Measuring halal cosmetics consumers among Indonesian women

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ARTICLE INFO	ABSTRACT
	This study aims to determine the effect of Halal Certification, Celebrity Endorser, and Price on Purchase Decisions of Halal Cosmetic Products through Brand Image as an Intervening Variable case study on Maybelline consumers in Salatiga City. The object of this research is consumers of Maybelline cosmetic products in Salatiga City, with a sample of 100 people using a convenience sampling technique. The analysis method in this study uses path analysis. The results of the T-test show that the Halal Certification and Celebrity Endorser variables do not affect Brand Image. In contrast, the Price variable positively and significantly affects Brand Image. Halal certification has a negative and significant effect on Purchase Decisions, and Celebrity endorsers and price have a positive and significant effect on Purchase Decisions. Path Analysis test results show that Brand Image cannot mediate the effect of Halal Certification and Celebrity Endorser on Purchase Decisions. In contrast, Brand Image can mediate the effect of Price on Purchase Decisions. **** Penelitian ini bertujuan untuk mengetahui pengaruh Sertifikasi Halal, *Celebrity Endorser*, dan Harga terhadap Keputusan Pembelian Produk Kosmetik Halal melalui *Brand Image* sebagai Variabel *Intervening* studi kasus pada konsumen Maybelline di Kota Salatiga. Objek dalam penelitian ini adalah konsumen produk kosmetik Maybelline di Kota Salatiga dengan jumlah sampel sebanyak 100 orang menggunakan teknik *convience sampling*. Metode analisis dalam penelitian ini menggunakan path analisis. Hasil uji T menunjukan bahwa variabel Sertifikasi Halal dan *Celebrity Endorser* tidak berpengaruh terhadap *Brand Image*, sedangkan variabel Harga berpengaruh positif dan signifikan terhadap *Brand Image*. Sertifikasi Halal berpengaruh negatif dan signifikan terhadap Keputusan Pembelian, *Celebrity Endorser* dan Harga berpengaruh positif dan signifikan terhadap Keputusan Pembelian. Hasil uji *Path Analysis* menunjukan bahwa *Brand Image* tidak mampu memediasi pengaruh Sertifikasi Halal dan *Celebrity Endorser* terhadap Kaputusan Pembelian, sedangkan *Brand Image* mampu memediasi pengaruh Harga terhadap Keputusan Pembelian.

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1. Introduction

Halal lifestyle has become part of a new trend in Indonesia in the last few years until now. According to the State of the Global Islamic Economy Report 2020-2021 data report, Indonesian Muslim consumers' total expenditure in the halal lifestyle sector and food reached 301.8 billion dollars in 2019. Consumer actions in making choices in the form of goods and services, of course, are preceded by a decision. Such as what products we will use, what quality we want to get, and the price charged for the product.

Internal and external factors can also encourage someone in determining a purchase decision, one of which is the brand image. A brand is attached to the product, and an image is a picture, assessment, or impression consumers build on a particular brand. A positive image of a particular brand will have an impact in the form of purchasing actions for that brand (Fatmaningrum, Susanto, & Fadhilah, 2020). Oktarini (2020) states that brand image significantly positively affects purchasing decisions. The different results are shown by Nasution, Limbong, & Ramadhan (2020) research that brand image does not affect purchasing decisions.

The halalness of the product itself can influence the process of determining purchasing decisions. The halalness of a product is the main factor that becomes a person's attention before making a purchase decision. According to Majelis Ulama Indonesia, halal certification is given based on the MUI's written halal fatwa regarding the halal nature of products issued by BPJPH. (http://www.halalmui.org). The development of product number that has been certified halal in Indonesia has increased every year, as shown in data Table 1.

Table 1. LPPOM MUI Halal Certification Data For 2012-2019

| Year | Halal Certification Data | | |
	Number of Companies	Number of Halal Certification	Number of Products
2012	5,829	6,157	32,890
2013	6,666	7,014	64,121
2014	10,180	10,322	68,576
2015	7,940	8,676	77,256
2016	6,564	7,392	114,264
2017	7,198	8,157	127,286
2018	11,249	17,398	204,222
2019	13,951	15,495	274, 796

Source: (https://www.halalmui.org)

Based on Table 1, from 2012 to 2019, the number of halal certifications in Indonesia fluctuated. In the last two years, the number of halal certifications has been at the highest position; this shows the increasing awareness of the importance of halal certification for a product. According to Nukha, Kurniati, & Hardati (2021), halal certification positively and significantly affects purchasing decisions. Meanwhile, according to Hasanah (2020), halal certification does not affect purchasing decisions.

