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Effect of Country of Origin, Halal Labeling, and Price on Purchase Decision of Pinkflash Cosmetics

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Abstract

The study is intended to explore the effects of Country of Origin, Halal Labeling, and Price on PinkFlash cosmetic purchase decisions among students at FEB UHAMKA students. This study uses a quantitative approach with a survey method targeting students who have purchased PinkFlash products. Data analysis was conducted using the Partial Least Squares (PLS) method with SmartPLS software. The results show that Country of Origin, Halal Labeling, and Price have a positive and significant effect on purchasing decisions, both partially and simultaneously. These findings contribute to the development of consumer behavior and marketing theory, particularly regarding young Muslim consumers' perceptions of foreign cosmetic brands. Practically, the research results provide input for cosmetic companies to design marketing strategies that integrate brand origin perception, halal certification, and affordable pricing.

Penelitian ini bertujuan untuk mengkaji pengaruh Negara Asal, Label Halal, dan Harga terhadap keputusan pembelian produk kosmetik PinkFlash di kalangan mahasiswa Fakultas Ekonomi dan Bisnis (FEB) Universitas Hidayatullah Jakarta (UHAMKA). Penelitian ini

menggunakan pendekatan kuantitatif dengan metode survei yang menargetkan mahasiswa yang telah membeli produk PinkFlash. Analisis data dilakukan menggunakan metode Partial Least Squares (PLS) dengan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa Negara Asal, Label Halal, dan Harga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Temuan ini berkontribusi pada pengembangan teori perilaku konsumen dan pemasaran, khususnya terkait persepsi konsumen Muslim muda terhadap merek kosmetik asing. Secara praktis, hasil penelitian ini memberikan masukan bagi perusahaan kosmetik untuk merancang strategi pemasaran yang mengintegrasikan persepsi asal merek, sertifikasi halal, dan harga yang terjangkau.

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Introduction

The broader beauty industry is one of the fastest growing industries, both globally and nationally. According to a report by Euromonitor International (2020), in 2019 the global cosmetics and personal care industry was valued at around US$482.4 billion, and is predicted to increase to US$596.1 billion by 2024. The Asia Pacific region holds the most dominant position as the largest contributor with a market share of 36.9%. This shows that cosmetics have gone beyond being merely an additional necessity, becoming an integral part of the lifestyle and expression of identity of modern society across genders.

As emerging economic contributors, Generation Z encounters dynamic and rapidly changing challenges and opportunities. Entrepreneurial activities have become increasingly significant for this generation as they provide avenues to cultivate creativity and innovation (Soelaiman & Tarumanagara, 2025). With unprecedented access to digital technologies and information, Generation Z has the capacity to generate impactful solutions and leverage market opportunities effectively (Gunawan & Ardyan, 2024). Moreover, engaging in entrepreneurship empowers them to develop independent careers while simultaneously enhancing critical skills such as leadership, problem solving, and adaptability (Hidayat, 2024).

The growth of this industry is also very evident in Indonesia. Statista (2023) notes that the cosmetics market in Indonesia reached a value of around USD 7 billion in 2022, with an annual growth projection of 4.8% until 2027. This surge is not only driven by self care needs but also by the influence of global beauty trends, ease of digital access, and the significant role of social media in shaping consumer views and preferences (Statista, 2023).

Among students, cosmetics are not only used as care products, but also as a means of expressing personality and boosting self confidence. For the data analysis process, the research utilized the Afendi et al. (2024), who explain that Generation Z consumers view halal cosmetics not only as beauty tools but also as a form of identity and self confidence. Data from Populix (2023) shows that around 68% of Indonesian students regularly use cosmetic products, marking them as a potential and critical consumer segment. They not only pay attention to aesthetic aspects, but also consider price, product halal certification, and brand reputation (Fadillah & Safitri, 2021; Nurhayati et al., 2022). In line with this, (Ulza, Setiawan, and Arifudin (2019) found that purchase decisions are influenced by several contributors, including word of mouth promotion, brand image, and lifestyle. These findings reinforce the idea that purchasing decisions are influenced by a combination of product attributes, consumer perceptions, and social influence, highlighting the multidimensional nature of consumer behavior.

