

THE EFFECTS OF PRICE, SAFETY, AND EFFECTIVENESS ON PURCHASE
DECISIONS FOR HALAL-CERTIFIED COSMETIC PRODUCTS AMONG THE
CHINESE ETHNIC COMMUNITY IN SINGKAWANG

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ABSTRACT

The cosmetics industry in Indonesia has experienced significant growth, driven by changing lifestyles, increasing awareness of self-care, and the ever-expanding influence of social media. In recent years, halal certification has emerged as an important consideration for consumers, not only from a religious perspective but also as an indicator of product safety, hygiene, and quality. Interestingly, the demand for halal cosmetic products is not limited to Muslim consumers but has also expanded to non-Muslim communities, including the ethnic Chinese population in Singkawang City a community with considerable purchasing power. This phenomenon highlights the need to examine the factors influencing halal cosmetic purchasing decisions among non-Muslim consumers. This study aims to analyze the influence of price, product safety, and effectiveness on the decision to purchase halal cosmetics and to identify the most dominant influencing factors. A quantitative approach using a correlation survey method was employed in this study. This study involved 150 respondents selected through purposive sampling, consisting of ethnic Chinese consumers residing in Singkawang who had previously purchased halal cosmetic products. Data were collected using a Likert-scale questionnaire that had passed validity and reliability tests, with a Cronbach's Alpha value of 0.999, indicating excellent reliability. Data were analyzed using multiple linear regression with SPSS version 30. The findings indicate that price and effectiveness have a positive and significant influence on purchasing decisions, whereas product safety does not significantly influence consumer decisions. Furthermore, the F-test confirms that price and effectiveness together have a significant influence on purchasing decisions ($p < 0.001$). These results indicate that ethnic Chinese consumers in Singkawang prioritize competitive prices and tangible product effectiveness over safety considerations, although the halal label still provides added value. This study contributes to the literature on non-Muslim consumer behavior toward halal products and offers practical insights for cosmetics companies in developing effective marketing strategies.

Keywords: Effectiveness, Price, Product Safety, Purchase Decisions, Ethnic Chinese

A. INTRODUCTION

The cosmetics industry is one of the sectors that has experienced rapid growth in Indonesia in recent years. Changes in people's lifestyles, growing awareness of self-care, and advancements in digital technology and social media have driven increased consumption of cosmetic products across various age groups and socioeconomic backgrounds. These conditions have led to increasingly fierce competition in the cosmetics industry, requiring manufacturers not only to offer high-quality products but also to provide added value that can boost consumer confidence in the purchasing decision-making process.

One value-added feature that is currently a focus for consumers is halal certification. Initially, the concept of halal was primarily associated with food and beverage products. However, as public awareness of product safety and quality has grown, the concept of halal has evolved into an important attribute across various product categories, including cosmetics.

Halal certification is not only understood as fulfilling religious requirements for Muslim consumers but is also associated with standards of hygiene, safety, quality of raw materials, and more reliable production processes (BPJPH & MUI, 2022). Consequently, halal cosmetics are gaining a foothold in a broader market, including among non-Muslim consumers.

An interesting phenomenon is taking place among the ethnic Chinese community in Singkawang. The city is known as one of the areas with the largest ethnic Chinese populations in Indonesia and possesses unique sociocultural characteristics. Although, from a religious standpoint, the majority of the ethnic Chinese community is not required to use halal products, growing awareness of product safety, hygiene, and quality has led some consumers to begin considering halal cosmetics as a viable alternative. This finding indicates that the halal label is no longer perceived solely as a religious symbol but also as an indicator of product quality capable of building consumer trust across religious and cultural lines.

From a consumer behavior perspective, purchasing decisions are influenced by various economic, psychological, and functional factors. One of the most dominant factors is price. Price is the amount consumers must pay to obtain the utility of a product (Kotler & Armstrong, 2018). Consumers tend to evaluate the fit between the price paid and the utility received. For halal cosmetic products, a competitive price can enhance perceived value, thereby driving purchasing decisions. Previous research has shown that price has a positive and significant influence on the decision to purchase halal products (Cut Tari Fadila et al., 2020; Hamirul et al., 2023).

