

## **Purchasing Decisions for Cosmetic Products Through Retail Cosmetic Stores: Analysis of Retail Marketing Mix and Halal Awareness**

**Nadzira Azzahra<sup>1</sup>, \*Hilda Monoarfa<sup>2</sup>, Rumaisah Azizah Al Adawiyah<sup>3</sup>**

<sup>1,2,3</sup>Department of Islamic Economics and Finance, Faculty of Economics and  
Business Education, Universitas Pendidikan Indonesia, Indonesia  
nadzirazzahra23@upi.edu<sup>1</sup>, \*hildaborman@upi.edu<sup>2</sup>,  
rumaisah.azizah@upi.edu<sup>3</sup>

### **Abstract**

The purpose of this study is to provide an overview and analyze the following factors: price, location, product diversity, and store atmosphere in the retail mix and halal awareness on customer decisions to buy halal cosmetics products at Sociolla stores in Bandung. This research uses a descriptive-causality approach and uses SmartPLS software to conduct PLS-SEM analysis. Respondents in this study were people in Bandung who had bought cosmetics at Sociolla stores in Bandung, with a total sample size of 261 respondents. The results of research conducted on descriptive analysis have shown that all variables are in the high category. Then, the results showed that price, location, and product diversity had a positive effect on cosmetic purchasing decisions at the Sociolla store in Bandung. Meanwhile, the variables of shop atmosphere and halal awareness have no effect on cosmetic purchasing decisions at the Sociolla store in Bandung. This research implies that the Sociolla store in the city of Bandung can optimize retail marketing strategies through expanding price segmentation, stocking fulfilled goods, and choosing locations with consideration of similar stores, as well as to the government to pay more attention to the spread of non-halal cosmetics.

**Keywords:** *Cosmetic Retail; Halal Cosmetics; Retail Marketing Mix; Halal Awareness; Consumer Behavior.*

### **INTRODUCTION**

Worldwide consumption of Muslim halal cosmetics reached 84 billion USD in 2022, projected to reach 129 billion USD by 2027. (*State of the Global Islamic Economy Report, 2023*). The development of the cosmetics industry in Indonesia by ranking third in the Global Islamic Economy indicator and fifth in the pharmaceutical and cosmetics industry is an achievement for the country, but Indonesia is ranked in the top five countries that import cosmetics with a value of 1.34 thousand USD. Based on this, fake cosmetics are circulating in the market and the industry's high dependence on imported raw materials. This hinders the growth of the halal pharmaceutical and cosmetic ecosystem in Indonesia. (*Master Plan Indonesia Halal Industry, 2023*).

Furthermore, consumer shopping patterns that want convenience in shopping, price certainty, getting satisfying service, quality products and complete availability, strategic location, and attractive promotions change the pattern of consumer shopping behavior. Based on survey data Jakpat (2023), the most preferred place for Indonesians to buy cosmetics and skincare is online.

Based on snapcart (2023), only 26% of customers purchase cosmetics at beauty specialty stores. According to the report NielsenIQ (2023), 6 out of 10 consumers only browse their beauty product options when visiting a physical store. It can be assumed that purchasing decisions often occur more frequently online. One of the company channels that market cosmetic products online and offline is the retail business. (Aulia & Wibawa, 2020).

PT Sociolla Ritel Indonesia is an *omnichannel* beauty retail company in Indonesia. In 2015 Sociolla was present online through websites and applications by selling various beauty products and opened the first physical store in 2019. Currently, in the city of Bandung, Sociolla has 4 locations to target its consumers, namely Sociolla *Citylink Festival*, Sociolla 23 Paskal, Sociolla Trans Studio Mall Bandung, and Sociolla Summarecon Bandung. Sociolla guarantees that the products available are 100% BPOM certified, but the certainty of halal beauty products in Sociolla has not been 100% proven halal. In 2019, as many as 70% of Sociolla's beauty products came from abroad. (Evie, 2019). Based on a survey in February 2024, only 46.30% of skincare products and 81.25% of decorative products (makeup) are certified halal through a checking test conducted on the official Halal MUI website and the Halal Product Guarantee Agency of the Indonesian Ministry of Religious Affairs. Furthermore, the leading award verified by SOCO users in the selection of favorite brands in 2023 was won by several beauty product brands such as Skintific, Cosrx, and Lucas Pawpaw, which are known not to have obtained MUI halal certification (Riani, 2024).

Research on halal cosmetics and cosmetics retail stores is important to understand market growth and consumer preferences. In addition, this research helps in formulating effective marketing strategies and product innovations that match consumer values. This research is very important because Sociolla is growing by opening physical stores and is favored by the Muslim community in the city of Bandung Gen Z (12-27 years old) is the dominating generation in West Java in 2023 (Databooks, 2023). In addition, there are inconsistencies in research results obtained through various previous studies. The purpose of this study is to conduct empirical research to obtain

theories and concepts, predict, and analyze several components that can influence consumer decisions to buy cosmetic products at the *Sociolla store* in Bandung City through the retail marketing mix and halal awareness. In addition, the purpose of this study is to determine the actual conditions regarding the influence of these variables on consumer decisions to buy cosmetic products at Sociolla Retail Indonesia. With the novelty of combining *retail marketing mix* variables and halal awareness with the object of research on cosmetic retail stores.

## **Literature Review**

### Theory of Consumer Behavior

Consumers can make many purchasing decisions in their daily lives. Consumer behavior includes the study of how the actions of individuals, organizations, and a group in purchasing, selecting, and using ideas, products, and services to satisfy customer needs and desires (Kotler & Keller, 2016). Consumption behavior carried out by people who are Muslims does not leave the worldly aspect but still adheres to the teachings of Allah SWT through his words. The existence of a *zuhud* attitude means being satisfied with the situation that is passed and being grateful for what Allah SWT gives. (Zubaidi, 2019). So it can be concluded by researchers that consumer behavior is closely related to the process that creates an action decision in buying a product or service that is influenced by various factors and goes through various processes.

