $> r$ table (0.1764). So it can be concluded that the instrument in the Price variable is valid and can be used in the process of research data.

Table 2 Tests the Validity of Sales Promotion Variables

Variable	Indicator Code	Pearson Correlation	r -table	Result
Sales Promotion	SP ₁	0.770	0.1764	Valid
	SP ₂	0.640	0.1764	Valid
	SP ₃	0.793	0.1764	Valid
	SP ₄	0.773	0.1764	Valid
	SP ₅	0.790	0.1764	Valid

Based on the results of the instrument validity test of 124 respondents in the table above, it can be proven that all instruments in variable X2 i.e. Sales Promotion have a result of r calculated $> r$ table (0.1764). So it can be concluded that the instruments in the Sales Promotion variable are valid and can be used in the process of research data.

Table 3 Tests the Validity of Halal Awareness Variables

Variable	Indicator Code	Pearson Correlation	r-table	Result
Halal Awareness	HA ₁	0.834	0.1764	Valid
	HA ₂	0.679	0.1764	Valid
	HA ₃	0.902	0.1764	Valid
	HA ₄	0.882	0.1764	Valid
	HA ₅	0.811	0.1764	Valid

Based on the results of the instrument validity test of 124 respondents in the table above, it can be proven that all instruments in variable X3 i.e. Halal Awareness have a result of calculating $> r$ table (0.1764). So it can be concluded that the instruments in the Halal Awareness variable are valid and can be used in the process of research data.

Table 4 Tests the Validity of Purchasing Decision Variables

Variable	Indicator Code	Pearson Correlation	r-table	Result
Buying Decision	BD ₁	0.430	0.1764	Valid
	BD ₂	0.469	0.1764	Valid
	BD ₃	0.641	0.1764	Valid
	BD ₄	0.658	0.1764	Valid
	BD ₅	0.701	0.1764	Valid
	BD ₆	0.775	0.1764	Valid
	BD ₇	0.705	0.1764	Valid
	BD ₈	0.711	0.1764	Valid
	BD ₉	0.713	0.1764	Valid

Based on the results of the instrument validity test of 124 respondents in the table above, it can be proven that all instruments in variable Y i.e. Purchasing Decision have a result of calculating the $> r$ table (0.1764). So it can be concluded that the instruments in the Purchase Decision variable are valid and can be used in the process of research data.

Reliability Test

The reliability test in this study used *Cronbach's Alpha* method using SPSS version 25 software. This method provides an ideal lower limit value for variable instruments of more than 0.6 (Sujarweni, 2019). The value of a variable instrument that is above or equal to the lower limit is declared reliable, conversely if the value is below the lower limit then the variable instrument is declared not reliable.

Table 5 Intrument Reliability Test

Variable	Indicator Code	Cronbach's Alpha	Result
P	4	0.739	Reliable
PS	5	0.808	Reliable
HA	5	0.880	Reliable
BD	9	0.817	Reliable

Variable	Amount of Question	Cronbach's Alpha	Result
H, PP, KH KP	23	0.900	Reliable

Based on tabel 5, each variable has a *Cronbach's Alpha* value greater than 0.6 and the overall variable is greater than 0.6. It can therefore be concluded that price variables, sales promotion, halal awareness and purchasing decisions are reliable and can be used in the process of research data.

Descriptive Statistics

Descriptive statistics are statistical values that can be used to analyze data by describing or describing data that has been collected as is, without intending to make conclusions that apply to the public or generalization. Discussion can be done by looking at data in the form of sample number, minimum value, maximum value, average value, and standard deviation on each indicator (Sugiyono, 2019). Furthermore, in descriptive statistical assessment, we can see the tendency of respondents in the statements submitted. Such tendencies can be respondents strongly disagree, disagree, neutral, agree and strongly agree. This can be observed through the *mean score*. If the value goes in the direction of 5 then it means that the respondent increasingly agrees with the statement, and vice versa if the value goes in the direction of 1 means that the respondent increasingly disagrees with the statement.