In addition to price, product safety is a factor that modern consumers are paying increasing attention to. Cosmetic products are applied directly to the skin and sensitive parts of the body, so the risk of side effects is a key consideration in the purchasing process. Product safety is reflected in BPOM approval, transparency regarding ingredient composition, the absence of hazardous substances, and the quality assurance provided by the manufacturer. According to the Indonesian BPOM, safety, quality, and efficacy are the primary requirements that every cosmetic product must meet before being marketed. Therefore, a high perception of safety can increase consumer confidence in a product.

Another equally important factor is product effectiveness. Product effectiveness refers to a product's ability to meet consumers' needs and expectations, both functionally and psychologically (Kotler & Keller, 2019). In the context of cosmetics, effectiveness is not only related to aesthetic functions—such as enhancing one's appearance—but also to the product's ability to deliver tangible results consistent with its claims. Products that consistently demonstrate effectiveness will increase consumer satisfaction and strengthen the likelihood of purchase.

Various previous studies have examined the factors influencing the decision to purchase halal cosmetics. Risdiyani (2023) found that a halal lifestyle, halal awareness, religiosity, and product quality have a significant influence on the decision to purchase halal cosmetics. Research by Cut Tari Fadila et al. (2020) showed that halal labeling, product quality, and price have a positive effect on purchasing decisions. Meanwhile, Amalia (2020) found that halal awareness and product quality are important determinants in the formation of halal cosmetic purchasing decisions. Nevertheless, most previous studies have focused on Muslim consumers, college students, or specific generational groups, so research examining the behavior of non-Muslim consumers—particularly those of Chinese ethnicity remains limited.

Based on this literature review, there are research gaps that require further investigation. First, research on the purchasing behavior of non-Muslim consumers regarding halal cosmetics

remains relatively limited. Second, there have not been many studies that simultaneously integrate the variables of price, product safety, and product effectiveness to explain halal cosmetic purchasing decisions among the Chinese ethnic group. Third, the city of Singkawang—an area with a predominantly Chinese population—has not been the subject of many studies on consumer behavior regarding halal products.

Therefore, this study aims to analyze the influence of price, product safety, and product effectiveness on the decision to purchase halal cosmetics among the Chinese ethnic group in Singkawang City. The results of this study are expected to contribute to the development of literature on halal marketing and consumer behavior, particularly in understanding the acceptance of halal products by non-Muslim consumers. Additionally, this study is also expected to serve as a basis for consideration by players in the cosmetics industry in formulating more effective marketing strategies tailored to the increasingly diverse characteristics of consumers.

B. METHOD

This study employs a quantitative approach with an associative research design to analyze the relationship and influence of the variables of price, product safety, and product effectiveness on the decision to purchase halal cosmetics among the Chinese ethnic group in Singkawang City. The quantitative approach was chosen because it allows for the objective measurement of variables through numerical data, which is then analyzed using inferential statistical techniques. Meanwhile, an associative design was used to test the influence between variables as formulated in the research hypotheses. The type of research used was a correlational survey. Data were obtained by distributing structured questionnaires to respondents who met the research criteria. The survey method was chosen because it can reach a large number of respondents and provide an overview of consumer perceptions and behavior regarding halal cosmetic products. Correlational analysis was used to determine the direction and strength of the relationship between the independent and dependent variables. The study was conducted in Singkawang City, West Kalimantan Province, Indonesia. The location was selected based on Singkawang's demographic characteristics: it has the largest ethnic Chinese population in West Kalimantan and is home to one of the largest Chinese communities in Indonesia. These factors make Singkawang a relevant location for examining the purchasing behavior of non-Muslim consumers regarding halal cosmetics. The study was conducted from 2024 through early 2025.

The study population consisted of the entire ethnic Chinese community residing in Singkawang City. The research sample was determined using purposive sampling, which involves selecting respondents based on specific criteria, including: (1) being of Chinese ethnicity and residing in Singkawang City; (2) having purchased or used halal-certified cosmetics; and (3) being at least 15 years old. Based on considerations of statistical analysis requirements and data representativeness, the sample size used in this study was 150 respondents. The independent variables in this study consisted of price (X_1), product safety (X_2), and product effectiveness (X_3), while the dependent variable was purchase decision (Y). The price variable is measured through perceptions of affordability, price-quality fit, and willingness to pay for halal products. The safety variable is measured based on perceptions of ingredient safety, the presence of BPOM and halal certifications, and the completeness of product information. The product effectiveness variable is measured through usage effectiveness, consumer satisfaction, and the alignment of results with user expectations.