Customer purchases are strongly influenced by several internal and external factors, and others such as cultural, social, personal, and psychological. (Kotler & Keller, 2016). The theory of consumer behavior is used in this study to assess and understand how customers make decisions to buy cosmetics at the Sociolla Store in Bandung City. Consumer behavior influences purchasing decisions, especially in beauty products (Fathor, 2011; Salmah, 2015; Claudia, 2017; Septiani & Indraswari, 2018; Sitompul, 2021; Adriyanti & Abubakar, 2023; Scorita et al., 2023).

### Purchase Decision Concept

Consumers can make many purchasing decisions in their daily lives. Consumer behavior includes the study of how the actions of individuals, organizations, and a group in purchasing, selecting, and using ideas, products, and services to satisfy customer needs and desires (Kotler & Keller, 2016). Consumption behavior carried out by people who are Muslims does not leave

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#### Purchase Decision Concept

Levy and Weitz (2019) state that the retailing mix is the combination of factors retailers use to satisfy customer needs and influence their purchase decisions. Retail marketing mix can be categorized as applied theory. Retail marketing mix is designed to be applied practically in a retail context to increase sales and customer experience. This concept uses the more general 4P elements in the underlying theoretical aspects. Retailers expand marketing efforts by using elements of the marketing mix (Htwe, 2020).

Against the backdrop of this modern retail environment, retailers' marketing decisions in several key areas include target market, channel, product variety, procurement, price, service, store atmosphere, store activities, experiences, communication, and location. (Kotler & Keller, 2016).

#### Price Concept

Price is defined as not just a number on a label, many functions are explained by price, namely rent, fees, tariffs, levies, wages, and commissions are all prices that consumers pay for goods and services (Kotler & Keller, 2016). According to Pradana and Hudayah (2017), price is one of the most important factors in choosing a brand. Price can also refer to the amount of money customers have to pay to get certain goods or services (Kotler & Armstrong, 2018).

In previous research, price influences purchasing decisions (Puspita et al., 2021; Rahayu & Sutedjo, 2022; Marlius & Jovanka, 2023; Monoarfa et al., 2023). Indicators according to Kotler and Armstrong (2018) it consists of 4 indicators that show the price:

1. Price affordability.
2. Price compatibility with product quality.
3. Price compatibility with benefits.
4. Price according to ability or price competitiveness.

#### Location Concept

According to Kotler and Keller (2016), location can be interpreted as a space where various activities are carried out by companies to create products that can be obtained and available to customers. Besides that, Hardiansyah et al. (2019), location can also be defined as a place, which is a location that physically has strategic uses because it contributes to the achievement of company goals. Therefore, location often has a significant role in shaping the company's business strategy because its goal is to maximize the benefits of location for the company. So that the location from the author's point of view is the area used as a production activity and even the distribution of products or services related to the strategy of distributing goods and services from producers to customers. Indicators described by Tjiptono (2017):

1. Access,
2. Visibility,
3. Traffic,
4. Competitor location

These indicators can provide an overview of consumer preferences in making cosmetic purchasing decisions at the Sociolla store cosmetic retailer in Bandung City. Previous research has proven the influence of location variables on purchasing decisions (Tobing & Sihombing, 2016; Tanjung, 2020; Luh & Indiani, 2022). Differences in the findings of Herdian et al. (2022) which state that the location variable has no effect and is insignificant on purchasing decisions and research by Sari and Hidayat (2020).

#### Product Diversity Concept

According to Kotler and Keller (2016), product diversity is a collection of all products and goods offered by sellers to consumers. According to this product is the entire offering made normally by the company to consumers in

providing services, store locations, and the name of the goods being traded. This product diversity is reflected through its indicators, namely variety or breadth, diversity or depth (assortment or depth), and product availability (Kontesa et al., 2022). The author interprets product diversity as a set of products and services provided by producers to meet the needs and desires of customers in the store. According to Levy and Grewal (2023), product diversity is reflected in the following indicators:

1. Variety or breadth.
2. Assortment or depth.
3. product availability.

Previous research has proven the influence of product diversity variables on purchasing decisions. (Tobing & Sihombing, 2016; Hardian et al., 2021; Indiani, 2022).. Contrary to research conducted by Rahayu (2018), Saefurahman (2020), and Fadhilah et al. (2023).

#### Store Atmosphere Concept

According to Kotler and Keller (2016), the store atmosphere is the physical layout of each store that makes it easier or more difficult in the store. According to Ma'ruf (2006), one of the components of the retailing mix is the store atmosphere, which functions to attract buyers, provide comfort when buying groceries, and remind buyers of the available items they should buy. According to the author, store atmosphere is a company's effort to create an attractive atmosphere for customers and influence their emotions so that they decide to buy something. According to Berman and Evans (2010), the indicators for the product diversity variable are:

1. Store Exterior.
2. Interior of the store (general Interior).
3. Store layout.
4. Notice board (interior display).

Previous studies show that store atmosphere variables affect customer purchasing decisions store atmosphere affects purchasing decisions in retail (Kusmayadi & Akbar, 2023). While this is not proven through research Barca et al. (2021) found that the store atmosphere variable did not have a significant effect on purchasing decisions.

