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THE INFLUENCE OF BRAND AMBASSADORS, HALAL LABELING, AND PRICE ON PURCHASE DECISIONS OF WARDAH SKINCARE PRODUCTS AMONG GENERATION Z IN MEDAN

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Abstract

This study investigates the influence of brand ambassadors, halal labeling, and price on the purchase decisions of *Wardah* skincare products among Generation Z consumers in Medan City. Consumer purchase decisions involve the processes of selecting, acquiring, and using products or services to fulfill individual needs and preferences. Employing a quantitative research design with a causal associative approach, this study utilized cross-sectional primary data collected through a structured questionnaire. The target population comprised Generation Z individuals in Medan who have purchased and used *Wardah* skincare products, with a randomly selected sample of 100 respondents. The results of the analysis reveal that the brand ambassador variable has a significant partial effect on purchase decisions ($t = 3.485$, $p = 0.001$). Similarly, halal labeling shows a significant partial influence ($t = 2.411$, $p = 0.018$), as does price ($t = 3.414$, $p = 0.001$). Furthermore, the three variables collectively exert a significant influence on purchase decisions ($F = 30.025$, $p = 0.000$). These findings highlight the importance of ethical branding, religious considerations, and pricing strategies in shaping consumer behavior, particularly among Gen Z consumers in a predominantly Muslim market.

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Keywords: Brand Ambassador; Halal Labeling; Price; Purchase Decision; Generation Z

INTRODUCTION

Nowadays, maintaining healthy facial skin has become crucial, especially for women. Everyone desires a clear complexion free from problems like acne, blackheads, oily skin, or a dull appearance. As a result, many people strive to maintain healthy and attractive skin. This situation encourages skincare industry players to continuously innovate and adapt to changing times to compete amidst the many similar products on the market (Diva, 2025).

The beauty industry in Indonesia is showing significant growth, which is marked by the increasing number of companies operating in this sector. The demand for skincare products, previously considered a secondary need, has become a primary need. According to data from the Indonesian Food and Drug Authority (BPOM RI), the number of businesses in the cosmetics sector increased by 20.6% from July 2021 to July 2022, from 819 to 913 (Hasibuan, 2022). Meanwhile, according to the Association of Indonesian Cosmetic Companies and Associations (PPA Kosmetik Indonesia), the national cosmetics industry experienced an increase of 21.9% from 913 companies in 2022 to 1,010 companies in mid-2023. Meanwhile, according to the Association of Indonesian Cosmetic Companies and Associations (PPA Kosmetik Indonesia), the national cosmetics industry experienced an increase of 21.9% from 913 companies in 2022 to 1,010 companies in mid-2023 (Portal Informasi Indonesia, 2023). Wardah, a pioneer of halal cosmetics in Indonesia, has built a reputation as a brand that upholds Islamic values by offering safe, halal, and high-quality products (Safitri, 2020).

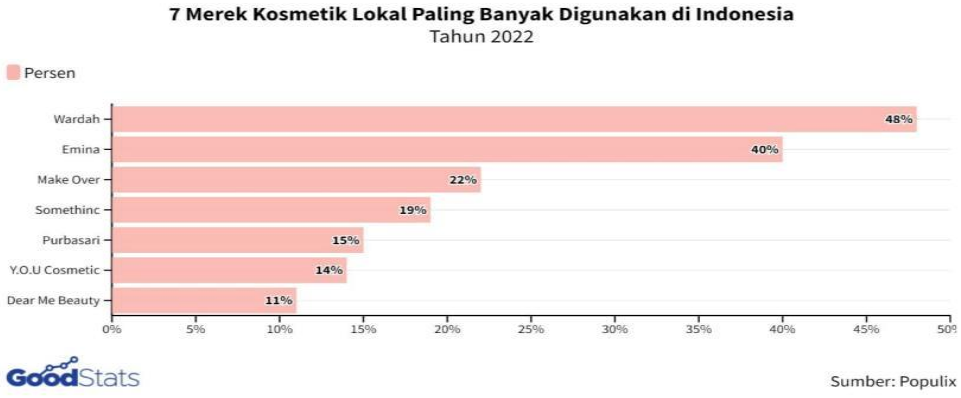

Figure 1. Seven Most Used Local Cosmetic Brands in Indonesia(Populix, 2022)