A celebrity can influence consumers by purchasing a product and determining a brand. Celebrities become a good marketing strategy because they have popularity and have followers or fans. According to Nisa (2020), celebrity endorsers are one way to attract consumers by using artists to become advertisement stars for their products. Celebrity endorsers are the right choice for small or large-scale companies to market their products. Submission of these advertisements can be in print, electronic, and social media. According to Rahayu & Rulirianto (2020), finding the results

of celebrity endorsers positively affects purchasing decisions. Meanwhile, according to Febriani & Khairusy (2020), celebrity endorsements have a negative effect on purchasing decisions.

The halal factor and price play a role in the decision-making process. price is defined as the value of money exchanged for owning or consuming goods and services. The determination of the amount of the Price must be adjusted to the target market that a company wants to target, such as the upper middle class or lower middle class. According to Furqon (2020), the price must be in line with the quality of the product because consumers want to feel satisfaction for what they have paid. According to Sari, Rachman, Ronaldi, & Sanjaya (2020), Price has no significant positive effect on purchasing decisions. Meanwhile, according to Nukha et al. (2021), Price has no significant effect on purchasing decisions.

Cosmetics are a product that is considered in terms of halalness, advertising, and price before the purchase process. According to the Food and Drug Supervisory Agency, cosmetics are materials applied to the external body to give a clean, fragrant effect, change appearance, and maintain or care for the body (BPOM RI). Cosmetics that are registered with BPOM and have been certified halal are the Maybelline brand. Maybelline is a product from America that offers good quality at affordable prices to attract consumers in Indonesia.

Based on the description above, as well as based on phenomenal and still found differences in research results in the variables of halal certification, celebrity endorser, purchase decision prices, and brand image. Therefore, the researcher wants to explore the problem above with the title The Effect of Halal Certification, Celebrity Endorse, and Price on the Decision to Purchase Halal Cosmetic Products through Brand Image as an Intervening Variable.

2. Literature Review

Theory of Planned Behavior
The theory of planned behavior suggests that behavior is a function of information or beliefs relevant to behavior. The highlighted beliefs are considered the main determinants of the emergence of one's intentions and behavior. There are three types of factors that influence behavioral intentions such as attitudes toward behavior, subjective norms that adjust behavior, and look at behavioral control. In the development of this theory, favorable attitudes and supportive subjective norms motivate to engage in these behaviors. Still, concrete intentions to do so are formed only when they have strong enough behavioral control (Ajzen, 1991).

Halal Certification
Halal is a word that comes from the word halal, which means unrestricted. The meaning of word halal means having a relationship with the dangers of the world and the hereafter (Ilyas, 2017). The word halal in legal language means it is permissible or permissible in Islam, whether it is sunnah, makruh, or mubah. Halal certification is issued for products made from raw materials and fulfills the halal product process. The halal product process is a series of processes to ensure the product's halalness, including the provision of materials for the presentation of the product (http://www.halalmui.org). Proof that the product is halal certified can be seen from the inclusion of a halal logo on a product's packaging (Ashari, 2019).

Celebrity Endorser
Celebrity endorsers are screen stars, film actors, and athletes used to support certain trademarks (Shimp & Andrews, 2013). Celebrity endorser is a promotional strategy that uses artists and public figures as advertising models for a product on certain media, such as television, print, and social media. The use of celebrities as advertising stars is due to inherent attributes such as beauty, talent,

elegance, and attractiveness that will represent a particular product (Nisa, 2020). According to Shimp & Andrews (2013), celebrity endorsers have separate attributes:

a. Credibility is someone who can be trusted and survives as someone who knows best about the product and can convince others.
b. Attractiveness is an internal reference that is considered attractive to be seen as related to the concept of a group through physical attractiveness.
c. Power is a celebrity's ability to attract consumers to make a purchase.

Price

Price is the exchange of value from the buyer for goods or services from the seller (Peter & Olson, 2010). In general, price can be interpreted as the nominal amount of money that consumers pay to have the advantage of using a particular product and service (Kotler & Armstrong, 2008). According to Stanton (1998), there are four indicators to consider in choosing prices:

a. Price affordability, someone will pay for goods or services at a price that can be paid.
b. Price compatibility with quality, someone will compare the price paid with the quality of the product or service received by the consumer.
c. Price competitiveness, someone will compare the price of a product or service with other products.
d. Price compatibility with benefits, someone will compare the price that has been paid with the benefits after using a product or service.

Brand Image

Brand image can be interpreted as a memory that arises in memory when people think of a brand (Shimp & Andrews, 2013). These associations can be formed based on type, convenience, strength, and uniqueness. Generally, a brand is attached to a product, and an image is a consumer's picture of a brand. The brand image comprises one's understanding and belief in a brand (Nisa, 2020). According to Kotler & Armstrong (2008), there are three indicators of brand image:

a. Brand strength can be interpreted as how consumers remember a product or brand.
b. Brand uniqueness and brand strength can be interpreted as a difference that a brand highlights.
c. Brand advantage can be interpreted as something other brands do not own.