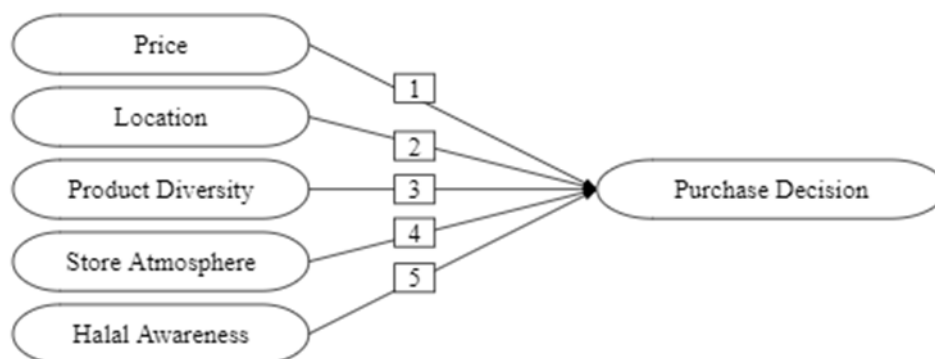
### Halal Awareness Concept

Halal awareness can also be explained as a Muslim's knowledge of the concept of halal, the halal process, and the assumption that the consumption of halal products is important for a Muslim (Millatina et al., 2017). Halal awareness is a state where a person is aware of where a person has sufficient sharia knowledge what is halal and knows the proper slaughter process, and prioritizes halal food for consumption (Nurchahyo & Hudrasyah, 2017). Indicators according to Juliana et al. (2022) the indicators that can be measured in the variable level of halal awareness are:

1. Knowledge of halal.
2. Aware of halal.
3. Prioritize buying halal products.
4. Product hygiene and safety.

Previous research found a negative influence on halal awareness which affects purchasing decisions, Monoarfa et al. (2023). Supported by previous research by Jaiyeoba et al. (2020), Harjasiwi (2014), Muslichah et al. (2020), Imam (2020), Rizky (2020), Alitakrim et al. (2021), Juliana et al. (2022), Erlambang et al. (2022), Rikza et al. (2023), Wisudanto et al. (2023), Rafiki et al. (2023), and Millatina et al. (2023). According to Aprilliani et al. (2022), halal awareness has no effect on purchasing decisions. This is because respondents do not fully understand what the concept of halal in a product is and what aspects are elements in a product if it is said to be halal. Supported by research by Hervina et al. (2021).

**Figure 1. Research Model Framework**



*Source: Processed by the Author (2024)*

## **METHODOLOGY**

This research uses quantitative methods with descriptive and causality research designs. Quantitative data such as is generally collected through a structured question (Sekaran & Bougie, 2016). This research method has endogenous latent variables, namely Purchasing decisions (KP), and exogenous latent variables, namely price (HA), location (LK), product diversity (KD), store atmosphere (ST), and halal awareness (KH). The study was conducted through the distribution of questionnaires or questionnaires distributed via Google form. The population in this study was Muslim generation Z Bandung City who had shopped for cosmetic products at the Sociolla store in Bandung City. With non-probability sampling method with purposive sampling type. For better measurement, it is recommended to use power tables by Cohen (1992) based on Hair et al. (2022), thus 45 is obtained as the minimum number of samples. According to Hair et al. (2017), with the greater the number of samples, the better the research results will be. Therefore, by considering the number of samples based on Hair's opinion, the authors used a sample of 261 respondents.

The data analysis method used is Structural Equation Modeling-Partial Least Square (SEM-PLS) using the SmartPLS.4 program. Several stages are carried out as follows:

### **Outer Model Test**

1. Convergent validity is a measurement model utilizing reflective indicators which is assessed based on the correlation between the item score/component score and the construct score calculated by PLS. Assessment through the standardized Outer loading value must be 0.708 or higher (Hair et al., 2022) and the AVE value must be  $> 0.50$ .
2. Discriminant validity, a test used to see the extent to which latent variable constructs can predict their indicator blocks. This test uses the expected cross-loadings approach which is greater than 0.7 (Ghozali & Latan, 2015), Fornell lacker criterion, and Heterotrait Monotrait Ration (HTMT).
3. Reliability Test (Composite reliability and Cronbach Alpha) is a testing stage carried out to measure the internal consistency or reliability of a measurement model with a minimum value of 0.70. Composite reliability is an alternative test for a more accurate Cronbach's alpha.



### **Inner Model Test**

1. Variance inflation factor (VIF) is done to ensure the model avoids the problem of multicollinearity.
2. The coefficient of determination ( $R^2$ ) is the most commonly used measure in evaluating the explanatory power of structural models.
3. Q-square analysis is an indicator of the model's out-of-sample predictive power or predictive relevance.
4. Effect size is a metric calculated to determine whether removing a predictor construct from the structural model has a substantive impact on the endogenous construct.
5. The goodness of fit of a statistical model describes the fit of the model in the study to a set of observations.

### **Hypothesis Testing (Resampling Bootstrapping)**

If the t count is greater than the t table ( $t \text{ count} > t \text{ table}$ ), then the hypothesis is accepted. Then, in this study the significance level used was 5% so the t-table value used was 1.645. In addition, to see the hypothesis test in PLS-SEM, it can be seen from the p-value, if the p-value is smaller than 0.05, the hypothesis is accepted and vice versa.

## **RESULTS AND DISCUSSION**

This research is focused on Generation Z Bandung City who have purchased cosmetic products at the Sociolla store Bandung. Before providing an explanation of the customer profile at the Sociolla store in Bandung City, this section will explain the characteristics of the respondents from the 261 samples. Based on gender, the female gender has a greater number than the number of male respondents. The findings in this study state that the composition of the majority of respondents is female, this is because women are more dominant in the use of cosmetics (Suryani & Apriani, 2022). Based on domicile, the majority of respondents in this study are in region IV, which consists of several sub-districts such as Andir, Astanaanyar, Bandung Kulon, Babakan Cipray, Bojongloa Kaler, Bojongloa Kidul, and Cicendo. This is because there are 2 Sociolla outlet locations in the region, namely Sociolla Festival Citylink and Sociolla Paskal Hyper Square (Aurelia, 2022).