Purchasing decisions are measured through the processes of information search, evaluation of alternatives, the decision to buy, and post-purchase behavior. The research data consists of primary and secondary data. Primary data was obtained directly from respondents via a structured questionnaire using a five-point Likert scale, ranging from “strongly disagree” to “strongly agree.” Meanwhile, secondary data was obtained from official government publications, statistical data, and various scientific literature relevant to the research topic. The questionnaire was distributed online using a digital platform to facilitate the data collection process and expand the respondent pool. Before the main analysis was conducted, the research instrument was tested for validity and reliability. Validity testing was conducted using Pearson’s Product-Moment correlation to ensure that each questionnaire item was capable of measuring the construct under study. Reliability testing was conducted using Cronbach’s Alpha coefficient, with an alpha value greater than 0.60 indicating that the instrument possesses an adequate level of reliability. Data analysis was performed using the Statistical Package for the Social Sciences (SPSS) version 30. The analysis stages included descriptive statistics, classical assumption tests, and multiple linear regression analysis. The classical assumption tests consisted of tests for normality, multicollinearity, heteroscedasticity, autocorrelation, and linearity to ensure that the regression model met the requirements for analysis. Next, the influence of independent variables on purchasing decisions was analyzed using a multiple linear regression model as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where (Y) is the purchase decision, (X₁) is price, (X₂) is product safety, (X₃) is product effectiveness, (alpha) is the constant, (beta) is the regression coefficient, and (e) is the error term.

Hypothesis testing was conducted using a t-test to determine the partial effects of each independent variable on the purchase decision, as well as an F-test to examine the simultaneous effects of all independent variables. Additionally, the coefficient of determination (R²) was used to measure the model’s ability to explain the variation in halal cosmetic purchase decisions among the Chinese ethnic group in Singkawang City.

C. RESULTS AND DISCUSSION

Validity and Reliability Testing of the Instrument

Before testing the hypotheses, the research instrument was first tested for validity and reliability to ensure that each statement item could measure the construct under study accurately and consistently. The results of the validity test showed that all statement items had correlation values greater than 0.30; thus, they were deemed valid and suitable for use in the study. Furthermore, the reliability test using Cronbach’s Alpha yielded a value of 0.999, far exceeding the minimum threshold of 0.70. These findings indicate that the research instrument possesses a very high level of reliability, enabling it to provide consistent measurement results.

Table 1. Validity Test Results for the Instrument

Variable	Item	r Calculated (<i>Corrected Item- Total Correlation</i>)	Table r (df=n- 2, $\alpha = 0.05$)	Notes
Price (H)	H1	0.996	0.160	Valid
	H2	0.996	0.160	Valid
	H3	0.952	0.160	Valid
	H4	0.985	0.160	Valid
	H5	0.996	0.160	Valid
	H6	0.996	0.160	Valid
	H7	0.952	0.160	Valid

Safety (K)	H8	0.985	0.160	Valid
	H9	0.996	0.160	Valid
	H10	0.996	0.160	Valid
	K1	0.996	0.160	Valid
	K2	0.996	0.160	Valid
	K3	0.996	0.160	Valid
	K4	0.978	0.160	Valid
	K5	0.985	0.160	Valid
	K6	0.996	0.160	Valid
	K7	0.996	0.160	Valid
Effectiveness (E)	K8	0.996	0.160	Valid
	K9	0.978	0.160	Valid
	K10	0.985	0.160	Valid
	E1	0.996	0.160	Valid
	E2	0.996	0.160	Valid
	E3	0.978	0.160	Valid
	E4	0.985	0.160	Valid
	E5	0.996	0.160	Valid
	E6	0.996	0.160	Valid
	E7	0.978	0.160	Valid
Purchase Decision (P)	E8	0.985	0.160	Valid
	E9	0.996	0.160	Valid
	E10	0.996	0.160	Valid
	P1	0.982	0.160	Valid
	P2	0.935	0.160	Valid
	P3	0.996	0.160	Valid
	P4	0.996	0.160	Valid
	P5	0.996	0.160	Valid
	P6	0.959	0.160	Valid
	P7	0.996	0.160	Valid

Table 2. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.999	37

Classical Assumption Tests

Classical assumption testing was conducted to ensure that the regression model used met the statistical requirements. The results of the normality tests using the Kolmogorov-Smirnov and Shapiro-Wilk methods showed significance values less than 0.05, indicating that the data are not normally distributed. However, based on the Normal Q-Q Plot visualization, most data points follow the diagonal line, and the relatively large sample size ($n = 150$) means the regression model remains usable because it is sufficiently robust to violations of normality.