Purchase Decision

The purchase decision becomes the ultimate goal in consumers buying or not buying a product. The purchase decision is the purchase of a favorite brand. There are two factors between intention and purchase decision: the attitude factor of others and the unexpected situation factor (Kotler & Armstrong, 2008). According to Kotler & Armstrong (2008), in determining purchasing decisions, some stages must be passed, including:

a. Recognition of needs, a consumer finds out the problem of his needs.
b. Information search, collect a lot of information more thoroughly and conduct searches more actively.
c. Evaluation of alternatives the information obtained will evaluate alternative brands from several choices.
d. The purchase decision is the final determination of the brand to be chosen.
e. Post-purchase behavior takes action based on the level of satisfaction after making a purchase.

Effect of halal certification on brand image

Halal certification attached to food, medicine, or cosmetic packaging aims to provide confidence that the product is guaranteed to be halal (Madiawati & Pradana, 2016). Products circulating and traded in Indonesia must be halal certified (BPOM RI). Halal certification also

provides a separate image or image in the eyes of consumers, which will give the impression of security and comfort in consuming a product that will add to the brand's image. Research by Furqon (2020) proves that the variable halal certification positively and significantly influences brand image.

The influence of celebrity endorsers on brand image

Celebrity endorser is the use of celebrities or public figures in marketing a product. The selection of celebrities to be product advertisement stars must go through considerations such as the popularity and suitability of the celebrity with the product's character to be advertised. According to Rachmadi (2018), celebrity sponsorship emerged with social media such as Instagram. Celebrity sponsors often upload advertised products in the form of photos or videos. The selection of celebrity sponsors will indirectly provide an image that is attached to consumers for a product. Research by Febriani & Khairusy (2020) proves that the celebrity endorser variable positively and significantly affects brand image.

The effect of price on brand image

Price is an essential variable in marketing strategy related to revenue. However, the price will present its problems. The price paid by a consumer includes service and sales and benefits from that price (Erinawati & Syafarudin, 2021). Price is important for companies to determine profits from selling products or services (Brata, Husani, & Ali, 2017). The price variable will give the customer an impression of a particular product. Research by Febriani & Khairusy (2020) and Anggraini et al. (2020) proved that price positively and significantly influences brand image.

The effect of halal certification on purchasing decisions

Halal product certification is a statement regarding the halalness of a food product through a written fatwa issued by the inspection agency. *Halal certification* is a requirement that must be met in placing a halal label on product packaging (Fuad, 2010). Halal certification is a guarantee that Muslims may consume a product. Research by Fauzia, Pangestuti, & Bafadhal (2019) and Hayani (2019) shows that the variable halal certification is proven to have a positive and significant influence on purchasing decisions.

The influence of celebrity endorsers on purchasing decisions

According to Shimp & Andrews (2013), a celebrity endorser is an advertising star or supporter used to push a brand. The use of celebrities in marketing products may attract more customer attention because they are better known and liked by the general public, which is expected to be able to attract higher decisions (Madiawati & Pradana, 2016). Research conducted by Rauf, Kusdianto, & Gustiani (2021) and Zahra, Listyorini, & Pinem (2021) proves that celebrity endorsers have a positive and significant influence on purchasing decisions.

The effect of price on purchasing decisions

Price is the total exchange value of goods or services (Nurhayati, 2017). Price can be a determinant of market demand, influence the position of competition between companies, and affect a company's market share. Saladin (2007) states price is the number of monetary units the company bears to consumers in the goods or services sold. The price fixing process will influence consumers in determining a purchasing decision. Research by Amilia (2017) proves the price variable positively and significantly affects purchasing decisions.

The influence of brand image on purchasing decisions

According to Kotler & Keller (2012), brand image combines images and consumer beliefs about a brand that is expressed through associations in customer memory. Purchasing decisions are

largely influenced by the consumer's view or description of a product. The consumer's image of a brand will be the biggest driver in making purchasing decisions. Research by Fatmaningrum et al. (2020) proved that brand image positively and significantly influences purchasing decisions.

The effect of halal certification on purchasing decisions through brand image

A consumer's purchasing decision can be influenced by personal factors, namely beliefs (Kotler & Keller, 2012). This belief can be interpreted as the selection of halal-certified products. Brand image can arise, one of which is through the halal certification of products to be consumed. Evidence that a product has been certified halal can be seen from the inclusion of the halal logo and the certification number printed on the product packaging (Ashari, 2019). Furqon (2020) proves that halal certification positively and significantly influences purchasing decisions through brand image as an intervening variable.