Based on the final education, a value of 140 respondents was obtained, which shows that Sociolla store customers in Bandung who are respondents in this study are dominated by the last high school / equivalent education. In line with data from Disdukcapil Bandung City, which shows that high school / equivalent graduates are 1,653,618. Supported by research that young women have a tendency to purchase cosmetics in stores (Lestari & Widayati, 2022).

Based on occupation, this study has involved more respondents who fall into other categories. This category consists of respondents who are students with a total of 121 respondents and other job categories. In accordance with the target respondents who are Generation Z, students are usually in the young adult age range (18-25 years old) which is the main market segment in cosmetics and skincare products. (Sakitri, 2021). After that, in line with the characteristics of final education and employment. The income of respondents with the highest frequency is <Rp 4,209,309 per month. Based on the frequency of visits, the most respondents in this study were those who had shopped for cosmetics at Sociolla 1-5 times, with a total of 208 respondents. Meanwhile, Sociolla Trans studio Mall is the place most frequently visited by respondents with a presentation of 36,41%. 36.41%. The second most popular branch visited by customers is Sociolla Paskal Hyper Square Bandung City with a percentage of 29.2%.

### Outer Model Validity Test

**Table 1. Outer Model Validity Test**

| OUTER LOADING  |               |             |
|--|---------------|-------------|
| Variables  | Outer Loading | Description |
| <b>PRICE</b>   |               |             |
| <b>H1.</b> Affordability of the price of cosmetic products (skin care and decorative) at the <i>Sociolla Store</i> Bandung in all circles.               | 0.748         | Valid       |
| <b>H2.</b> The price of cosmetic products (skin care and decorative) offered by <i>Sociolla Store</i> Bandung is in accordance with my purchasing power. | 0.766         | Valid       |

|   |       |       |
|---|-------|-------|
| <b>H3.</b> The quality of cosmetic products (skin care and decorative) at the <i>Sociolla Store</i> Bandung is in accordance with the price I pay.                                | 0.771 | Valid |
| <b>H4.</b> The level of expectation for the quality of cosmetic products (skincare and decorative) is balanced with higher prices.  | 0.716 | Valid |
| <b>H5.</b> The benefits of cosmetic products (skin care and decorative) at the <i>Sociolla Store</i> Bandung is in accordance with the price I pay.                               | 0.762 | Valid |
| <b>H6.</b> My level of expectation of the benefits of cosmetic products (skin care and decorative) at the <i>Sociolla Store</i> Bandung is balanced with higher prices.           | 0.754 | Valid |
| <b>H7.</b> The price of cosmetic products (skin care and decorative) at <i>Sociolla Store</i> Bandung is able to compete with the price of cosmetics in other cosmetic retailers. | 0.705 | Valid |
| <b>H8.</b> At the same price, cosmetic products (skin care and decorative) at <i>Sociolla Store</i> Bandung has advantages over other stores.                                     | 0.731 | Valid |

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**LOCATION**

|  |       |       |
|--|-------|-------|
| <b>LK1.</b> The location of the <i>Sociolla Store</i> Bandung is easily accessible to consumers        | 0.748 | Valid |
| <b>LK2.</b> The location of <i>Sociolla Store</i> Bandung has supporting infrastructure conditions.    | 0.756 | Valid |
| <b>LK3.</b> The location of the <i>Sociolla Store</i> can be clearly seen from normal viewing distance | 0.841 | Valid |
| <b>LK4.</b> The location of the <i>Sociolla Store</i> is easy for consumers to find                    | 0.833 | Valid |
| <b>LK6.</b> The location of <i>Sociolla Store</i> Bandung is able to compete with other similar stores | 0.770 | Valid |

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**PRODUCT DIVERSITY**

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|   |       |       |
|---|-------|-------|
| <b>KD1.</b> <i>Sociolla Store</i> Bandung provides a wide range of cosmetic products (skincare and decorative).   | 0.774 | Valid |
| <b>KD2.</b> I make purchases of cosmetic products (skin care and decorative) at the <i>Sociolla Store</i> Bandung because of the diversity of products. | 0.805 | Valid |
| <b>KD3.</b> <i>Sociolla Store</i> Bandung has a variety of product lines from the same brand.   | 0.781 | Valid |
| <b>KD4.</b> <i>Sociolla Store</i> Bandung has a variety of brands from various cosmetic products (skin care and decorative)                             | 0.753 | Valid |
| <b>KD5.</b> <i>Sociolla Store</i> Bandung ensures product availability to meet consumer needs.  | 0.719 | Valid |
| <b>KD6.</b> I feel that the cosmetic products (skin care and decorative) that I need can be purchased at the <i>Sociolla Store</i> Bandung.             | 0.763 | Valid |