Table 6 Variable of Price

Indicato r	N	Minimu m	Maximu m	Mean	Std. Deviation
P ₁	124	3	5	4.01	0.681
P ₂	124	3	5	4.41	0.570
P ₃	124	2	5	4.17	0.783
P ₄	124	3	5	3.98	0.727

Table 7 Variable of Sales Promotion

Indicator	N	Minimu m	Maximu m	Mean	Std. Deviation
SP ₁	124	1	5	4.28	0.933
SP ₂	124	2	5	4.30	0.721
SP ₃	124	2	5	3.81	0.880
SP ₄	124	2	5	3.91	0.937
SP ₅	124	1	5	3.91	1.126

Table 8 Variable of Halal Awarness

Indicator	N	Minimu m	Maximu m	Mean	Std. Deviation
HA ₁	124	1	5	4.29	0.909
HA ₂	124	3	5	4.57	0.652
HA ₃	124	1	5	4.00	1.052
HA ₄	124	1	5	3.84	1.107
HA ₅	124	2	5	4.27	0.818

Table 9 Variable of Buying Decision

Indicator	N	Minimu m	Maximu m	Mean	Std. Deviation
BD ₁	124	1	5	4.0565	0.96527
BD ₂	124	1	5	4.1694	0.91706
BD ₃	124	2	5	4.2581	0.74212
BD ₄	124	1	5	4.3145	0.89594

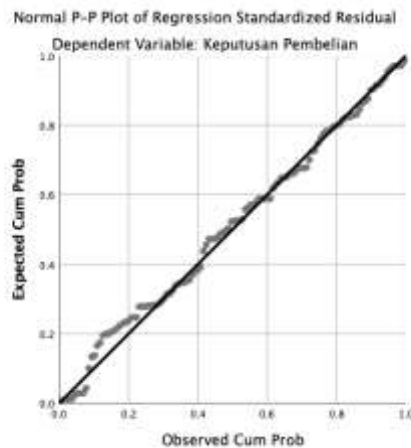
BD ₅	124	1	5	4.2984	0.98756
BD ₆	124	1	5	4.0484	1.05040
BD ₇	124	1	5	4.2984	0.80627
BD ₈	124	2	5	4.2419	0.72550
BD ₉	124	2	5	4.2016	0.77543

Classic Assumption Test

1. Normality Test

The normality test is one of the classic set of assumption tests performed before regression testing. The normality test was conducted to see the distribution of data in this study, whether the data had been distributed normally or otherwise not distributed normally.

Graph 1 P-P Plot Variable Buying Decision



The graph describes the results of the normality test on substructures with dependent variables being variable Y or Purchasing Decisions. Based on figure 4.1, the distribution of the circle as a whole is so close to the line that it forms a diagonal pattern. This explains that the dissemination of data carried out by researchers to respondents has been distributed normally. Thus the classical assumption of normality in this study has been fulfilled.

2. Kolmogorov-Smirnov Non-Parametric Statistical Test (K-S)

The normality test statistically uses the Kolmogorov-Smirnov (K-S) non-parametric statistical test. The error rate used is 5% ($\alpha = 0.05$). The K-S test can be done under the following conditions:

Table 10 Non-Parametric Analysis Test Sample K-S Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		124
Normal Parameters ^{a,b}	Mean	-.0309065
	Std. Deviation	3.47950266
Most Extreme Differences	Absolute	.064
	Positive	.046
	Negative	-.064
Test Statistic		.064
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the results of the normality test with the Kolmogorov-Smirnov Non-Parametric Analysis in figure 4.2, explaining the value of Asymp. The sig of the equation

is 0.200. The result is greater than 0.05, so it can be concluded that the data has been distributed normally.

3. Multicollinearity Test

The multicollinearity test is a test used to see if there is a perfect correlation between free variables in existing regression models. Regression models are said to be good if there is no perfect correlation between free variables. The multicollinearity test in this study was calculated using SPSS software so as to produce *tolerance* and *variance inflation factor* or VIF. Decision-making on the multicollinearity test in this study was to look at the values of *tolerance* and VIF. The *tolerance* value should be greater than 0.10 (> 0.10) and the VIF value should be smaller than 10.00.