The results of the multicollinearity test indicate a very high correlation between the price and effectiveness variables, as evidenced by a tolerance value of 0.005 and a Variance Inflation Factor (VIF) of 188.736. These values suggest the presence of significant multicollinearity, so the regression coefficients must be interpreted with caution. Nevertheless, the regression model as a whole remains significant based on the F-test results.

In the heteroscedasticity test, the scatterplot shows the residual points scattered randomly around the zero line without forming any specific pattern. This indicates that the regression model does not exhibit heteroscedasticity and satisfies the assumption of homoscedasticity.

Furthermore, the results of the autocorrelation test using the Durbin-Watson statistic yielded a value of 2.072. This value falls within a range indicating the absence of autocorrelation among the residuals; thus, the regression model is deemed to satisfy the assumption of residual independence.

The linearity test showed a significance value of less than 0.001 for all research variables. These results indicate that the relationship between the independent and dependent variables is linear, thus fulfilling one of the main requirements in linear regression analysis.

Table 3. Kolmogorov-Smirnov and Shapiro-Wilk Normality Tests

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
X1	.169	150	<.001	.901	150	<.001
X2	.181	150	<.001	.895	150	<.001
X3	.181	150	<.001	.895	150	<.001
Total_Y	.199	150	<.001	.872	150	<.001