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**STORE ATMOSPHERE**

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|   |       |       |
|---|-------|-------|
| <b>ST1.</b> The design of the outside of the <i>Sociolla Store</i> Bandung for consumers who shop.                              | 0.742 | Valid |
| <b>ST2.</b> Business signboard displayed at <i>Sociolla Store</i> Bandung.  | 0.744 | Valid |
| <b>ST3.</b> Clean and comfortable in-store conditions make consumers want to shop at the <i>Sociolla Store</i> in Bandung City. | 0.731 | Valid |
| <b>ST4.</b> The lighting in the <i>Sociolla store</i> matches the desired atmosphere  | 0.723 | Valid |

|   |       |       |
|---|-------|-------|
| <b>ST6.</b> The product layout at the <i>Sociolla Store Bandung</i> makes it easy for consumers to find cosmetic products (skin care and decorative) that consumers need.                   | 0.722 | Valid |
| <b>ST7.</b> The decorations and signs in the <i>Sociolla Store Bandung</i> are clearly visible and make it easier for consumers to find cosmetic products (skin care and decorative).       | 0.708 | Valid |
| <b>ST8.</b> The arrangement of cosmetic products (skin care and decorative) in attractive, unique and neat shelves makes it easier for consumers to shop at <i>Sociolla Store Bandung</i> . | 0.747 | Valid |

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**HALAL AWARENESS**

|   |       |       |
|---|-------|-------|
| <b>KH1.</b> My level of knowledge about the halalness of cosmetic products (skincare and decorative)  | 0.731 | Valid |
| <b>KH2.</b> Purchasing cosmetic products (skincare and decorative) should be based on an understanding of the halalness of a product.                           | 0.738 | Valid |
| <b>KH3.</b> The level of awareness that every product must be halal including cosmetic products   | 0.833 | Valid |
| <b>KH4.</b> The level of awareness in choosing cosmetic products (skin care and decorative) that have been labeled halal at the <i>Sociolla store Bandung</i> . | 0.814 | Valid |
| <b>KH5.</b> The existence of a halal label is a priority in deciding to purchase products.  | 0.836 | Valid |
| <b>KH6.</b> I prioritize the purchase of cosmetic products that are guaranteed halal at the <i>Sociolla Store Bandung</i> .                                     | 0.867 | Valid |
| <b>KH7.</b> I only buy halal cosmetic products (skincare and decorative) because the hygiene of the product is guaranteed.                                      | 0.842 | Valid |
| <b>KH8.</b> I only buy halal cosmetic products (skin care and decorative) because the safety of the product composition is guaranteed.                          | 0.835 | Valid |

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**PURCHASE DECISION**

|   |       |       |
|---|-------|-------|
| <b>KP1.</b> Customers purchase cosmetic products (skin care and decorative) at the Sociolla store in Bandung because of the good quality of the products. | 0,787 | Valid |
| <b>KP2.</b> I made the choice to buy cosmetic products at the Sociolla Store Bandung because it can meet expectations.                                    | 0.799 | Valid |
| <b>KP3.</b> Sociolla Store Bandung is my alternative choice for fulfilling cosmetic needs (skin care and decorative).                                     | 0.732 | Valid |
| <b>KP5.</b> Consumers will recommend the purchase of cosmetic products (skin care and decorative) at the Sociolla store in Bandung.                       | 0.792 | Valid |
| <b>KP7.</b> I will make repeat purchases of cosmetic products (skin care and decorative) at the Sociolla Store Bandung.                                   | 0.780 | Valid |
| <b>KP8.</b> I feel satisfied with the cosmetic products (skin care and decorative) at Sociolla Store Bandung.   | 0.770 | Valid |

**FORNEL LACKER CRITERION**

| Latent Variable Indicator | Price (HA)   | Product Diversity (KD) | Halal Awareness (KH) | Purchase Decision (KP) | Location (LK) | Shop Atmosphere (ST) |
|---------------------------|--------------|------------------------|----------------------|------------------------|---------------|----------------------|
| HA                        | <b>0.745</b> |                        |                      |                        |               |                      |
| KD                        | 0.610        | <b>0.766</b>           |                      |                        |               |                      |
| KH                        | 0.336        | 0.395                  | <b>0.813</b>         |                        |               |                      |
| KP                        | 0.717        | 0.618                  | 0.281                | <b>0.777</b>           |               |                      |
| LK                        | 0.536        | 0.595                  | 0.214                | 0.547                  | <b>0.790</b>  |                      |
| ST                        | 0.545        | 0.669                  | 0.389                | 0.455                  | 0.578         | <b>0.731</b>         |

**HETEROTRAIT-MONOTRAIT RATIO**

| Latent Variable | Price | Product Diversity | Halal Awareness | Purchase Decision | Location | Shop Atmosphere |
|-----------------|-------|-------------------|-----------------|-------------------|----------|-----------------|
|-----------------|-------|-------------------|-----------------|-------------------|----------|-----------------|

| Indicator | (HA)  | y (KD) | ss (KH) | (KP)  | (LK)  | here (ST) |
|-----------|-------|--------|---------|-------|-------|-----------|
| HA        |       |        |         |       |       |           |
| KD        | 0.692 |        |         |       |       |           |
| KH        | 0.364 | 0.441  |         |       |       |           |
| KP        | 0.812 | 0.709  | 0.305   |       |       |           |
| LK        | 0.612 | 0.693  | 0.249   | 0.632 |       |           |
| ST        | 0.620 | 0.780  | 0.438   | 0.523 | 0.669 |           |

**RELIABILITY**

| Variables         | Cronbach's Alpha | Composite Reliability |
|-------------------|------------------|-----------------------|
| Price             | 0.885            | 0.887                 |
| Location          | 0.850            | 0.856                 |
| Product Diversity | 0.859            | 0.862                 |
| Shop Atmosphere   | 0.855            | 0.858                 |
| Halal Awareness   | 0.927            | 0.935                 |
| Purchase Decision | 0.868            | 0.871                 |

Source: Processed by the Author (2024)

**Convergent Validity**

Convergent validity test also known as convergent validity is conducted to show that the level of a measure or indicator for the same construct is positively correlated with an alternative measure or indicator. In accordance with the results listed in Table 1, it can be stated that the results of *outer loading* after improvements in each indicator have adequate *convergent validity*. Thus, it can be stated that the items of the latent variable measurement indicators in this study are valid because all items of the indicator have a value of more than 0.70 because in some cases this figure is considered close enough to 0.708 to be acceptable.