The influence of celebrity endorsers on purchasing decisions through brand image

A celebrity endorser has attractiveness, courage, popularity, and power and tends to have followers who can lure consumers into buying products that impact increasing sales. The selection of celebrity supporters must also be adjusted to the product's character to be advertised, which will build a brand image for the product (Rauf et al., 2021). Research by Febriani & Khairusy (2020) proves that celebrity endorsers positively and significantly influence purchasing decisions through brand image as an intervening variable.

The effect of price on purchasing decisions through brand image

A consumer's purchasing decision can be influenced by personal factors, namely the economic situation (Kotler & Keller, 2012). The economic situation can be interpreted as the financial condition of a consumer. The economic situation influences consumers' purchasing decisions, namely through prices. The pricing process influences the determination of a purchasing decision. Research by Rosnita et al. (2021) proved that price has a positive and significant influence on purchasing decisions through brand image as an intervening variable.

Based on previous research and the theory that has been explained, the hypotheses developed include:

Table 2. Research Hypotheses

No.	Hypotheses
H1	Halal certification has a positive and significant effect on brand image
H2	Celebrity endorser has a positive and significant effect on brand image
H3	Price has a positive and significant effect on brand image
H4	Halal certification has a positive and significant effect on purchasing decisions.
H5	Celebrity endorser has a positive and significant effect on purchasing decisions.
H6	Price has a positive and significant effect on purchasing decisions
H7	Brand image has a positive and significant effect on purchasing decisions.
H8	Halal certification positively and significantly affects purchasing decisions through brand image as an intervening variable.
H9	Celebrity endorsers positively and significantly affect purchasing decisions through brand image as an intervening variable.
H10	Price positively and significantly affects purchasing decisions through brand image as an intervening variable.

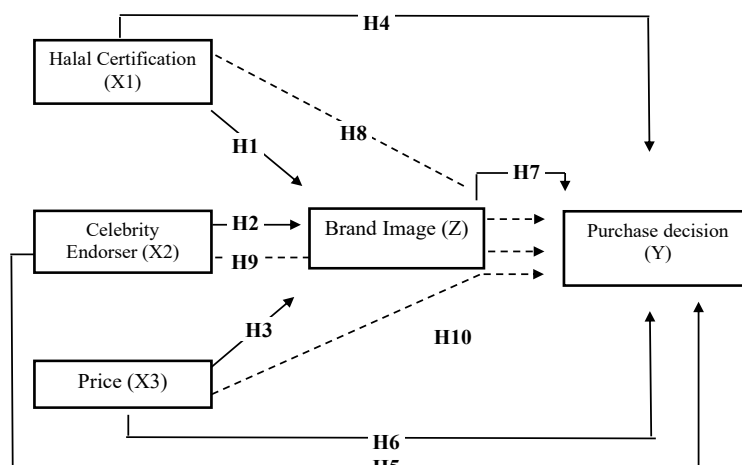Based on the hypothesis, the research model can be described as follows:

Figure 1. Conceptual Framework

3. Research Method

Based on the conceptual framework, then the data analysis method in this study uses a path analysis approach with an equation model:

Model 1 $Z = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$

Model 2 $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z + \varepsilon$

Information: Y = purchase decision, X_1 = halal certification, X_2 = celebrity endorser, X_3 = price, Z = brand image, $\beta_0 \beta_1 \beta_2 \beta_3 \beta_4$ = regression coefficient

The research location was in Salatiga City, namely consumers or users of Maybelline brand cosmetics, with the implementation time in July 2021. According to Wibisono (in Asnawi & Masyhuri, 2011), the number of populations is not identified, so taking the number of samples using the formula as follows:

$$n = \left(\frac{Z_{\alpha/2}\sigma}{\varepsilon}\right)^2$$

Information: n = number of samples, $Z_{\alpha/2}\sigma$ = normal distribution level at 5% sig level = 1.96%, $\alpha = 0.05$ then $Z_{0,05} = 1.96$, σ = standard deviation = 0.25, ε = margin of error = 0.05. From this formula, the number of samples used can be calculated as follows: the number obtained is 96.04, then rounding is done to 100 samples.

4. Result and Discussion

Validity and Reliability Test

A validity test is a tool that is tested on a questionnaire instrument made to measure the suitability, accuracy, and validity of a questionnaire instrument.