a. Lilliefors Significance Correction

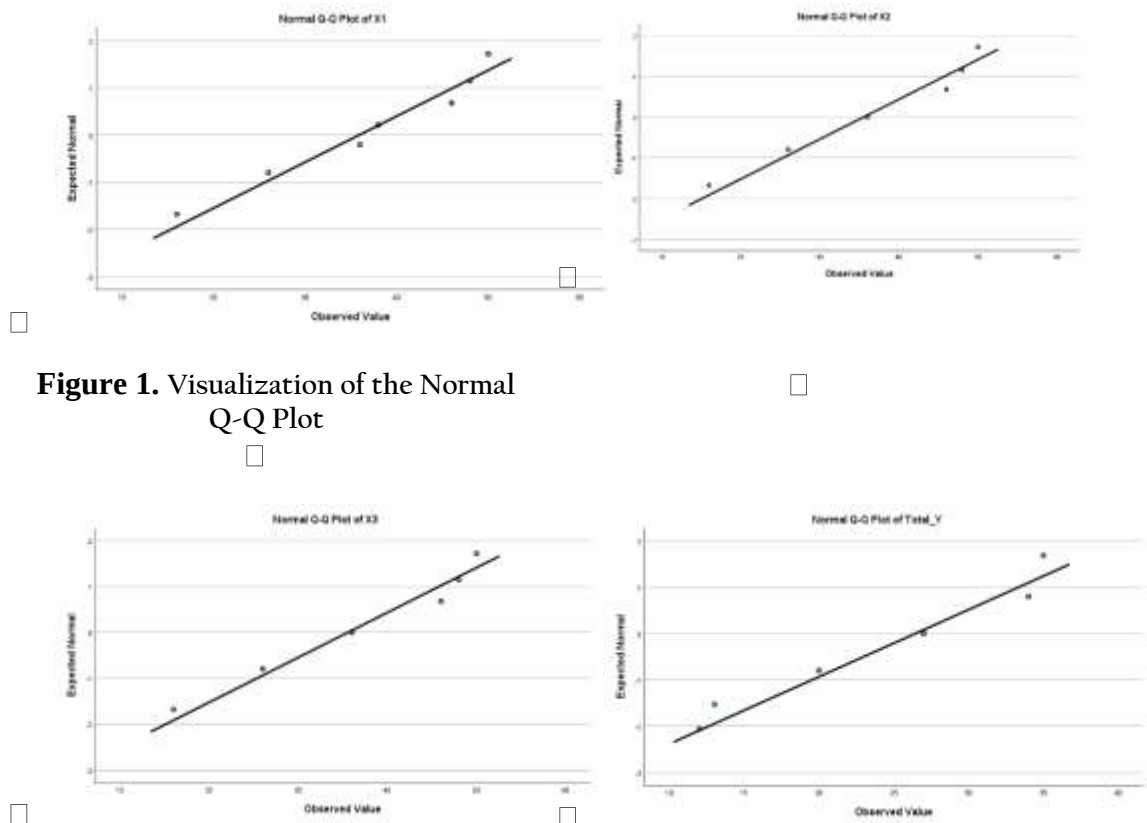


Figure 1. Visualization of the Normal Q-Q Plot

Table 4. Results of the Multicollinearity Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7064.627	2	3532.314	12838.138	<.001 ^b
	Residual	40.446	147	.275		
	Total	7105.073	149			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1

Table 5. Coefficients

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.426	.157		15.501	<.001		
	X1	.181	.057	.270	3.156	.002	.005	188.736
	X3	.491	.058	.728	8.514	<.001	.005	188.736

a. Dependent Variable: Y

Table 6. Excluded Variables

Excluded Variables ^a							
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
						Tolerance	Minimum Tolerance
1	X2	. ^b	.	.	.	.000	.000

a. Dependent Variable: Y

b. Predictors in the Model: (Constant), X3, X1

Table 7. Collinearity Diagnostics

Collinearity Diagnostics ^a						
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	X1	X3
1	1	2.949	1.000	.01	.00	.00
	2	.051	7.600	.99	.00	.00
	3	.000	121.449	.01	1.00	1.00

a. Dependent Variable: Y

Results of the Heteroscedasticity Test

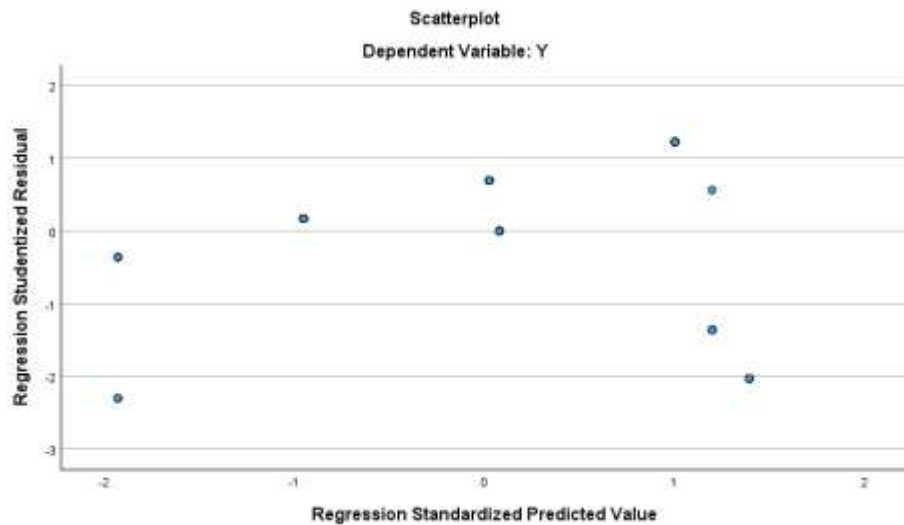


Figure 2. Standardized Regression

Table 8. Autocorrelation Test Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.997 ^a	.994	.994	.52454	2.072

a. Predictors: (Constant), X3, X1

b. Dependent Variable: Y

Table 9. Linearity Test Results

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	7101.073	6	1183.512	42310.562	<.001
		Linearity	7044.682	1	7044.682	251847.382	<.001
		Deviation from Linearity	56.391	5	11.278	403.198	<.001
	Within Groups		4.000	143	.028		
	Total		7105.073	149			

Table 10. ANOVA

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	7101.073	5	1420.215	51127.728	<.001
		Linearity	7061.887	1	7061.887	254227.948	<.001
		Deviation from Linearity	39.186	4	9.796	352.673	<.001
	Within Groups		4.000	144	.028		
	Total		7105.073	149			

Table 11. ANOVA

ANOVA Table			Sum of Squares	df	Mean Square	F	Sig.
Y * X3	Between Groups	(Combined)	7101.073	5	1420.215	51127.728	<.001
		Linearity	7061.887	1	7061.887	254227.948	<.001
		Deviation from Linearity	39.186	4	9.796	352.673	<.001
	Within Groups		4.000	144	.028		
	Total		7105.073	149			

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the effects of price (X_1), safety (X_2), and effectiveness (X_3) on the decision to purchase halal cosmetics (Y). The results of the analysis show that the safety variable was not included in the regression model because it fell into the category of *excluded variables*. Thus, the final regression model consists only of the price and effectiveness variables.