Table 11 Multicollinearity Test of Purchasing Decision Variable Regression Model

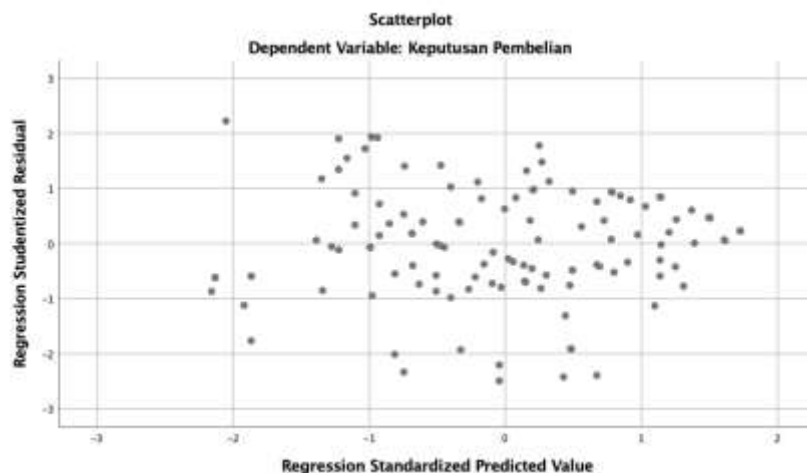
Type	Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Tolerance	VIF
1 (Constant)	8.610	2.814			
Price	0.413	0.194	0.170	0.619	1.615
Sales Promotion	0.657	0.114	0.454	0.629	1.591
Halal Awareness	0.437	0.087	0.328	0.932	1.073

Based on the table above price variables, sales promotion and halal awareness have a calculation of tolerance values greater than 0.10 and a VIF value smaller than 10.00. It explains that the three independent variables (free) in this study are free from multicollinearity, so that each independent variable (free) is not correlated with each other.

4. Heteroskedasticity Test

The heteroskedasticity test aims to test whether in regression models there is a variational inequality from residual one observation to another observation. An accurate regression model is that heteroskedasticity should occur. The heteroskedasticity test in this study used *scatterplot* charts and used *glejser* tests using SPSS software. Decision making in heteroskedasticity tests with *scatterplot* charts is as follows,

Graph 2 Graph Scatterplot Heteroskedasticity Variable Purchasing Decisions



Scatterplot graph results in heteroskedasticity test results on regression with dependent variables namely Purchasing Decisions. It can be observed that the data spreads between the number 0 on the y-axis horizontally or vertically. Then the dots do not form a particular pattern such as wavy, spreading and narrowing. The regression model has nothing in common between its variance and residual so the assumptions about heteroskedasticity in this study have been fulfilled i.e. free from heteroskedasticity.

Table 12 Test heteroskedastisity Glejser Variable Purchasing Decision

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.817	1.679		4.059	0.000
Price	-0.058	0.116	-0.056	-0.500	0.618
Sale Promotion	-0.129	0.068	-0.210	-1.888	0.061
Halal Awareness	-0.025	0.052	-0.044	-0.485	0.628

The data is said to occur heteroskedasticity in the glejser test when the significance value is more than 0.05. Based on the results of heteroskedasticity test using glejser test, showing the value of price variable significance, sales promotion and halal awareness each 0.618; 0.061; 0.628 has a value of more than 0.05 (sig > 0.05). Therefore, it can be concluded in this study that heteroskedasticity does not occur.

Linearity Test

Linearity tests are performed to find out the relationship between independent variables (free) and dependent variables (bound) linear or not. A data can be said to have a linear relationship if the value is sig. *Deviation from Linearity* is more than 0.05 (sig. *deviation from linearity* > 0.05). Test linearity in this study using SPSS software.

Table 13 Linearity Test Results

Between Groups	Sig.		
	(Combined)	Linearity	Deviation from Linearity
Buying Decision *	Price	0,000	0,182
	Sales Promotion	0,000	0,211
	Halal Awareness	0,000	0,091

Based on table 13, obtained a value of significance on *Linearity* from price variables, sales promotion, and halal awareness of 0.000 which is less than 0.05. Next on *Deviation from Linearity* on price variables, sales promotion and halal awareness of 0.182; 0.211; and 0.091 is more than 0.05. Therefore it can be concluded that between price variables and purchasing decisions there is a linear relationship. Furthermore, in the variable of sales promotion with purchasing decisions there is a linear relationship. Then on the halal awareness variable with purchasing decisions there is a linear relationship. Based on this exposure linearity is fulfilled.