Table 3. Validity Test Results

Variable	Question Items	R Table	R Count	Valid
Halal Certification	X1.1	0,1966	0,863(**)	Yes
(X1)	X1.2		0,861(**)	Yes
	X1.3		0,783(**)	Yes
	X1.4		0,820(**)	Yes

Celebrity Endorser (X2)	X2.1	0,1966	0,861(**)	Yes
	X2.2		0,811(**)	Yes
	X2.3		0,731(**)	Yes
	X2.4		0,832(**)	Yes
	X2.5		0,804(**)	Yes
Price (X3)	X3.1	0,1966	0,710(**)	Yes
	X3.2		0,801(**)	Yes
	X3.3		0,754(**)	Yes
	X3.4		0,832(**)	Yes
Brand Image (Z)	Z1	0,1966	0,756(**)	Yes
	Z2		0,806(**)	Yes
	Z3		0,878(**)	Yes
Purchase Decision (Y)	Y1	0,1966	0,834(**)	Yes
	Y2		0,837(**)	Yes
	Y3		0,776(**)	Yes
	Y4		0,710(**)	Yes

Source: Primary data after processing, 2021

From Table 3, all the statement items used in the questionnaire are valid. These results were obtained from the arithmetic r test with the r table. The value of the r table with sig 0.05 through a 2-sided test and n = (100-2) is 0.1966. None of the statement items are replaced and can be used in all test models.

The reliability test is a test tool or measurement of the confidence of the questionnaire instrument through indicators to determine the accuracy of the measuring instrument and the level of consistency if repeated measurements are made at a certain period (Pradana, 2016).

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Reliable
Halal Certification (X1)	0,843	Yes
Celebrity Endorser (X2)	0,866	Yes
Price (X3)	0,760	Yes
Brand Image (Z)	0,744	Yes
Purchase Decision (Y)	0,799	Yes

Source: Primary data after processing, 2021

Table 4 shows the results of the reliability of each variable. Halal certification has a Cronbach's Alpha value of 0.843, celebrity endorser 0.866, price 0.760, brand image 0.744, and purchase decision 0.799. All variables used have a Cronbach's Alpha value of more than 0.60, meaning that all items are reliable.

Classical assumptions

A normality test determines that the selected sample can represent the population distribution. The principle of the normality test is to compare the distribution of the data obtained and the distribution of normal data.

Table 5. Normality Test Results Model 1

	Unstandardized Residual
Asymp. Sig. (2-tailed)	0,364

Source: Primary data after processing, 2021

Table 5 shows the results of the Kolmogorov-Smirnov One-sample test with a sig value of 0.364, which is greater than sig 0.05, meaning that the data is normally distributed. The test was carried out with the variables of halal certification, celebrity endorser, and price on brand image.

Table 6. Normality Test Results Model 2

	Unstandardized Residual
Asymp. Sig. (2-tailed)	0,456

Source: Primary data after processing, 2021

Table 6 shows the results of the Kolmogorov-Smirnov One-sample test with a sig value of 0.456. The value is greater than a sig value of 0.05, meaning the data is normally distributed. The test was carried out with the variables of halal certification, celebrity endorser, price, and brand image on purchasing decisions.

Multicollinearity can be detected through multiple correlation coefficients and compared with the correlation coefficients between independent variables. The multicollinearity test is used to determine the standard error estimation of the model error in the study.

Table 7 Multicollinearity Test Model 1

Model	Tolerance	VIF
Halal Certification (X1)	0,734	1,362
Celebrity Endorser (X2)	0,496	2,015
Price (X3)	0,499	2,005

Source: Primary data after processing, 2021

Table 7 shows the results of equation 1; the results of the halal certification variable (X1) have a tolerance value of 0.734, celebrity endorser (X2) 0.496, and Price (X3) 0.499. The tolerance value obtained has a value greater than 0.10. The VIF value in equation 1 finds the results of the halal certification variable (X1) having a VIF value of 1.362, celebrity endorser (X2) 2.015, and Price (X3) 2.005. The VIF value is around the number 1 - 10. According to the results of the tolerance value and the VIF value, it can be concluded that there is no multicollinearity symptom.

Table 8 Multicollinearity Test Model 2

Model	Tolerance	VIF
Halal Certification (X1)	0,734	1,362
Celebrity Endorser (X2)	0,496	2,015
Price (X3)	0,499	2,005
Brand Image (Z)	0,488	2,048

Source: Primary data after processing, 2021

Table 8 shows the results of the multicollinearity test of equation 2; the halal certification variable (X1) has a tolerance value of 0.734, celebrity endorser (X2) 0.481, Price (X3) 0.373, brand image (Z) 0.488. The tolerance value obtained has a value greater than 0.10. The VIF value in equation 2 shows that the halal certification variable (X1) has a VIF value of 1.362, celebrity endorser (X2) 2.080, Price (X3) 2.679, and brand image (Z) 2.048. The VIF value is around the number 1 - 10. Based on the results of the tolerance value and the VIF value, it can be concluded that there is no multicollinearity symptom.