Several key factors that influence purchasing decisions among students include country of origin, halal certification, and price. Hasanah and Fitri (2021) state that perceptions of a product's country of origin are important in building trust in the quality of the product. Salma et al. (2022) also

emphasize that the reputation of the country of origin can shape a positive image that affects purchasing intentions. In Indonesia with a predominantly Muslim population, halal labeling serves as a crucial factor. In this case, Fadillah and Safitri (2021) refer to halal labels as elements that increase consumer safety and loyalty, while Sari and Nurjaman (2022) find that these labels also strengthen perceptions of quality and brand image.

Apart from these two factors, price remains a major consideration, especially for students with limited budgets. Kotler and Keller (2016) define price as a reflection of the value that consumers sacrifice to obtain the benefits of a product. (Nurhayati et al., 2022) add that competitive prices can increase the impulse to buy, and (Nurahim, 2023) emphasizes the importance of the perception of fair prices for consumers with limited purchasing power.

However, research findings regarding the influence of these three factors on purchasing decisions are still inconsistent. Some studies show a significant influence (Fadillah & Putri, 2020; Hasanah & Fitri, 2021; Salma et al., 2022), while other studies provide different results (Kanitra & Kusumawati, 2020; Josi & Rahayu, 2021; Purnama & Santoso, 2020). This inconsistency in results opens up opportunities for further research, especially among students as critical young consumers (Putri & Arifin, 2023; Nadya et al., 2024).

One cosmetic brand that is relevant in this context is PinkFlash, a Chinese product that is quite popular among Indonesian students. With the tagline "Beauty on Budget," PinkFlash offers a variety of affordable decorative products. Although some of its products have obtained halal certification from BPJPH, the certificate is not clearly displayed on the packaging, causing doubts among Muslim users (Harahap et al., 2020). In addition, the country of origin, China, still raises mixed perceptions regarding product quality and safety.

The main objective of this research is to investigate the extent to which country of origin, halal labels, and price affect PinkFlash purchase decisions among FEB UHAMKA students. Additionally, the study is intended to expand knowledge about what drives young consumers and to provide practical input for producers in formulating more targeted marketing approaches.

Literature Review

Researchers in earlier works have analyzed the elements that affect consumers purchasing decisions, particularly with regard to the country of origin, the halal label, and price. These three aspects are often considered important factors that influence consumers' perceptions and behavior toward a product, especially in the case of cosmetics, which are closely linked to the lifestyles of today's younger generation. (Habiburrahman et al., 2020) reported that both the Country of Origin and the perceived quality of a product play a meaningful and statistically significant role in shaping consumers' purchasing decisions for stationery items.

This shows that the interaction between brand origin, perceived quality, and price continues to play an important role for consumers before they make a purchase. (Janudin & Warasto, 2024) conducted a study in which they analyzed the effects of lifestyle, brand image, and country of origin on consumers' purchasing decisions regarding Samsung smartphones. Their results showed that lifestyle and brand image had a bigger impact than Country of Origin. This means that for today's consumers, especially those who use technological products, lifestyle choices and brand trust are often more important than where the product came from.

(Soraya & Siregar, 2021) also stressed the importance of Country of Origin. Their research indicated that this variable, in conjunction with brand image, substantially influenced purchasing decisions for Nature Republic products. A favorable perception of the product's country of origin was determined to enhance consumer trust and purchasing interest. Supporting this, (Samuel & Haozhen, 2024), through a review of various studies, found that Country of Origin significantly influences perceptions of product value and prestige, especially in the early stages of decision making.