Based on the image above, it is known that in 2022, Wardah was the most popular cosmetic brand with a score of 48%. In second place was Emina, with a popularity level of 40%, followed by Make Over, which was in third place at 22%. Next, Somethinc was ranked fourth with a percentage of 19%, then Purbasari in fifth with 15%, Y.O.U Cosmetic in sixth place with 14%, and finally Dear Me Beauty, which was in seventh place with a score of 11% (GoodStats, 2022).

Wardah's success is supported by the quality of its products and effective marketing strategies, such as utilizing brand ambassadors, including halal labels, and setting competitive prices (Hasibuan & Zen, 2024). It aligns with Wardah's "Beauty Moves You" campaign, which aims to redefine beauty for women. The campaign emphasizes values such as courage, modesty, modernity, and usefulness, with the key message that women are agents of change. For Wardah, beauty is not just about appearance, but also about positive actions that positively impact the surrounding environment, society, and even the world as a whole (Wardah Beauty, 2022).

Wardah is one of the local brands that has survived amidst the plethora of beauty products currently available. Here's Wardah's sales revenue for 2021-2022:

Figure 2. Wardah Sales Revenue on Shopee, Tokopedia, and Blibli (Kompas, 2022).

Based on the image above, sourced from a Compas news article and obtained through online crawling, it is known that Wardah product sales on marketplace platforms from July 1, 2021, to July 31, 2022, showed high achievement. During that period, Wardah recorded sales revenue of IDR 380 billion on Shopee, IDR 50 billion on Tokopedia, and IDR 25 billion on Blibli. In today's fierce business competition, the right strategy is needed to attract consumers' attention and influence their purchase decisions. The purchase decision process is a five-stage process consumers go through before purchasing a product. The

higher the level of consumer purchase decisions, the greater the opportunity for increased sales, ultimately generating greater profits for the company (Kotler, P., & Armstrong, 2008).

One effective strategy is through brand ambassadors, who have a big influence in forming positive perceptions of a brand and strengthening the product's appeal in the eyes of consumers (Kotler, P., & Keller, 2016). A brand ambassador with a positive image can increase customer trust and loyalty in the brand. Generally, brand ambassadors are public figures or celebrities who deliver marketing messages through various media channels, such as print, television, and social media. Brand ambassadors are key in promotional strategies to encourage purchase decisions for successful products (Nisa, 2020).

Besides its role as a brand ambassador, the halal label is also a crucial factor influencing purchase decisions, particularly for Muslim consumers in Indonesia. In Islamic teachings, the obligation to consume and use halal products is outlined in the Quran. Allah SWT says: "O mankind, eat from what is lawful and good on earth, and do not follow the footsteps of Satan. Indeed, he is an open enemy to you." (QS. Al-Baqarah: 168). This verse indicates that Muslims are commanded to use only halal and good products. This provision applies to food and other products such as cosmetics and skincare, which must also meet halal standards to align with Islamic values.

Price is one of the crucial aspects that influences purchase decisions, especially for Generation Z, who have varying financial capabilities. Competitive prices can be a key factor in determining purchase decisions, especially for consumers sensitive to price changes (Schiffman, L., & Kanuk, 2018). Amidst competition from various international skincare brands such as Garnier and L'Oréal, Wardah remains able to maintain its presence in the market. It is because Wardah offers high-quality products at affordable prices. In addition, Wardah also regularly provides attractive offers such as discounts, promotions, and bundling packages to attract wider consumer interest. Based on the background of the problem above, the researcher is interested in conducting a study titled "The Influence of Brand Ambassadors, Halal Labeling, and Price on purchase decisions of Wardah Skincare Products Among Generation Z in Medan".

METHODS

The researchers used a quantitative approach by analyzing data through the SPSS version 25 application, utilizing primary and secondary data as sources of information.