Partial Correlation Coefficient Analysis

Partial correlation coefficient analysis is done to determine the relationships in a linear way between variables that are normally distributed. The relationship between the two variables can be both positive and negative. Then the basis of decision making in the correlation coefficient test as follows,

- If the significance value < 0.05, then there is a correlation
- If the significance value > 0.05, there is no correlation.

Table 14 Partial Correlation Coefficient Test

Type	Buying Decision		
	<i>Pearson Correlation</i>	<i>Sig. (2-tailed)</i>	N
Price	0.526	0.000	124
Sales Promotion	0.627	0.000	124
Halal Awareness	0.467	0.000	124

According to (Sugiyono 2019) the basis for determining the relationship criteria of the correlation coefficient value is as follows,

- Coefficient value 0.000-0.199: Very low.
- Coefficient value 0.200-0.399: Low.
- Coefficient value 0.400-0.599: Medium.
- Coefficient value 0.600-0.799: Strong.
- Coefficient value 0.800-1.000: Very strong.

Based on the table above shows the significance values of the three independent variables with dependent variables $0.000 < 0.05$ which means there is a correlation between independent variables and dependent variables. Then the coefficient values of the three independent variables are described as follows,

- The coefficient value of the price variable is 0.526. The value is in the range of "0.400-0.599" and has a positive value. Therefore, the level of relationship between price and purchase decision is positive and moderate.
- The variable coefficient value of the sales promotion is 0.627. The value is in the range of "0.600-0.799" and has a positive value. Therefore, the level of relationship between sales promotion and purchasing decisions is positive and strong.
- The coefficient value of halal awareness variable is 0.467. The value is in the range of "0.400-0.599" and has a positive value. Therefore, the level of relationship between halal awareness and purchasing decisions is positive and moderate.

Based on the exposure it can be concluded that the variables X1, X2, X3 and Y are partially interconnected positively and significantly.

Analysis of coefficients of determination.

The coefficient of determination is a test that is done to determine the influence of several independent variables together on dependent variables. In this test, the coefficient of determination is derived from the value *R Square* which is the result of the square of the value R. The *adjusted* value of *R Square* describes the amount of contribution given by the independent variable to the dependent variable.

Table 15 Coefficient of Determination

Type	R	<i>R. Square</i>	<i>Adjusted R. Square</i>	Std. Error of the Estimate	<i>Sig. F Change</i>
1	0.726	0.527	0.516	3.517	0.000

The value R is a correlation coefficient that describes the degree of relationship between an independent variable and a dependent variable. The basis for determining the relationship criteria according to (Sugiyono 2019) of the correlation coefficient value is as follows,

- Coefficient value 0.000-0.199: Very low.
- Coefficient value 0.200-0.399: Low.
- Coefficient value 0.400-0.599: Medium.
- Coefficient value 0.600-0.799: Strong.
- Coefficient value 0.800-1.000: Very strong.

Based on table 15, the R value in this study is 0.726. The value is in the range of "0.600-0.799" and has a positive value. Based on this explanation, it can be concluded that there is a strong and positive relationship between price variables (X1), sales promotion (X2), and halal awareness (X3) of purchasing decisions (Y).

- a. The R square value in this study was 0.527.
- b. *Adjusted R square* is the value of R square that is calculated by adjusting the standard potential error of each question so that the magnitude of the value is slightly changed to 0.516. So that it can be known the diversity of independent variables consisting of price, sales promotion and halal awareness can explain the diversity of dependent variables i.e. purchasing decisions of 51.6%. Next is 48.4% was explained by variables not studied in the study.
- c. *Standard error of estimate* is the approximate value of shifting data value in research. The *standard error of estimate* value in this study is 3.517, which means the value of research data has the potential to shift either increase or decrease by 3.517.