In addition, (Abalkhail, 2023) who examined consumer behavior in Saudi Arabia, Country of Origin plays a meaningful role in driving purchase decisions for both luxury and fast fashion products. The study also found that conspicuous consumption mediates this relationship,

amplifying the positive impact of Country of Origin. This shows that the perception of a product's country of origin is not only related to its quality, but also to the prestige and social status associated with it.

From the perspective of halal labeling, (Wijaya & Padmantyo, 2023) discovered that halal labels and awareness substantially impact purchasing decisions for imported packaged food products. Their findings indicate that halal labeling functions not only as a religious identifier but also as an indicator of safety and trust for consumers. This observation is consistent with evidence presented by (Ul Maknunah & Dwi Apriliyaningsih, 2020), who also found that halal labeling positively affects consumers' decisions to buy packaged food products.

However, (Saputri & Guritno, 2021) present slightly different results. They find that although the halal label, product quality, and brand image consistently strengthen purchasing decisions, but the direct role of the halal label in influencing purchase intention is not significant. In other words, some consumers might still buy a product even if they do not pay much attention to its halal label, as long as they trust the brand and its quality. Conversely, (Azis & Nurleli, 2024) indicated that university students in Indonesia and Malaysia tend to consider halal labels when purchasing food products, demonstrating a considerable awareness of halal issues among young Muslim consumers.

Furthermore, (Yazdizadeh & Pakzad, 2018) showed that country of origin may function as a moderating factor in the link between halal labeling and consumer purchasing behavior. If a product comes from a country that is not known as a producer of halal products, the positive effect of halal labeling may not be as strong. This shows that consumers' perceptions of a product's halal status are also influenced by how they assess the reputation of the country of manufacture.

Price is another important factor that has been discussed extensively in previous studies, reported that both price and lifestyle play an important role in shaping consumers' decisions to buy secondhand fashion products. This indicates that consumers tend to be more inclined to buy products if the price fits their budget and lifestyle. On the other hand, (Mulyana, 2021) found that, in the context of online shopping, product reviews have a greater influence on purchasing decisions than price, suggesting that trust in the experiences of other consumers can sometimes be more decisive than price alone.

Meanwhile, (Istiqomah & Nataliana, 2022) noted that price connects to positive and significant to shaping consumers' purchasing decisions, meaning that the more reasonable and appropriate the price is perceived to be, the greater the likelihood that consumers will make a purchase. (Zhao et al., 2021) further explained that fair pricing strategies and transparent product information can enhance customer satisfaction, subsequently fostering purchasing decisions and cultivating loyalty.

Taken together, previous studies demonstrate that Country of Origin, halal labeling, and price significantly influence purchasing decisions, although the degree of impact for each factor may vary depending on the type of product and consumer characteristics. Among young Muslim consumers, such as university students, these factors are particularly relevant because they relate to trust, religious values, and purchasing power.

Considering these findings, this study seeks to explore more thoroughly how perceptions of country of origin, halal labeling, and price shape the way consumers decide what to buy. PinkFlash cosmetic products among FEB UHAMKA students. In addition to contributing to the development of consumer behavior theory, this study is also expected to offer practical insights for cosmetic companies in formulating marketing strategies that correspond to the preferences and characteristics of young Muslim consumers in Indonesia.

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Methodology

A quantitative design combined with an explanatory survey is used in this research to assess the extent to which Country of Origin, Halal Labeling, and Price influence consumers' purchasing choices for PinkFlash items. This approach was selected as it allows the researcher to describe the causal connection between variables in a clear and objective manner. This study also refers to the findings of (Salim & Rismawati, 2021), which leads to the finding that the presence of a halal label plays a meaningful role in shaping consumers' purchasing decisions for cosmetic products, making it relevant to be retested in the context of FEB UHAMKA students.

The research population consisted of 1,222 active FEB UHAMKA students in the even semester (2–8) who had purchased PinkFlash cosmetics. Using the Slovin formula with a 5% tolerance level, the sample size was obtained as 301 respondents, chosen using a purposive sampling method guided by specific criteria set for this study.