Primary data was collected directly from respondents through questionnaires distributed to Generation Z in Medan City. The population in this study was Generation Z users of Wardah skincare products in Medan City in 2023, with a total of 622,209 people. The sample size was determined using the Slovin formula, which resulted in 100 respondents as the research sample. The sample in this study was determined using the probability sampling method with a random sampling technique. Random sampling provides an equal opportunity for every individual in the population to be part of the research sample (Sugiyono, 2019).

The data collection instrument was a closed-ended questionnaire using a Likert scale, with a range of values from 1 (strongly disagree) to 5 (strongly agree). Meanwhile, secondary data was obtained from various relevant sources, such as Wardah's sales revenue, previous research journals, and books discussing brand ambassadors, halal labeling, pricing, and purchase decisions.

This study aims to determine the influence of the independent variables, namely Brand Ambassador (X1), Halal Labeling (X2), and Price (X3), on the dependent variable, namely Purchase Decision (Y). The multiple linear regression analysis method is applied to determine the direction and extent of influence of each independent variable on the dependent variable (Ghozali, 2018). The multiple linear regression equation used in this study is:

$$\mathbf{Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e}$$

With the following information:

Y : Purchase Decision

α : Constant

b1–b3 : Regression coefficient of each independent variable

X1 : Brand Ambassador

X2 : Halal Labeling

X3 : Price

e : Error

To ensure reliable regression results and avoid data bias, a series of instrument tests were conducted, including validity and reliability tests and classical assumption tests, including normality, multicollinearity, heteroscedasticity, and linearity tests. This study also included hypothesis testing through partial tests (t-tests), simultaneous tests (F-tests), and coefficient of determination (R^2) tests (Sugiyono, 2019).

RESULTS

Research Instrument Testing

1. Validity Test

Validity testing aims to measure the extent to which data collected in the field corresponds to the data reported by the researcher. In a quantitative approach, validity testing assesses the accuracy of research instruments or questionnaires with numerical scores. An instrument is said to be valid if it meets the following criteria (Rani Rahim, 2021):

a. If the calculated r value > r table, the questionnaire item is considered valid.
b. The questionnaire item is declared invalid if the calculated r value < r table.

The r table value is obtained from the Pearson Product-Moment table based on the degrees of freedom (df), namely the number of respondents minus two (df = n – 2). In this study, the respondents were 100, so df = 98, with a significance level of 0.05; the r table value obtained was 0.1966. Based on the results of data processing on the questionnaires that have been distributed to Generation Z in Medan City, the validity test results are as follows:

Table 1. Validity Test Results

Variable	Statement	r count	r table	Information
Brand Ambassador (X1)	X1.1	0,829	0,1966	Valid
	X1.2	0,786	0,1966	Valid
	X1.3	0,801	0,1966	Valid
	X1.4	0,774	0,1966	Valid
	X1.5	0,856	0,1966	Valid
Halal Labeling (X2)	X2.1	0,707	0,1966	Valid
	X2.2	0,822	0,1966	Valid
	X2.3	0,690	0,1966	Valid
	X2.4	0,564	0,1966	Valid
	X2.5	0,758	0,1966	Valid
Price (X3)	X3.1	0,642	0,1966	Valid
	X3.2	0,811	0,1966	Valid
	X3.3	0,776	0,1966	Valid
	X3.4	0,810	0,1966	Valid
Purchase Decision (Y)	Y.1	0,806	0,1966	Valid
	Y.2	0,742	0,1966	Valid
	Y.3	0,706	0,1966	Valid
	Y.4	0,726	0,1966	Valid

Source: SPSS Output Results Processed by Researchers (2025)

Based on the validity test results displayed in the table above, it can be concluded that all statement items in this study have a calculated r value greater than the table r

(calculated r > 0.1966). Thus, all statement items contained in the variables Brand Ambassador (X1), Halal Labeling (X2), Price (X3), and Purchase Decision (Y) are declared valid and suitable for use in research.