**Discriminant Validity**

Discriminant validity is a test used to see the extent to which latent variable constructs can predict their indicator blocks. This test uses the Fornell-Lacker criterion and Heterotrait Monotrait Ratio (HTMT) approaches. The test results regarding discriminant validity through the Fornell-Lacker criteria can be seen in Table 1 Cross loading analysis between indicators and their constructs which means comparing the correlation of indicators to their associated constructs with correlation coefficients with other constructs is an alternative that can be used in testing discriminant validity. The correlation coefficient value of the indicator against its correlation construct must be greater than other constructs.

Based on the results of data processing in Table 1 which shows the results of the *Heterotrait-Monotrait Ratio* (HTMT) in this study, it can be said to have a good value because HTMT has a value of  $<0.9$ . From the results of the three types of analysis used to see the discriminant validity of the model, this study is said to meet the discriminant validity criteria

#### Reliability

Internal consistency reliability can measure the Cronbach alpha value because the alpha criterion provides an estimate of reliability based on the intercorrelation of the observed indicator variables. Based on the results listed in Table 6, it shows that the reliability values of all variables in this study have a good level of reliability. This reliability test can be seen when all Cronbach's alpha values and composite reliability values are far above the critical threshold of 0.70.

#### Inner Model Validity Test

**Table 2. Inner Model Validity Test**

| <b>Construct Coefficient of Determination (R<sup>2</sup>)</b> |                               |                          |
|---|-------------------------------|--------------------------|
| <b>Variables</b>  | <b>R-Square</b>               | <b>Adjusted R-Square</b> |
| Purchase Decision   | 0.585                         | 0.576                    |
| <b>Q-Square Value</b>   |                               |                          |
| <b>Variables</b>  | <b>Q<sup>2</sup> Predict</b>  | <b>Variables</b>         |
| Purchase Decision   | 0.555                         | Purchase Decision        |
| <b>F-Square Test Results</b>                                  |                               |                          |
| <b>Latent Variable Indicator</b>                              | <b>Purchase Decision (KP)</b> |                          |
| Price   | 0.362                         |                          |
| Location  | 0.038                         |                          |
| Product Diversity   | 0.076                         |                          |



|                 |       |
|-----------------|-------|
| Shop Atmosphere | 0.014 |
| Halal Awareness | 0.000 |

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*Source: Results of data processing with Smart-PLS software*

### R-Square Analysis (R<sup>2</sup>)

The most commonly used measure in evaluating the explanatory power of structural models is the coefficient of determination (R<sup>2</sup>). *R-square* is a value that describes the squared correlation of the actual and predicted values and as such includes all the data that has been used for model estimation, it represents a measure of in-sample prediction (Hair et al., 2022). The adjusted R-square value in the construct provides a more realistic and accurate evaluation of the model's performance because this value takes into account the number of variables in the model and the sample size. Table 2 shows that the adjusted R-square value of 0.576 explains that the price, location, and product diversity variables explain 57.6% in the model.

### Q-Square Analysis (Q<sup>2</sup>)

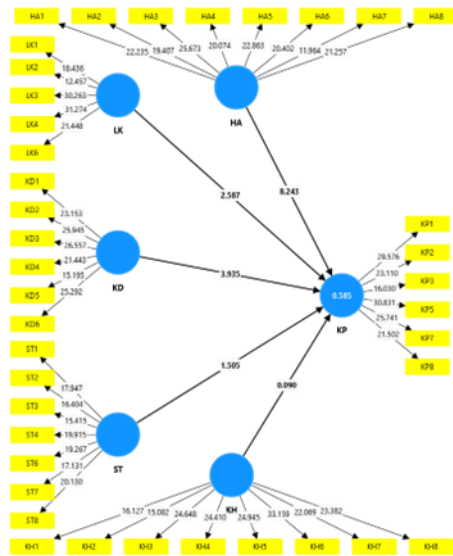
The Q-square value is an indicator of the model's out-of-sample predictive power or predictive relevance. In a structural model, a Q-square greater than zero for a particular reflective endogenous latent variable indicates the predictive relevance of the path model for that particular dependent construct. (Hair et al., 2017). Based on the calculation results in Table 2, the Q-square value obtained exceeds zero or is 0.555, which means that this model has a strong predictive relevance value.

### Effect Size Analysis

*Effect size* is a metric calculated to determine whether removing predictor constructs from the structural model has a *substantive* impact on the endogenous constructs. (Hair et al., 2017). F<sup>2</sup> values of 0.02 mean a small effect, 0.15 means a medium effect, 0.35 means a large effect of exogenous constructs, and an effect size of 0.02 indicates that there is no effect. Based on Table 2, above shows that the F-square value of the price level variable has a large influence value. Furthermore, the location and product diversity variables are included in the category of having a small effect. Meanwhile, store atmosphere and halal awareness have no influence on purchasing decisions.