Hypothesis Test

1. Simultaneous Significance Test (Test F)

The F test is a test used to determine how independent variables influence together on dependent variables. The F test in this study was conducted by comparing the results of F-calculated values with F-tables. Such tests are used to determine accepted and rejected hypotheses. The F-table is known to be 2.68. Furthermore, the test criteria in test F are as follows

- If the F-count value < F-table, then Ho is accepted.
- If the F-count value > F-table, then Ho is rejected.

The hypotheses of the F test in this study are as follows,

H_0 0 (price, sales promotion and halal awareness together have no significant effect on purchasing decisions) $\beta_1 \neq \beta_2 \neq \beta_3 \neq$

H_a 0 (price, sales promotion and halal awareness together have a significant effect on purchasing decisions) $\beta_1 = \beta_2 = \beta_3 =$

Table 16 ANOVA with an F value and significance

Type	F	Sig.
<i>Regression</i>	44.640	0.000

Based on table 16, an F-count value of 44.640 with significance 0.000. F-count of 44.640 > F-table 2.68 and significance 0.000 < 0.05, interpreting that Ho was rejected and Ha accepted. This means that price, sales promotion and halal awareness together have a positive and significant influence on purchasing decisions.

2. Individual Parameter Significance Test (Test t)

The t test is a test performed to determine the effect between independent variables on partially dependent variables. The t test is done by comparing t-count with t-table. The test is done to determine the accepted and rejected hypothesis. t-table is known to be 1.65765. Next test criteria on test t as follows

- If the t-count value < t-table, then Ho is accepted.
- If the t-count value > t-table, then Ho is rejected.

The hypotheses of the t test in this study are as follows,

1. Price Variables to Purchasing Decisions

$H_{01} : \beta_1 \leq 0$ (price has no significant effect on purchasing decisions)

- $Ha_1 : > 0$ (price positively and significantly affects purchasing decisions) β_1
2. Sales Promotion Variables to Purchasing Decisions
 $Ho_2: \beta_2 \leq 0$ (sales pitches have no significant effect on purchasing decisions)
 $Ha_2 > 0$ (sales promotions positively and significantly affect purchasing decisions) β_2
3. Variables of Halal Awareness of Purchasing Decisions
 $Ho_3 : \beta_3 \leq 0$ (halal awareness has no significant effect on purchasing decisions)
 $Ha_3 : > 0$ (halal awareness positively and significantly affects purchasing decisions)
 β_3

Table 17 Test Results t

Type	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	<i>Std. Error</i>			
		Beta			
1 <i>(Constant)</i>	8.610	2.814		3.06	0.003
Price	0.413	0.194	0.170	2.130	0.035
Sales Promotion	0.657	0.114	0.454	5.736	0.000
Halal Awareness	0.437	0.087	0.328	5.044	0.000

The regression equation obtained is (Consumer Purchasing Decision) = $\hat{Y}8.610 + 0.413 X1$ (Price) + $0.657 X2$ (Sales Promotion) + $0.437 X3$ (Halal Awareness).

- Based on table 17, the results can be concluded as follows,
- In the price variable, the regression coefficient is obtained is 0.413. The direction is positive means that there is a direct relationship between the purchase decision and the price. If the price increases by 1% then the purchase decision will increase by 0.413%, and vice versa. Then the t-count value is 2.130 with significance 0.035. t-count by $2.130 > t\text{-table } 1.65765$ and significance $0.035 < 0.05$, interpreting that H_0 was rejected and H_a accepted. This means that price has a positive and significant influence on purchasing decisions.
- In the sales promotion variable, the regression coefficient is obtained is 0.657. The direction is positive means that there is a direct relationship between the purchase decision and the price. If the sales pitch increases by 1% then the purchase decision will increase by 0.657%, and vice versa. Then the t-count value is 5.736 with significance 0.000. t-count by $5.736 > t\text{-table } 1.65765$ and significance $0.000 < 0.05$, interpreting that H_0 was rejected and H_a accepted. This means that sales promotion has a positive and significant influence on purchasing decisions.
- In the halal consciousness variable, the regression coefficient is obtained is 0.437. The direction is positive means that there is a direct relationship between purchasing decisions and halal awareness. If halal awareness increases by 1% then the purchase decision will increase by 0.437%, and vice versa. Then the t-count value is 5.044 with significance 0.000. t-count by $5.044 > t\text{-table } 1.65765$ and significance $0.000 < 0.05$, interpreting that H_0 was rejected and H_a accepted. This means that halal awareness has a positive and significant influence on purchasing decisions.