2. Reliability Test

Reliability tests measure internal consistency between items within a single construct or variable. An instrument is considered reliable if its Cronbach's Alpha value is greater than 0.70, indicating that the items in the questionnaire consistently measure the same variable (Imam Ghozali, 2018). The criteria for reliability testing are as follows:

a. All questionnaire items are declared reliable
b. if Cronbach's alpha value is> 0.70.
c. All questionnaire items are declared unreliable if the Cronbach's alpha value is <0.70.

The results of the Reliability test, which includes the variables Brand Ambassador (X1), Halal Labeling (X2), Price (X3), and Purchase Decision (Y), can be seen in the table below:

Table 2. Reliability Test Results

No	Variable	*Cronbach's Alpha*	R Theory	Criteria
1	Brand Ambassador (X1)	0,865	0,70	Reliable
2	Halal Labeling (X2)	0,746	0,70	Reliable
3	Price(X3)	0,759	0,70	Reliable
4	Purchase Decision (Y)	0,725	0,70	Reliabe

Source: SPSS Output Results Processed by Researchers (2025)

Based on the table above, all variables in this study have a Cronbach's Alpha value > 0.70. It indicates that the indicators used to measure Brand Ambassador (X1), Halal Labeling (X2), Price (X3), and Purchase Decision (Y) are reliable and therefore suitable for use as instruments in research data collection.

Classical Assumption Test

1. Normality Test

The normality test is carried out to determine whether the residual data has a normal distribution, using the Kolmogorov-Smirnov statistical method (Ghozali, 2018). Data is considered normally distributed if the Asymp. Sig (2-tailed) value is greater than 0.05 (5%). Conversely, if the value is below 0.05, the data is considered not normally distributed or does not meet the normality assumption.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.86649484
Most Extreme Differences	Absolute	.060
	Positive	.060
	Negative	-.034
Test Statistic		.060
Asymp. Sig. (2-tailed)		.200[c,d]

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

Source: SPSS Output Results Processed by Researchers (2025)

Based on the results of the Kolmogorov-Smirnov test listed in Table 3, the Asymp. Sig. (2-tailed) The value was 0.200, which is greater than 0.05. Thus, the regression model used in this study meets the normality assumption, meaning the residual data is normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to determine whether there is a relationship between independent variables in the regression model (Ghozali, 2018). Two main indicators are used to identify the presence or absence of multicollinearity: the Tolerance value and the Variance Inflation Factor (VIF). The assessment criteria are as follows:

a. If VIF < 10 or Tolerance > 0.10, it can be concluded that there is no multicollinearity.
b. On the other hand, if VIF > 10 or Tolerance < 0.10, then multicollinearity occurs.

Table 4. Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.609	1.526		1.709	.091		
	Brand Ambassador	.193	.055	.300	3.485	.001	.727	1.375
	Halal Labeling	.200	.083	.222	2.411	.018	.632	1.582
	Price	.344	.101	.327	3.414	.001	.588	1.702

a. Dependent Variable: Purchase Decision

Source: SPSS Output Results Processed by Researchers (2025)

The test results displayed in Table 4 show that the Brand Ambassador variable (X1) has a tolerance value of 0.727 (> 0.10) and a VIF of 1.375 (< 10). The Halal Labeling variable (X2) shows a tolerance value of 0.632 (> 0.10) and a VIF of 1.582 (< 10). Meanwhile, the Price variable (X3) obtained a tolerance value of 0.588 (> 0.10) and a VIF of 1.702 (< 10). Based on these results, all independent variables in this study do not experience multicollinearity problems.

3. Heteroscedasticity Test

The heteroscedasticity test is carried out to identify whether in the regression model there is inequality in the variance of the residuals between observations (Ghozali, 2018). The ideal regression model does not contain heteroscedasticity or is homoscedastic. One method used to detect the presence of heteroscedasticity is to look at the scatterplot graph between the predicted value of the dependent variable (ZPRED) and its residual (SRESID). The basic analysis of purchase decision making is as follows:

a. If the points on the graph form a certain pattern, such as a wavy, widening, or narrowing pattern, this indicates heteroscedasticity.
b. Suppose the distribution of points looks random, spread evenly above and below the number 0 on the Y axis without a particular pattern. In that case, it can be concluded that there are no symptoms of heteroscedasticity.