Table 9 Heteroscedasticity Test Model 1

Model	Tolerance	VIF
Halal Certification (X1)	-0,349	0,728
Celebrity Endorser (X2)	-0,441	0,660
Price (X3)	-1,631	0,106

Source: Primary data after processing, 2021

Heteroscedasticity means that there is no similarity in the model. Heteroscedasticity gives an inefficient assessment impact on the regression model in small or large sample sizes.

Table 10 shows the results of the equation 1 heteroscedasticity test; the halal certification variable (X1) has a sig value of 0.728, celebrity endorser (X2) 0.660, and Price (X3) 0.106. Each variable has a sig value > 0.05, which means homoscedasticity.

Table 10. Heteroscedasticity Test Model 2

Model	Tolerance	VIF
Halal Certification (X1)	-0,348	0,728
Celebrity Endorser (X2)	-1,767	0,080
Price (X3)	0,144	0,886
Brand Image (Z)	0,777	0,439

Source: Primary data after processing, 2021

Table 10 shows the results of the heteroscedasticity test of equation 2, halal certification (X1) has a sig value of 0.728, celebrity endorser (X2) 0.080, Price (X3) 0.886, and brand image (Z) 0.439. Each variable has a value > 0.05, which means homoscedasticity. Based on equation 1 and equation 2, it can be concluded that there are no symptoms of heteroscedasticity.

R Square Test (coefficient of determination)

The R^2 test, or the coefficient of determination, determines how far the resulting regression line accuracy represents the group from the observed data.

Table 11. Result of R square

Model	R	Adjusted R Square
1	0,791	0,611

Source: Primary data after processing, 2021

Table 11 shows the results of the R^2 test with a correlation coefficient (R) of 0.791. It can be concluded there is a strong relationship between the independent variable and the dependent variable. The value of the coefficient of determination (Adjusted R Square) is 0.611, which means that the contribution of the independent variable affects the dependent variable with a percentage of 61.1%, and other variables outside this study influence the remaining 38.9%.

F Test

The F test is used to prove whether or not there is a simultaneous influence between the independent variables on the dependent variable (Bawono & Shina, 2018).

Table 12. F Test Results

Model	f	sig
Regression	39,824	0,000

Source: Primary data after processing, 2021

Table 12 shows the results of the calculated f value of 39.824 with a sig value of 0.000. because the value of 0.000 <0.05, it can be concluded that simultaneously the independent variables, namely brand image (Z), halal certification (X1), celebrity endorser (X2), and Price (X3), have a positive and significant effect on purchasing decisions (Y).

T-test

The T-test is used to prove whether or not there is a significant individual influence between the independent variables on the dependent variable (Bawono & Shina, 2018).

Table 13. T Test Results Model 1

Variable	t	sig
Halal Certification (X1)	0,181	0,857
Celebrity Endorser (X2)	1,751	0,083
Price (X3)	5,682	0,000

Source: Primary data after processing, 2021

a. The calculated t-test of the halal certification variable is 0.181 < t table 1.985, and the sig value is 0.857 > 0.05. It can be concluded that there is a rejection of hypothesis 1, meaning that the halal certification variable does not affect brand image.

b. The calculated t-test of the celebrity endorser variable is 1.751 < t table 1.985, and the sig value is 0.083 > 0.05. There is a rejection of hypothesis 2, meaning that the celebrity endorser variable does not affect brand image.

c. The t-test of the price variable is 5.682 > t table 1.985, and the sig value is 0.000 <0.05, then the hypothesis is accepted, meaning that the price variable has a positive and significant effect on brand image.

Table 14. T Test Results Model 2

Variable	t	sig
Halal Certification (X1)	-2,372	0,046
Celebrity Endorser (X2)	4,062	0,000
Price (X3)	3,177	0,002
Brand Image (Z)	3,121	0,002

Source: Primary data after processing, 2021

a. The calculated t-test of the halal certification variable is -2.022 < t table 1.985, and the sig value is 0.046 <0.05. Then there is a rejection of hypothesis 4, meaning that the halal certification variable negatively and significantly affects purchasing decisions.

b. The calculated t-test of the celebrity endorser variable is 4.062 > t table 1.985, and the sig value is 0.000 <0.05, then there is acceptance of hypothesis 5, meaning that the celebrity endorser variable has a positive and significant effect on purchasing decisions.

c. The t-test of the price variable is 3.117 > t table 1.985, and the sig value is 0.002 < 0.05, then there is acceptance of hypothesis 6, meaning that the price variable has a positive and significant effect on purchasing decisions.

d. The t-test of the brand image variable is 3.121 > t table 1.985, and the sig value is 0.002 < 0.05, then there is acceptance of hypothesis 7, meaning that the brand image variable has a positive and significant effect on purchasing decisions.