The test results show that the price variable has a regression coefficient of 0.181 with a t-value of 3.156 and a significance level of 0.002. Meanwhile, the effectiveness variable has a regression coefficient of 0.491 with a t-value of 8.514 and a significance level of less than 0.001. These findings indicate that both variables have a positive and significant effect on the decision to purchase halal cosmetics.

Table 12. Results of Multiple Linear Regression Analysis

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.997 ^a	.994	.994	.52454	2.072

a. Predictors: (Constant), X3, X1

b. Dependent Variable: Y

Table 13. ANOVA^a

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7064.627	2	3532.314	12838.138	<.001 ^b
	Residual	40.446	147	.275		
	Total	7105.073	149			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.426	.157		15.501	<.001
	X1	.181	.057	.270	3.156	.002
	X3	.491	.058	.728	8.514	<.001

a. Dependent Variable: Y

Excluded Variables^a

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1 X2	. ^b	.	.	.	.000

a. Dependent Variable: Y

b. Predictors in the Model: (Constant), X3, X1

Hypothesis Testing

The t-test results show that price has a positive and significant effect on the decision to purchase halal cosmetics ($p = 0.002 < 0.05$). Thus, the first hypothesis is accepted. In addition, effectiveness was also found to have a positive and significant effect on purchasing decisions with a significance level of less than 0.001, so the third hypothesis is accepted. Conversely, the safety variable had no significant effect and was not included in the regression model, so the second hypothesis is rejected.

The results of the simultaneous test (F-test) yielded an F-value of 12.838,138 with a significance level of less than 0.001. These findings indicate that price and effectiveness together have a significant effect on the decision to purchase halal cosmetics among the Chinese ethnic group in Singkawang City.

The coefficient of determination (R^2) value of 0.994 indicates that 99.4% of the variation in purchasing decisions can be explained by the variables of price and effectiveness. Meanwhile, the remaining 0.6% is influenced by other factors outside the research model.

Table 14. Results of the t-Test (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.426	.157		15.501	<.001	2.117	2.735		
	X1	.181	.057	.270	3.156	.002	.068	.295	.005	188.736
	X3	.491	.058	.728	8.514	<.001	.377	.605	.005	188.736

a. Dependent Variable: Y

Table 15. F-Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7064.627	2	3532.314	12838.138	<.001 ^b
	Residual	40.446	147	.275		
	Total	7105.073	149			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1

Table 16. Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.997 ^a	.994	.994	.52454

a. Predictors: (Constant), X3, X1

Discussion

The Effect of Price on Halal Cosmetics Purchase Decisions

The results of the study show that price has a positive and significant effect on the decision to purchase halal cosmetics among the Chinese ethnic group in Singkawang City. These findings indicate that consumers consider the balance between the price paid and the benefits received before making a purchase decision. The more consumers perceive the offered price to be affordable and commensurate with the product's quality, the more likely they are to make a purchase.

These findings align with Kotler and Keller's theory, which states that price represents the value consumers perceive in a product. Consumers tend to choose products that provide maximum benefits at a cost they consider reasonable. The results of this study also reinforce the findings of Cut Tari Fadila et al. (2020) and Hamirul et al. (2023), who found that price has a significant influence on purchasing decisions for halal products.

The Influence of Safety on Halal Cosmetics Purchase Decisions

Contrary to the initial hypothesis, safety was not found to have a significant effect on the decision to purchase halal cosmetics. This variable was not even included in the final regression model because its contribution was deemed insignificant. These findings indicate that product safety is not a major factor in the purchasing decision-making process among ethnic Chinese consumers in Singkawang.

This phenomenon can be explained by the assumption that safety is considered a mandatory minimum standard for all cosmetic products on the market. The presence of BPOM approval and halal certification leads consumers to believe that available products already meet safety requirements, so this factor is no longer a key differentiator among products. Consequently, consumers focus more on factors that provide direct benefits, such as price and product effectiveness.