Primary data were obtained through a closed-ended questionnaire that was distributed online via Google Forms with a 1-5 Likert scale. The research variables consisted of Country of Origin (X1), Halal Labeling (X2), Price (X3) defined as independent variables, while the dependent variable was Purchase Decision (Y).

In order to construct the model, PLS-SEM (Partial Least Squares - Structural Equation Modeling) is used in this research, with the support of SmartPLS and Microsoft Excel. The analytical process includes assessing the measurement model to confirm its validity and reliability, as well as examining the structural model to explore how the variables are related, and descriptive analysis to describe the characteristics of the respondents.

Results and Discussion

In the Results and Discussion section, this study presents the findings that have been obtained and analyzes them based on the objectives described in the introduction. To clarify the presentation of data, researchers can use tables, figures, or graphs to make the research results easier to understand visually. This section plays an important role because it not only explains and interprets the research data, but also connects the results with theories, concepts, or previous research findings. In addition, the discussion can open up opportunities for new theories to emerge, refine existing theories, and provide useful implications for the development of science in related fields.

Respondent Characteristics

The respondents in this study consisted of 301 active students of the FEB UHAMKA, all of whom met the criteria of having purchased PinkFlash cosmetic products. Based on demographic characteristics, all respondents were female (100%), in line with the main market segment for cosmetic products. Thus, the responses provided are considered to accurately reflect the perceptions of active cosmetic users.

In terms of study programs, most respondents came from the Management Study Program, with 153 students (50.8%), followed by Accounting with 88 students (29.2%), and Islamic Economics with 60 students (19.9%).This composition indicates that the study involved students from various academic backgrounds in the fields of economics and business, so the results are considered quite representative in describing consumer decision making behavior.

In terms of semester, the largest number of respondents were in semester 8 (32.9%), followed by semester 6 (29.6%), semester 4 (24.6%), and semester 2 (13.0%). This shows that the majority of respondents were final year students who tended to have a more mature level of awareness and ability in making purchasing decisions.

Overall, the respondent profile shows that the research sample was dominated by female management students who actively purchase cosmetic products, thus considered capable of representing the characteristics of young female consumers in a college environment.

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Data Validity and Reliability Testing

Prior to data analysis, the research instruments were tested for validity and reliability. Validity was tested through factor loadings, with values ≥ 0.70 considered valid (Hair et al., 2019; (Hasanah & Fitri, 2021). The test results showed that all items in the Country of Origin (COO), Halal Labeling (LH), Price (HG), and Purchase Decision (KP) constructs met these criteria. Reliability was checked with the help of Cronbach's Alpha, CR (Composite Reliability), and AVE (Average Variance Extracted). The data showed that each of the latent variables recorded Cronbach's Alpha and CR values > 0.70, as well as AVE > 0.50, so the instrument was declared reliable (Hasanah & Fitri, 2021; Alam & Sayuti, 2011). A more comprehensive presentation of the validity and reliability testing outcomes is provided in the table below:

Table 1 Validity and Reliability Tests

Construct	Items	Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
County of Origin	COO1	0.712	0.833	0.877	0.544
	COO2	0.714			
	COO3	0.758			
	COO4	0.719			
	COO5	0.733			
	COO7	0.785			
Halal Labeling	LH1	0.815	0.909	0.927	0.612
	LH2	0.771			
	LH3	0.758			
	LH4	0.775			
	LH5	0.754			
	LH6	0769			
	LH7	0.782			
	LH8	0.832			
Price	HG1	0.817	0.886	0.911	0.595
	HG2	0.781			
	HG3	0.783			
	HG4	0.767			
	HG5	0.748			
	HG7	0.726			
	HG8	0.772			
	KP1	0.824			
	KP2	0.778			
	KP3	0.784			

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Purchase Decision	KP4	0.757	0.915	0.931	0.628
	KP5	0.799			
	KP6	0.785			
	KP7	0.777			
	KP8	0.836			

Table 1 provides an overview of the convergent validity and reliability outcomes for all constructs examined in this exploration, including Country of Origin, Halal Label, Price, and Purchase Decision. The analysis was conducted using item loadings, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) as benchmarks.