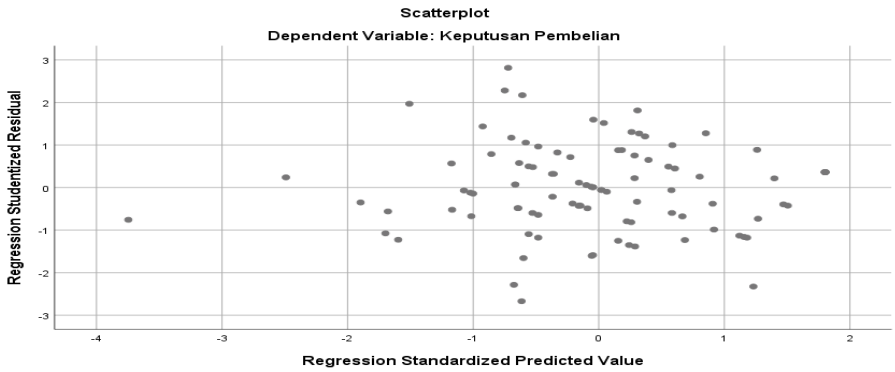

Figure 3. Heteroscedasticity Test Results with Scatterplot Obtained by Researchers via SPSS Output (2025)

Based on the graphic test results in Figure 4, the points appear to be spread randomly in all directions and do not form a particular pattern. They are above and below the zero line on the Y axis. This indicates that the regression model used does not experience heteroscedasticity problems, so the classical assumptions are met.

Table 5. Results of Heteroscedasticity Test with Glejser Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.652	.918		1.798	.075
	Brand Ambassador	-.068	.033	-.235	-2.022	.056
	Halal Labeling	.074	.050	.185	1.486	.140
	Price	-.033	.061	-.070	-.540	.591

a. Dependent Variable: ABS_RES

Source: SPSS Output Results Processed by Researchers (2025)

Based on the table above, the results of the heteroscedasticity test using the Glejser test above can be concluded that the Brand Ambassador variable (X1) has a significance value of 0.056 > 0.05, in the Halal Labeling variable (X2) there is a significance value of 0.140 > 0.05 in the Price variable (X3) there is a significance value of 0.591 > 0.05 Based on the explanation of the three variables, there are no symptoms of heteroscedasticity because the significance value is > 0.05.

4. Linearity Test

Linear regression is built based on the assumption that the analyzed variables have a linear relationship (Ghozali, 2018). The strategy for verifying this linear relationship can be done using ANOVA. The testing criteria for this statistical test are:

a. If the Deviation from Linearity Sig. If the value is > 0.05, there is a significant linear relationship between the independent and dependent variables.
b. If the Deviation from Linearity Sig. Value is < 0.05, then there is no significant linear relationship between the independent variable and the dependent variable.

Table 6. Linearity Test Results of Brand Ambassador Variable (X1) with Purchase Decision (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Brand Ambassador	Between Groups	(Combined)	281.697	15	18.780	4.078	.000
		Linearity	206.518	1	206.518	44.847	.000
		Deviation from Linearity	75.179	14	5.370	1.166	.316
	Within Groups		386.813	84	4.605		
	Total		668.510	99			

Source: SPSS Output Results Processed by Researchers (2025)

Based on the results of the Linearity test in the table above, it can be seen that the Sig. Deviation from Linearity is 0.316 > 0.05. Therefore, it can be concluded that there is a linear relationship between the Brand Ambassador variable (X1) and the Purchase Decision (Y).