These findings differ from the study by Fani Nopiyanti et al. (2021), which found that safety and halal certification significantly influence purchasing decisions. This discrepancy in results suggests that non-Muslim consumers exhibit different behavioral patterns than Muslim consumers when evaluating halal products.

The Influence of Effectiveness on Halal Cosmetics Purchase Decisions

Effectiveness has proven to be the most dominant factor influencing purchasing decisions for halal cosmetics. These results indicate that consumers are more interested in products that deliver tangible results consistent with the claims made by manufacturers, such as brightening the skin, reducing acne, or maintaining skin moisture.

According to Schiffman and Kanuk's theory of consumer behavior, a product's effectiveness is directly related to the level of consumer satisfaction. Products that meet consumer expectations will increase trust, satisfaction, and the likelihood of repeat purchases. These findings are also consistent with the research by Amalia (2020) and Adawiyah (2022), which shows that the quality and benefits of halal products have a significant influence on consumers' purchasing decisions. In the context of the Chinese ethnic community in Singkawang City, product effectiveness appears to be more important than safety considerations because users can directly experience the product's benefits. Therefore, effectiveness is the dominant factor determining purchasing decisions for halal cosmetics.

The Simultaneous Influence of Price and Effectiveness on Purchase Decisions

The results of the simultaneous test show that price and effectiveness together have a significant effect on the decision to purchase halal cosmetics. These findings indicate that consumer purchasing decisions are not determined by a single factor but rather by a combination of economic considerations and the perceived benefits of the product.

The high value of the coefficient of determination ($R^2 = 0.994$) indicates that the research model is highly effective in explaining consumer purchasing decisions. However, there are still other factors outside the model that could potentially influence purchasing decisions, such as promotions, brand image, lifestyle, social influence, and recommendations from family and friends. Overall, this study confirms that ethnic Chinese consumers in Singkawang City prioritize competitive prices and product effectiveness over safety factors when choosing halal cosmetics. These findings enrich the literature on non-Muslim consumer behavior toward halal products and indicate that the halal label is perceived not only as a religious attribute but also as an indicator of product quality and added value.

D. CONCLUSION

Based on the results of a study on the influence of price, safety, and effectiveness on halal cosmetics purchasing decisions among the ethnic Chinese community in Singkawang City, it can be concluded that price and effectiveness are the primary factors influencing consumer purchasing decisions. The analysis results show that the price variable has a positive and significant influence on purchasing decisions. These findings indicate that ethnic Chinese consumers tend to consider the balance between the offered price and the quality and benefits received before deciding to purchase halal cosmetics. The more competitive and reasonable the price is perceived by consumers, the higher their tendency to make a purchase. Conversely, the safety variable did not show a significant influence on purchasing decisions. These results suggest that safety is now considered a basic standard that every cosmetic product on the market must meet, and thus no longer serves as a primary differentiating factor in the purchasing decision-making process. In other words, consumers view safety as a prerequisite that should already be fulfilled rather than as a factor that directly drives purchasing decisions. Meanwhile, the effectiveness variable was found to have a positive and significant influence and emerged as the most dominant factor influencing the decision to purchase halal cosmetics. Consumers tend to place greater emphasis on a product's ability to deliver tangible benefits and results that align with their expectations. The directly perceived effectiveness of a product enhances consumers' confidence in choosing and using halal cosmetics over other product alternatives.

The results of the simultaneous tests also indicate that price and effectiveness together have a significant effect on the decision to purchase halal cosmetics among the Chinese ethnic

group in Singkawang City. The high coefficient of determination (R^2) value of 0.994 indicates that the research model has a very high ability to explain the variation in purchasing decisions—specifically, 99.4% while the remaining 0.6% is influenced by factors outside the research model, such as promotions, brand image, lifestyle, social influence, and recommendations from the surrounding community. Overall, this study confirms that halal cosmetic purchasing decisions among the Chinese ethnic group in Singkawang City are more influenced by rational considerations related to economic value and perceived product benefits than by product safety aspects. These findings indicate that the halal label is not only perceived as a religious attribute but also as part of the product's quality that provides added value for non-Muslim consumers. Therefore, halal cosmetics manufacturers need to focus their marketing strategies on offering competitive prices and improving product effectiveness to enhance competitiveness and attract a broader consumer base.

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