Multiple linear regression analysis.

The regression coefficient value on independent variables (free) describes if the independent variable (free) rises by one-unit and the value of other independent variables (free) is considered constant or equal to zero, then the dependent value is considered to be able to rise or fall in line with the regression coefficient value of the independent variable. Based on the results of calculations, regression equations are obtained as follows:

$$\hat{Y} = 8,610 + 0.413 X1 + 0.657 X2 + 0.437 X3$$

With the following description,

- Y: Purchase Decision
- X1: Price
- X2: Sales Promotion
- X3: Halal Awareness

Based on the regression equation, the constant value of 8 is obtained. 610 which means, if the purchase decision is influenced by all three independent variables (price, sales promotion, halal awareness) then the average magnitude of the purchase decision is 8%. 610. next.

- a. Variable regression coefficient X1 i.e. price has a positive value which means between price and purchase decision has a unidirectional relationship. Furthermore, the regression coefficient value is 0.413 which means for every price increase of 1% then the purchase decision will increase by 0.413% with variable sales promotion and halal awareness is considered constant.
- b. Variable regression coefficient X2 i.e. sales promotion has a positive value that means between the sales promotion and the purchase decision has a unidirectional relationship. Furthermore, the regression coefficient value is 0.657 which means for every sales promotion increase of 1% then the purchase decision will increase by 0.657% with variable price and halal awareness is considered constant.
- c. Variable regression coefficient X3 i.e. halal awareness has a positive value that means between price and purchase decision has a unidirectional relationship. Furthermore, the regression coefficient value is 0.437 which means for every increase in halal awareness by 1% then the purchase decision will increase by 0.437% with variable prices and sales promotions is considered constant.

Summary of Research Results

The summary results of the results of the hypothesis test above are concluded into a table as follows:

Table 18 Summary of Hypothesis Test Results

	Hypothesis	Result
H1	Price has a positive and significant effect on purchasing decisions.	Ho Rejected
H2	Sales Promotion has a positive and significant effect on purchasing decisions.	Ho Rejected
H3	Halal awareness has a positive and significant effect on purchasing decisions.	Ho Rejected
H4	Price, Sales Promotion and Halal Awareness together have a significant effect on purchasing decisions.	Ho Rejected

Discussion of Hypothesis Test Results

Based on the summary of hypothesis tests contained in table 4.25, the four hypotheses are accepted and will be explained as follows:

1. Effect of price on purchasing decisions.

Referring to the results of hypothesis tests that have been obtained, it is known that the price has a positive and significant effect on the decision to purchase skin care products (*skincare*) in Shopee users. This is supported by a correlation coefficient value of 0.526 which means that price has a moderate correlation to purchasing decisions. Furthermore, in the test t obtained the results of regression coefficients, significance and

t-count. Regression coefficient of 0.413 and positive, meaning that if the price increases by 1%, then the purchase decision will increase by 0.413% and vice versa. Significance value obtained 0.035 which is smaller (<) than 0.05 and t-count by 2.130 is greater (>) than t-table 1.65765.

Table 19 Results of Price Open Questions

Question	Choice	Number of respondents	Percentage of Respondents (%)
Range of skincare prices purchased at Shopee?	< Rp. 50,000	4	3%
	Rp. 50,000 - Rp. 150,000	53	43%
	Rp. 150,000 - Rp. 250,000	44	35%
	> Rp. 250,000	23	19%
	Total	124	100%

Furthermore, based on the results of respondents obtained, the price range of *skincare* purchased by the largest consumer is Rp. 50,000 to Rp. 150,000 with a gain of 43%, while for the range of < Rp. 50,000 is the lowest gain. This research is in line with the results of research conducted by (Puspitasari, 2019) and (Nasution et al., 2020), the better the price offered by the company, the more likely consumers will make a purchase decision on Shopee. Furthermore, in (Erdawati, 2020) price is one of the main components that can influence purchasing decisions.