All indicators show loading values above 0.70, confirming that each item adequately represents its respective construct and meets the criterion for convergent validity. The Country of Origin construct recorded loadings between 0.712 and 0.785 with Cronbach's Alpha of 0.833, CR of 0.877, and AVE of 0.544. For Halal Labeling, indicator loadings ranged from 0.754 to 0.832, supported by a Cronbach's Alpha of 0.909, CR of 0.927, and AVE of 0.612, indicating strong reliability and validity.

Similarly, the Price construct achieved loadings between 0.726 and 0.817, with Cronbach's Alpha, Composite Reliability, and AVE values of 0.886, 0.911, and 0.595, respectively, demonstrating internal consistency and convergent validity. Meanwhile, Purchase Decision showed loadings from 0.757 to 0.836, Cronbach's Alpha of 0.915, CR of 0.931, and AVE of 0.628, all exceeding the recommended thresholds.

In general, the evidence confirms that the measurement model has reached the necessary level of convergent validity and construct reliability, allowing the constructs to proceed to structural model (inner model) evaluation.

Table 2 Cross Loading Result

Indikator	Country of Origin (X1)	Labelisasi Halal (X2)	Harga (X3)	Keputusan Pembelian (Y)
COO1	0.712	0.549	0.529	0.580
COO2	0.714	0.442	0.445	0.467
COO3	0.758	0.607	0.598	0.660
COO4	0.719	0.440	0.431	0.478
COO5	0.733	0.617	0.603	0.653
COO7	0.785	0.526	0.493	0.556
LH1	0.533	0.815	0.727	0.727
LH2	0.590	0.771	0.705	0.710
LH3	0.576	0.758	0.671	0.681
LH4	0.600	0.775	0.675	0.689
LH5	0.511	0.754	0.659	0.697
LH6	0.605	0.769	0.706	0.707
LH7	0.552	0.782	0.674	0.704
LH8	0.607	0.832	0.759	0.760
HG1	0.584	0.738	0.817	0.757

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HG2	0.503	0.714	0.781	0.691
HG3	0.599	0.717	0.783	0.716
HG4	0.522	0.651	0.767	0.679
HG5	0.499	0.634	0.748	0.674
HG7	0.582	0.667	0.726	0.636
HG8	0.551	0.687	0.772	0.673
KP1	0.626	0.773	0.735	0.824
KP2	0.636	0.703	0.691	0.778
KP3	0.653	0.696	0.713	0.784
KP4	0.557	0.703	0.661	0.757
KP5	0.600	0.693	0.704	0.799
KP6	0.621	0.728	0.735	0.785
KP7	0.603	0.704	0.716	0.777
KP8	0.645	0.748	0.721	0.836

Discriminant validity of the construct was tested using cross loading, where an indicator is considered valid if it has the highest loading on the original construct compared to other constructs (Shah Alam & Mohamed Sayuti, 2011). The results in Table 2 show that all indicators in the Country of Origin (COO), Halal Labeling (LH), Price (HG), and Purchase Decision (KP) constructs have the highest loadings in their respective constructs.

This indicates that each indicator is able to distinguish itself from other constructs, so that all constructs in this study meet the criteria for discriminant validity and are suitable for further analysis.