Sobel Test

Path analysis is a test method on intervening variables. Path analysis functions to form a pattern of linkages from three or more variables and cannot be used in rejecting the imaginary quality hypothesis (Ghozali, 2011).

Table 15. Summary of Coefficient and Standard Error

Variable	p2	p3	Sp2	Sp3	p2p3	Sp2p3
Halal Certification (X1)	0,012	0,404	0,068	0,086	0,00484	0,028
Celebrity Endorser (X2)	0,085	0,404	0,049	0,063	0,03434	0,020
Price (X3)	0,398	0,404	0,070	0,103	0,16079	0,050

Source: Primary data after processing, 2021

Table 16. Path Analysis - Sobel Test

Model	T table	T count
Halal Certification on Purchase Decision through Brand Image	1,985	0,173
Celebrity Endorser on Purchase Decision through Brand Image	1,985	1,717
Price on Purchase Decision through Brand Image	1,985	3,215

Source: Primary data after processing, 2021

a. The results of the t count show that the t arithmetic value is 0.17314 < t table 1.985. It can be concluded that brand image cannot mediate halal certification in purchasing decisions.
b. The results of the t count can be seen; the t value is 1.717 < t table 1.985; it can be concluded that brand image cannot mediate the influence of celebrity endorsers on purchasing decisions.
c. The results of the t-count above can be seen; the t-count value is 3.21584 > t-table 1.985; it can be concluded that brand image can mediate the influence of celebrity endorsers on purchasing decisions.

Discussions

Effect of Halal Certification on Brand Image

The test results of the halal certification variable t count have a value of 0.181 with a t table of 1.985, the table t value is greater than the calculated t, and the sig value of 0.857 is greater than 0.05, meaning that the halal certification variable does not affect the brand image.

In line with Hidayat (2018) research, explaining the results of halal certification does not affect *brand image*. This suggests that the halal certification listed on the product is not the reason respondents influence the *product's brand image*. Halal certification does not affect *the brand image* of respondents who use Maybelline products in Salatiga City with certain criteria. In this study, the variable of halal certification cannot be a factor that can affect the *brand image* of a product. According to Schiffman & Kanuk (2000), six factors affect the brand image: quality, being trusted or relied on, benefits, service, price, and the image of the product itself. In conclusion, there was a rejection of hypothesis 1 in this study, or there was no effect of halal certification on *brand image*.

Celebrity Endorser's Influence on Brand Image

Variabel *celebrity endorser* does not affect *brand image*. These results align with the research of Nur & Rahmidani (2020) and Handayani (2020), which explained that the *celebrity endorser* variable does not affect *brand image*. This gives the idea that *celebrity endorsers* carried out by a product or company cannot affect the *brand image* of respondents to a product. *Celebrity endorsers* do not affect *the brand image* of respondents who use Maybelline products in Salatiga City with certain criteria. In this study, the *celebrity endorser* variable cannot be a factor that can affect the *brand image* of a product. According to Schiffman & Kanuk (2000), seven factors affect the brand image: quality, being trusted or relied on, benefits, service, price, and the image of the product itself. In conclusion, there is a rejection of hypothesis 2 in this study, or there is no influence of *celebrity endorsers* on *brand image*.

The Effect of Price on Brand Image

Variable price positively affects and sig on *brand image. These* results are in line with Febriani & Khairusy (2020) research and Anggraini et al. (2020), which show results if price has a positive and significant effect on *brand image*. This gives the idea that the price of a product can affect the *brand image* of respondents to a product. With a positive and significant price, the *brand image* that is built will also be positive. According to Schiffman & Kunuk (2000), seven factors affect the

brand image: quality, being able to be trusted or relied on, benefits, service, price, and the image of the product itself. This theory supports the results of this study that price is a factor that affects *brand image.* The conclusion is that there is an acceptance of hypothesis three in this study, or there is an influence of price on brand *image.*

Effect of Halal Certification on Purchasing Decisions

Variabel halal certification negatively and significantly affects purchasing decisions. *These results a*lign with the research of Haryanti (2020) which explained that halal certification has a negative and significant effect on purchasing decisions. According to Kotler & Keller (2012), four main factors influence consumer purchasing behavior: cultural, social, personal, and psychological. The halal certification variable negatively and significantly influences respondents who use Maybelline products in Salatiga City with certain criteria. In conclusion, there was a rejection of hypothesis 4 in this study, or there was a negative and significant influence of halal certification on purchasing decisions.