2. Effect of Sales Promotion on Purchasing Decisions.

Referring to the results of hypothesis tests that have been obtained, it is known that sales promotions have a positive and significant effect on the decision to purchase skin care products (*skincare*) in Shopee users. This is supported by a correlation coefficient value of 0.627 which means that sales promotion has a strong correlation to purchasing decisions. Furthermore, in the test t obtained the results of regression coefficients, significance and t-count. Regression coefficient of 0.657 is unidirectional and positive, meaning that if the sales pitch increases by 1%, then the purchase decision will increase by 0.657% and vice versa. The value of significance is obtained 0.000 which is smaller (<) than 0.05 and t-count by 5.736 is greater (>) than t-table 1.65765.

Table 20 Results of Open Sales Promotion Questions

Question	Choice	Number of respondents	Percentage of Respondents (%)
Interesting promotions at Shopee	Free Ongkir	60	48%
	Voucher	12	10%
	FlashSale	39	31%
	Cashback	9	7%
	Other	4	3%
Total		124	100%

Furthermore, based on the results of respondents obtained, free ongkir is the most desirable sales promotion by Shopee users with a gain of 48% while for promotions that get the lowest results are other promotions that are not mentioned in the questionnaire which include price reduction discounts and product discounts. This research is in line with the results of research conducted by (Oktavania, 2019) and

(Safitri & Patrikha, 2020) where sales promotion is an important part of marketing strategies that attract buyers to decide to buy.

3. The Effect of Halal Awareness on Purchasing Decisions.

Referring to the results of hypothesis tests that have been obtained, it is known that halal awareness has a positive and significant effect on the decision to purchase skin care products (*skincare*) in Shopee users. This is supported by a correlation coefficient value of 0.467 which means that sales pitches have a moderate correlation to purchasing decisions. Furthermore, in the test t obtained the results of regression coefficients, significance and t-count. Regression coefficient of 0.437 is unidirectional and positive, meaning that if halal awareness increases by 1%, then the purchase decision will increase by 0.437% and vice versa. Significance value obtained 0.000 which is smaller (<) than 0.05 and t-count by 5.044 is greater (>) than t-table 1.65765.

Table 21 Results of Open Questions of Halal Awareness

Question	Choice	Number of respondents	Percentage of Respondents (%)
Know the brand of skincare purchased halal	Yes	71	57%
	Not	53	43%
	Total	124	100%

Furthermore, based on the results of respondents obtained, as many as 57% of respondents know the *skincare* brand purchased at Shopee is halal *skincare* while as many as 43% do not know. Information about the page is obtained from advertisements, halal logos and halal labels, reviews, product content, product sites, product descriptions, packaging, *sellers*, Instagram, LPPOM MUI web, MUI certificates, slogans, mouth-to-mouth, internet / *Google*, *Cruelty Free & Vegan sign*. This research is in line with the results of research conducted by (Genoveva & Utami, 2020) and (Hasan, 2016).

4. The influence of price, sales promotion and halal awareness together on purchasing decisions.

Referring to the results of hypothesis tests that have been obtained, it is known that the price, promotion of sales and halal awareness together have a positive and significant effect on the decision to purchase *skincare* products in Shopee users. This is supported by the data on the test f obtained significance values and f-count. The significance value is obtained 0.000 which is smaller (<) than 0.05 and F-count of 44,640 which is greater (>) than F-table 2.68. Furthermore, in the determination coefficient table where the correlation coefficient value denoted by R has a value of 0.726 which means that price, sales promotion and halal awareness have a strong correlation to purchasing decisions. Furthermore, in the coefficient of determination symbolized by R *square* obtained a value of 0.527 and an *adjusted value* of R square of 0.516 which explains that price, sales promotion and halal awareness contributed 51.6% to the purchase decision, while the remaining 48.4% was the influence of other variables not studied in the study.

CONCLUSION

Price, sales promotion and halal awareness partially and together affect the decision to purchase skin care products in Shopee, meaning that if the price, promotion of sales and halal awareness increases, it will increase the purchase decision of skin care products in Shopee plication.

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