Table 7. Linearity Test Results of Halal Labeling Variable (X2) with Purchase Decision (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Halal Labeling	Between Groups	(Combined)	253.408	11	23.037	4.884	.000
		Linearity	196.210	1	196.210	41.596	.000
		Deviation from Linearity	57.198	10	5.720	1.213	.294
	Within Groups		415.102	88	4.717		
	Total		668.510	99			

Source: SPSS Output Results Processed by Researchers (2025)

Based on the results of the Linearity test in the table above, it can be seen that the Sig. Deviation from Linearity is 0.294 > 0.05. Therefore, it can be concluded that there is a linear relationship between the Halal Labeling variable (X2) and the Purchase Decision (Y).

Table 8. Results of Linearity Test of Price Variable (X3) with Purchase Decision (Y)

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decision * Price	Between Groups	(Combined)	282.040	10	28.204	6.495	.000
		Linearity	243.700	1	243.700	56.122	.000
		Deviation from Linearity	38.340	9	4.260	.981	.461
	Within Groups		386.470	89	4.342		
	Total		668.510	99			

Source: SPSS Output Results Processed by Researchers (2025)

Based on the results of the Linearity test in the table above, it can be seen that the Sig. Deviation from Linearity is 0.461 > 0.05. Therefore, it can be concluded that there is a linear relationship between the Price variable (X3) and the Purchase Decision (Y).

Multiple Linear Regression Analysis Test

Multiple linear regression is an analysis method used to determine the extent and direction of the influence of independent variables on dependent variables (Ghozali, 2018). In this study, multiple linear regression analysis was used to determine the direction and magnitude of the influence of the variables Brand Ambassador, Halal Labeling, and Price on the Purchase Decision variable. The results of the multiple linear regression analysis in this study can be seen in the following table:

Table 9. Multiple Linear Regression Analysis Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.609	1.526		1.709	.091
	Brand Ambassador	.193	.055	.300	3.485	.001
	Halal Labeling	.200	.083	.222	2.411	.018
	Price	.344	.101	.327	3.414	.001

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Output Results Processed by Researchers (2025)

The results of the multiple linear regression analysis test in the table above have an equation that can be described as follows:

Y = 2,609 + 0,193 + 0,200 + 0,344 + e

1) The constant value obtained is 2.609, which is positive. It shows that if the values of Brand Ambassador (X1), Halal Labeling (X2), and Price (X3) increase by 1%, the value of the Purchase Decision will increase by 2.609.
2) The regression coefficient of the Brand Ambassador variable (X1) was obtained at 0.193 with a positive value. This shows that if the Brand Ambassador value increases by 1%, the purchase decision will increase by 0.193**.**
3) The regression coefficient of the Halal Labeling variable (X2) was obtained at 0.200 with a positive value. It shows that if the Halal Labeling value increases by 1%, the purchase decision value will increase by 0.200..
4) The regression coefficient of the Price variable (X3) was obtained at 0.344 with a positive value. It shows that if the price value increases by 1%, the value of the purchase decision will increase by 0.344.

Hypothesis Testing

1. Partial Test (t-Test)

The t-test is used to determine whether each independent variable has an individual (partial) influence on the dependent variable. This test is performed by comparing the calculated t-value with the t-table. The t-table value is determined based on the degrees of freedom (df) using the formula:

df = n – k – 1,

Where n is the number of samples and k is the number of independent variables. The decision-making criteria in the t-test are as follows:

a. If t-count > t-table and the significance value (p-value) < 0.05, then H_0 is rejected and H_a is accepted, which means that the variable significantly affects the dependent variable.
b. If the t-count < t-table and the significance value (p-value) > 0.05, then H_0 is accepted and H_a is rejected, meaning there is no significant influence.

This study calculated the t-table value with df = 100 – 3 – 1 = 96, so the t-table obtained was 1.98498.