Celebrity Endorser's Influence on Purchasing Decisions

Variabel *celebrity endorser* has a positive and significant effect on purchasing decisions. These results align with the research of Nisa (2020), which showed that the *celebrity endorser* variable had a positive and significant effect on purchasing decisions. These results show that the higher *the celebrity endorser*, the higher the product purchase decision. According to Kotler & Armstrong (2008), in determining purchasing decisions, some stages must be passed, including information search. The search for information can be in celebrity advertisements displayed in various media. Celebrities who advertise Maybelline products have proven to be able to influence consumers' purchasing decisions. The conclusion is that there is an acceptance of hypothesis 5 in this study, or there is a positive and significant influence of *celebrity endorsers* on purchasing decisions.

The Effect of Price on Purchasing Decisions

Price variable has a positive and significant effect on purchasing decisions. These results align with the research of Widodo & Wardani (2020) which explained that price has a positive and significant effect on purchasing decisions. These results show that the better the price, the higher the product purchase decision. According to Kotler & Armstrong (2008), in determining purchasing decisions, some stages must be passed, including social factors; this factor occurs from the social scope surrounding consumers, such as small groups, families, and the role and social status of consumers. Price is seen as a factor of consideration in determining purchasing decisions in a particular social status. The conclusion is that there is an acceptance of hypothesis 6 in this study, or there is a positive and significant influence of price on purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

Variabel *brand image* has a positive and significant effect on purchasing decisions. These results are in line with the research of Fatmaningrum et al. (2020), which show that *brand image* variables have a positive and significant effect on purchasing decisions. These results illustrate that the higher the *brand image*, the higher the push for consumers to make product purchase decisions. According to Kotler & Armstrong (2008), in determining purchasing decisions, some stages must be passed, including psychological factors such as perception, the perception is described as a picture of consumers before making a purchase decision about a product. In conclusion, there is an acceptance of hypothesis 7 in this study, or *brand image* has a positive and significant effect on purchasing decisions.

The Effect of Halal Certification on Purchasing Decisions Through Brand Image as an Intervening Variable

Brand *image* variables cannot mediate the effect of halal certification on purchasing decisions. The results are in line with Hasanah (2020) research, which showed that the variable of halal certification does not affect purchasing decisions. Hidayat (2018) research shows that individual halal label variables do not significantly affect purchasing decisions through *brand image*. These results show that the higher the halal certification is not able to build a *brand image* on consumers, so it has no effect on product purchase decisions. In conclusion, there was a rejection of hypothesis 8 in this study.

The Influence of Celebrity Endorsers on Purchasing Decisions Through Brand Image as an Intervening Variable

Brand *image* variables cannot mediate the influence of *celebrity endorsers* on purchasing decisions. *Celebrity endorsers* do not affect purchasing decisions. Research by Nisa (2020), *the celebrity endorser* variable does not affect buying decisions with the *brand image* as an intervening variable. These results suggest that higher celebrity advertisements cannot build *a brand image* on consumers, so they cannot influence product purchase decisions. The conclusion is that there is a rejection of hypothesis 9 in this study.

Influence of Price on Purchasing Decisions Through Brand Image as an Intervening Variable

Brand *image* variables can mediate the effect of Price on purchasing decisions. This result is in line with Widodo & Wardani (2020) research, which explained that price variables have a positive and significant effect on purchasing decisions. Research by Rosnita et al. (2020), also explained that brand image variables can mediate the influence of price variables on purchasing decisions. This explains that price affects purchasing decisions through *brand image.* If a product has a high price, the *brand image* will also be high, influencing consumers to purchase. The conclusion was the acceptance of hypothesis 10 in this study.

5. Conclusions

Halal certification and celebrity endorsers do not affect the brand image; Price has a positive and significant effect on the brand image; halal certification has a negative and significant effect on purchasing decisions. While celebrity endorsers, price, and brand image positively and significantly affect purchasing decisions. Brand image cannot mediate the effect of halal certification on product purchasing decisions. Brand image cannot mediate the influence of celebrity endorsers on purchasing decisions. Brand image can mediate the effect of price on product purchasing decisions.

The authors propose that related companies increase understanding about the influence of halal certification, increase marketing with celebrity endorsers because they influence consumer purchasing decisions, and maintain product prices that are adjusted to product quality because it influences consumer buying behavior. For future researchers, the results of this study can be a source of reference in developing or expanding on variables, research objects, and case studies. The research focuses on the variables of Halal Certification, Celebrity Endorser, and Price on Purchase Decisions through Brand Image as Intervening Variables. The object used is the Maybelline product user. The case study in this research is in Salatiga City. Future researchers are expected to be more varied in taking research variables, and consumer behavior may still be influenced by many factors not contained in this study.

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