### Hypothesis Test

Figure 2. SEM-PLS Bootstrapping



Source: Results of data processing with Smart-PLS software

Furthermore, based on Figure 2 which presents the bootstrapping results of the study, it is necessary to discuss hypothesis testing on each relationship path through analyzing the t-statistic value and probability value (p-value), as well as linking the results with the results of previous studies. The results of data processing with Smart-PLS 4 software which shows the t-statistic and probability value (p-value) in this research model can be seen in the path coefficients section as follows:

Table 3. Path coefficients

| Hypothesis  | Original Sample | T statistics | T-Table | P Values | Results   | Conclusion  |
|---|-----------------|--------------|---------|----------|---|-------------|
| <b>Hypothesis I:</b><br>H <sub>α</sub> : $\beta > 0$ ,<br>meaning that price has a positive influence on purchasing decisions | 0.519           | 8.243        | 1.645   | 0.000    | <ul style="list-style-type: none"> <li>T-Statistic &lt; T-Table</li> <li>P-Value &gt; 0.05</li> </ul> | Ha accepted |

|   |        |       |           |       |   |                    |
|---|--------|-------|-----------|-------|---|--------------------|
| <b>Hypothesis II:</b>   |        |       |           |       |   |                    |
| H <sub>α</sub> :β > 0,<br>meaning that<br>location has a<br>positive<br>influence on<br>purchasing<br>decisions             | 0.170  | 2.587 | 1.64<br>5 | 0.005 | <ul style="list-style-type: none"> <li>• T-Statistic &lt; T-Table</li> <li>• P-Value &gt;0.05</li> </ul>  | Ha<br>accep<br>ted |
| <b>Hypothesis III:</b>  |        |       |           |       |   |                    |
| H <sub>α</sub> :β > 0,<br>meaning that<br>product<br>diversity has a<br>positive<br>influence on<br>purchasing<br>decisions | 0.272  | 3.935 | 1.64<br>5 | 0.000 | <ul style="list-style-type: none"> <li>• T-Statistic &lt; T-Table</li> <li>• P-Value &gt;0.05</li> </ul>  | Ha<br>accep<br>ted |
| <b>Hypothesis IV:</b>   |        |       |           |       |   |                    |
| H <sub>α</sub> :β > 0,<br>meaning that the<br>store atmosphere<br>has a positive<br>influence on<br>purchasing<br>decisions | -0.110 | 1.505 | 1.64<br>5 | 0.066 | <ul style="list-style-type: none"> <li>• T-Statistic &lt; T-Table</li> <li>• P-Value &gt;0.05</li> </ul>  | Ha<br>reject<br>ed |
| <b>Hypothesis V:</b>  |        |       |           |       |   |                    |
| H <sub>α</sub> :β < 0,<br>meaning that<br>halal awareness<br>has a negative<br>influence on<br>purchasing<br>decisions      | 0.005  | 0.090 | 1.64<br>5 | 0.464 | <ul style="list-style-type: none"> <li>• T-Statistic &lt; T-Table</li> <li>• P-Value &gt; 0.05</li> </ul> | Ha<br>reject<br>ed |

Source: Results of data processing with Smart-PLS software

Hypothesis testing I show that  $H_0$  is accepted, namely the price variable has a positive influence on the decision to buy cosmetic products at the Sociolla Store Bandung store. This means that the higher the price, the higher the purchasing decision. Price can provide an overview of product quality. The high price of the product gives the assumption of better quality (Sudirjo et al., 2023). Consumers prefer to buy well-known brands because they consider popular brands synonymous with reliable product quality (Mahri et al., 2023). So that the availability of paying more for cosmetic products that are considered safer, more efficient, and made from good ingredients is possible.

Sociolla provides trust to customers by presenting a variety of local and international brands that have guaranteed safety. The existence of these extrinsic elements provides evidence of the company's reputation, and customers prefer branded products to conclude quality. Supported by previous research as follows (Puspita et al., 2021; Rahayu and Suttedjo, 2022; Saharani and Indayani, 2023). Thus, it can be concluded that based on the findings of this study which are associated with theoretical concepts, namely the theory of consumer behavior, and supported by the empirical results of previous studies, namely the influence between price variables and purchasing decisions for cosmetic products at the Sociolla store Bandung cosmetic retailer.

Hypothesis II testing shows that  $H_0$  is accepted, namely the location variable has a positive influence on the decision to buy cosmetic products at the Sociolla Store Bandung store. Sociolla store outlets are spread across four shopping center locations that have a high frequency of visits in the city of Bandung. Cosmetic stores located in large shopping centers tend to attract more customers because of the variety of products available and the pleasant shopping experience. (Zainarti et al., 2024).. In addition, physical stores gain high trust from customers, because customers can directly see the products offered. Stores that provide products in accordance with these trends have an impact on improving the shopping experience for customers who can have the opportunity to find new and interesting products (Cuong, 2021). (Cuong, 2021).

Location also influences purchasing decisions positively and significantly in research Kawa et al. (2013) According to Kawa et al. (2013), location is very important for consumers and is a competitive advantage for companies. Previous research that proves the influence of location on purchasing decisions (Karwur et al., 2016; Hardiansyah et al., 2019; Rizky al.. Thus, it can be concluded that based on the findings of this study which is associated with theoretical concepts, namely the theory of consumer behavior,

and supported by the empirical results of previous studies, namely the influence between location variables and purchasing decisions for cosmetic products at the Sociolla store Bandung cosmetic retail. Thus, it can be concluded that based on the findings of this study which is associated with theoretical concepts, namely the theory of consumer behavior, and supported by the empirical results of previous research, namely the influence between product diversity variables and purchasing decisions for cosmetic products at the Sociolla store Bandung cosmetic retail.