Table 10. Partial Test Results (t-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardize Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.609	1.526		1.709	.091
	Brand Ambassador	.193	.055	.300	3.485	.001
	Halal Labeling	.200	.083	.222	2.411	.018
	Price	.344	.101	.327	3.414	.001

a. Dependent Variable: Purchase Decision

Source: SPSS Output Results Processed by Researchers (2025)

The results of the t-test (partial) in Table 4.18 above, in this study, can be described as follows:

a. The Brand Ambassador variable (X1) obtained a t-value of 3.485 and a significance value of 0.001. It shows the t-value of 3.485 > t-table 1.98498 and a significance value of 0.001 < 0.05. Therefore, it can be concluded that H0 is rejected and H1 is accepted,

meaning that the brand ambassador partially influences the purchase decision of Wardah skincare products among Generation Z in Medan.

b. The Halal Labeling variable (X2) obtained a t-value of 2.411 and a significance value 0.018. It shows the t-value of 2.411 > t-table 1.98498 and a significance value of 0.018 < 0.05. Therefore, it can be concluded that H0 is rejected and H2 is accepted, meaning that halal labeling partially affects the purchase decision of Wardah skincare products among Generation Z in Medan.

c. The Price variable (X3) obtained a t-value of 3.414 and a significance value of 0.001. It shows the t-value of 3.414 > t-table 1.98498 and a significance value of 0.001 < 0.05. Therefore, it can be concluded that H0 is rejected and H3 is accepted, meaning that price partially affects the purchase decision of Wardah skincare products among Generation Z in Medan.

2. Simultaneous Test (F Test)

The F test is used to determine whether all independent variables in a regression model simultaneously influence the dependent variable. Decision-making in the F test can be done using two approaches, as follows:

a. If F count > F table and the significance value < 0.05, then H_0 is rejected, which means that the independent variables simultaneously significantly affect the dependent variable.

b. If F count < F table and the significance value > 0.05, then H_0 is accepted, meaning there is no significant simultaneous influence.

This study obtained the F-table value from the F distribution with the formula Ftable = (k; n−k). With k = 3 and n = 100, Ftable = (3; 97), and the Ftable value obtained was 2.70.

Table 11. Simultaneous Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	323.614	3	107.871	30.025	.000[b]
	Residual	344.896	96	3.593		
	Total	668.510	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Price, Brand Ambassador, Halal Labeling

Source: SPSS Output Results Processed by Researchers (2025)

The results of the F test (simultaneous) in the table above obtained an F count of 30.025 with a significance value of 0.000. It shows the F count value of 30.025 > F table 2.70 and a significance value of 0.000 < 0.05. Therefore, brand ambassadors, halal labeling, and price simultaneously influence the purchase decisions of Wardah skincare products among Generation Z in Medan.

3. Coefficient of Determination Test (R^2)

The coefficient of determination (R^2) measures how much a model can explain variation in the dependent variable. The R^2 value ranges from 0 to 1. The smaller the R^2 value, the lower the model's ability to explain the dependent variable. Conversely, the closer it is to 1, the greater the proportion of information from the independent variable that can explain variation in the dependent variable (Ghozali, 2018).

The results of the coefficient of determination (R^2) test in this study can be seen in the table below:

Table 12. Results of the Determination Coefficient Test **(R2)**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696[a]	.484	.468	1.895

a. Predictors: (Constant), Price, Brand Ambassador, Halal Labeling
b. Dependent Variable: Purchase Decision

Source: SPSS Output Results Processed by Researchers (2025)

Based on these results, the Adjusted R-Square value obtained was 0.468, which means that Brand Ambassador, Halal Labeling, and Price explain 46.8% of the variation in the purchase decision variable. Meanwhile, the remaining 53.2% is influenced by other factors outside the model, such as product design, promotional strategy, brand image, and other aspects (Kotler, P., & Keller, 2016). Thus, the three independent variables in this study have a significant influence, although there is still a strong influence from other variables that are not included in the model.

DISCUSSION

The Influence of Brand Ambassadors on Wardah Skincare Product Purchase Decisions among Generation Z in Medan

Based on the test results, partially Brand Ambassador (X1) positively influences the purchase decision of Wardah skincare products among Generation Z in Medan City. The regression coefficient of 0.193 indicates that every one-unit increase in brand ambassador will increase the purchase decision by 0.193, assuming other variables remain constant. This is supported by the calculated t value of 3.485 > t table 1.98498, and a significance value of 0.001 < 0.05. Therefore, H0 is rejected and H1 is accepted, meaning Brand Ambassador partially and significantly influences purchase decisions.