Hypothesis Testing

The statistical outputs of the hypothesis tests, involving the path coefficient values and associated p-values, are summarized in Figure 1 and Table 3.
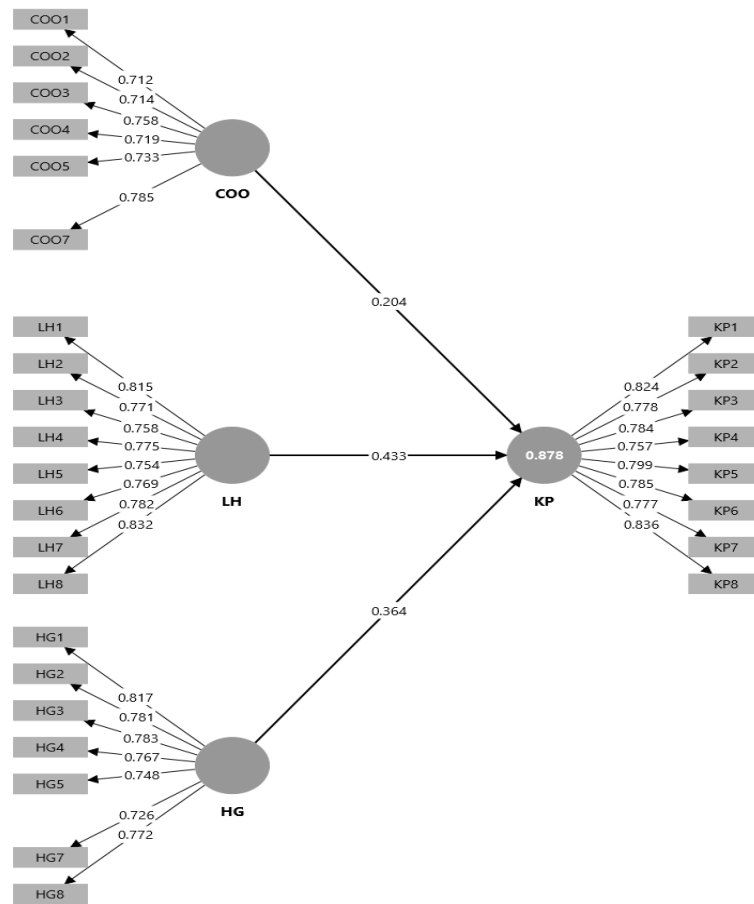
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Figure 1 Path Diagram

To test the proposed hypotheses, an analysis was conducted using path coefficients and p-values. The results of testing the three research hypotheses are presented in Table 4.

Table 3 Results of the Hypotheses Testing

Hypothesis	Path	Path Coefficient	P-Value	Remark
H1	COO -> KP	0.204	0.000	Supported
H2	LH -> KP	0.433	0.000	Supported
H3	HG -> KP	0.364	0.000	Supported

Table 3 shows the analysis of the hypotheses evaluated using path coefficient values and p-values shows that each hypothesis reached statistical significance. For H1, which investigates how Country of Origin (COO) shapes Purchase Decision (KP), the model reports a parameter of 0.204 with a p-value of 0.000, supporting its acceptance. H2, concerning the impact of Halal Labeling (LH) on KP, also demonstrates a strong effect with a path value of 0.433 and a p-value of 0.000. Likewise, H3, which explores how variations in Price (HG) relate to KP, presents a path coefficient of 0.364 and a p-value of 0.000 shows significant results and supports the hypothesis.

Conclusion

The study examined how Country of Origin, Halal Labeling, and Price influence FEB UHAMKA students' decisions to purchase PinkFlash beauty products. The results indicate that all three variables have a meaningful and statistically significant impact on consumer purchasing behavior. Country of Origin shapes students' perceptions regarding product quality,

reputation, and safety, even though some respondents expressed concerns because the product originates from China. Halal Labeling plays a crucial role in strengthening consumer confidence, as clear halal information on the packaging remains important despite PinkFlash already having official MUI certification. Price also contributes significantly, where affordable pricing consistent with perceived quality motivates students to make a purchase. Overall, the three variables collectively explain 87.8% of the variance in purchase decisions, demonstrating their strong combined influence.

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Author's Contribution
The first author designed the research, collected and analyzed the data, and prepared the manuscript. The second and third authors served as peer reviewers, providing critical feedback, academic insights, and revisions to refine and strengthen the final version of the paper.

Declaration of Competing Interest
The authors declare that they have no conflict of interest.

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