Hypothesis III testing shows that  $H_0$  is accepted, namely the product diversity variable has a positive influence on the decision to buy cosmetic products at the Sociolla Store Bandung store. The variety of products presented by Sociolla is a competitive advantage in increasing sales of cosmetic products. The different preferences of each individual, cause customers to look for products that best suit their needs. Sociolla provides an explanation of the various claims and certifications of brands and products that can attract a wider customer segment and meet market needs. Various customers are looking for products with specific claims such as paraben-free, vegan, environmentally friendly, cruelty-free, halal, and others. Other research supports the influence that product diversity has on purchasing decisions (Marsella et al., 2020; Viviana et al., 2023; Maria et al., 2023). Stores that provide products in accordance with these trends have an impact on improving the shopping experience for consumers who can have the opportunity to discover new and interesting products (Cuong, 2021).

Hypothesis IV testing shows that  $H_0$  is rejected, namely the store atmosphere variable has no influence on the decision to buy cosmetic products at the Sociolla Store Bandung store. Customers focus more on the quality and benefits of the product, so that the arrival of customers is based on specific goals to buy certain cosmetic products. Consumers prioritize functional needs over atmosphere, this shows that practicality and consumer needs often dominate purchasing decisions (Cao et al., 2022). Sociolla consumers' familiarity with the store allows the atmosphere to be irrelevant because they are used to the store environment. Urgent needs also reduce consumer focus on elements.

In research, Alvita et al. (2023) store atmosphere has no significant effect on research on food purchasing decisions at Jabodetabek mixue outlets. Supported by other research (Marsella et al., 2020; Badarudin et al., 2021; Majid et al.). Thus, it can be concluded that based on the findings of this study which are associated with theoretical concepts, namely the theory of consumer

behavior, and supported by the empirical results of previous studies, namely the results of this study accept  $H_0$  and reject  $H_a$ .

Hypothesis V testing shows that  $H_a$  is rejected, namely the halal awareness variable has no influence on the decision to buy cosmetic products at the Sociolla Store Bandung store. Various things are factors for this halal awareness to have no effect, currently, customers use cosmetics according to personal preferences and the need for skin problems experienced. Product effectiveness, trusted brands, and even ingredients that are suitable for skin types are determining factors for using cosmetics. When a product is believed to be effective in solving skin problems, customers who have high loyalty to the brand may pay less attention to halal certification. The majority of people think that products with BPOM permits are automatically halal, even though the two do not replace each other (Lestari, et al. 2024).

Other studies support the results of this study with the absence of the influence of halal awareness on purchasing decisions. (Fachruddin and Anwar, 2022; Masruroh and Rafikasari, 2022).. Thus, it can be concluded that based on the findings of this study which are associated with theoretical concepts, namely the theory of consumer behavior, and supported by the empirical results of previous studies, namely the absence of influence between the halal awareness variable and the decision to purchase cosmetic products at the Sociolla store Bandung cosmetic retail.

Based on the research results presented, there are implications that can be done by Sociolla by considering prices that are comparable to the benefits of the product, in becoming an advantage for Sociolla in maintaining the company's existence with the best level of product quality. The affordability of the Bandung Sociolla store location is supported by its location in the shopping center, making it easier for consumers to reach the store and cosmetic products they are looking for. The Marketing Strategy that Sociolla does in providing various types of local and international products attracts customers to visit and even make purchasing decisions, but product availability cannot be a value that is trusted by customers. In other words, Sociolla is considered unable to guarantee the availability of the products offered. When examined in terms of store atmosphere, the non-effect of store atmosphere on cosmetic purchasing decisions at the Sociolla store Bandung is based on Sociolla customers who are more focused on the products purchased, prices, and quality. So that this shop atmosphere variable is not the main factor that can attract customers to make purchases at the store. Customers who visit do not necessarily make purchases

on products available at the Sociolla store in Bandung. Furthermore, halal awareness is stated to have no influence on cosmetic purchasing decisions. Given that the products offered by Sociolla have a 100% BPOM guarantee, there are still many customers who have an understanding that the BPOM certificate is sufficient in guaranteeing the halalness of the product, without knowing that the halalness of the cosmetic product itself needs to be ensured by the presence of a halal logo or certificate clearly on the product.

## CONCLUSION

The conclusion of the study is that the variables of price, location, product diversity have a positive effect on purchasing cosmetics at the Sociolla store Bandung. Meanwhile, the variables of shop atmosphere and halal awareness have no effect on purchasing decisions for cosmetic products at the Sociolla store in Bandung.

This shows that the Bandung Sociolla store currently has advantages in terms of brand trust and product quality. High prices do not make consumers switch from the Sociolla store to meet their cosmetic needs. Sociolla needs to maintain trust in the company in terms of product and brand diversity, by ensuring product availability in accordance with the diversity offered. Store atmosphere and halal awareness in this study are not the main focus of consumers. So Sociolla can focus on developing other marketing strategies, such as service and development of human resources in Sociolla to create comfort in shopping for consumers. As well as increasing customer trust by collaborating with an institution or an expert who has been trusted in ensuring the halalness of products such as Halal certification bodies, halal consultants, halal auditors, halal associations or communities, and halal platforms.

Future researchers can examine more broadly about other variables that can influence purchasing decisions in consumers in the retail marketing mix such as communication mix, customer service, and channels. store activities, and promotions. Future researchers can also expand the scope of research by examining not only from one generation and city. Also, future researchers can develop further research on cosmetic retailing.

### **Author's Contribution**

Nadzira Azzahra: Creating and designing analyses; Collecting data; Contributing data or analysis tools; perform analysis; Writing paper.

Hilda Monoarfa: Approved the journal, review all results, provide writing advice and approve the final version of the manuscript.

Rumaisah Azizah Al Adawiyah: Approved the journal, review all results, provide writing advice and approve the final version of the manuscript.

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### **Declaration of Competing Interest**

The authors declare that the data published in this manuscript has no conflict of interest with any party. If in the future it is found that there is such a thing, then the full responsibility lies with the author.

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