Referring to the theory of Integrated Marketing Communication, brand ambassadors are a crucial part of a promotional strategy, helping to build positive associations with a brand. Public figures with a positive image and widespread recognition effectively convey product messages emotionally and rationally to consumers (Kotler, P., & Keller, 2016).

In this context, the involvement of figures like Dewi Sandra or Dinda Hauw as brand ambassadors attracts consumer attention and increases trust in Wardah products. Therefore, selecting the right brand ambassador is crucial in driving purchase decisions. This finding is supported by research stating that brand ambassadors partially influence cosmetic product purchase decisions. Utilizing public figures who align with the target market's characteristics has been shown to build a positive brand image and increase consumer purchasing interest (Samosir, L. S., & dkk, 2016) (Verni, S. A., & Sumaryanto, 2024).

The Influence of Halal Labeling on Wardah Skincare Product Purchase Decisions among Generation Z in Medan

Based on the test results, Halal Labeling (X2) partially positively influences the purchase decision of Wardah skincare products among Generation Z in Medan City. The regression coefficient value of 0.200 indicates that every one-unit increase in halal labeling will increase the purchase decision by 0.200, assuming other variables remain constant. It can be seen from the calculated t of 2.411 > t table 1.98498 and the significance value of 0.018 < 0.05, so H0 is rejected and H2 is accepted, meaning that Halal Labeling has a partial and significant influence on purchase decisions.

A halal label is a mark on product packaging indicating the product does not contain haram elements and complies with Islamic law. This label provides Muslim consumers a sense of security and confidence (Sujana & Agustian, 2013). Meanwhile, halal products must meet five criteria: halal raw materials, a sharia-compliant production process, no contamination from impurities, clean storage and packaging, and a Halal Assurance System (SJH). Products that meet these requirements will receive halal certification from the BPJPH and the MUI (LPPOM, 2023). These results align with other research showing that halal labels significantly influence purchase decisions. Clarity about halal status is a key consideration for Muslim consumers when choosing products that align with their religious principles (Amin, M. A., & Rachmawati, 2020; Nisa, 2020).

The Influence of Price on Purchase Decisions of Wardah Skincare Products Among Generation Z in Medan

Based on the test results, partially price (X3) positively affects the purchase decision of Wardah skincare products among Generation Z in Medan City. The regression coefficient value of 0.344 indicates that if the price variable increases by one unit, the purchase decision will increase by 0.344, assuming other variables remain constant. This is evidenced by the calculated t value of 3.414> t table 1.98498 and a significance level of 0.001 <0.05, so H0 is rejected and H3 is accepted, which means that price has a partial and significant effect on purchase decisions.

This finding aligns with the theory proposed by Schiffman, L., & Kanuk that price is a key factor influencing purchase decisions, particularly for consumers with limited income. Therefore, a competitive pricing strategy is a distinct advantage for Wardah in maintaining consumer loyalty amidst market competition (Schiffman, L., & Kanuk, 2018).

This research also aligns with other findings that price positively influences purchase decisions for Emina cosmetics. It confirms that consumers, particularly those from Generation Z, tend to make decisions based on rational considerations, including price that aligns with product quality. Affordable prices commensurate with product benefits are key motivating factors in purchasing.

The Influence of Brand Ambassadors, Halal Labeling, and Price on Wardah Skincare Product Purchase Decisions among Generation Z in Medan City

The results of the study indicate that brand ambassadors (X1), halal labeling (X2), and price (X3) simultaneously have a positive influence on purchase decisions (Y) of Wardah skincare products among Generation Z in Medan City. The results of the F test show that F count 30.025 > F table 2.70 with a significance of 0.000 < 0.05, so H0 is rejected and H4 is accepted. It means that the three variables simultaneously and significantly influence purchase decisions.

This finding is consistent with the research results from Isman, N., Ruma, Z., Sayu, T., & Dipoatmodjo (2022) and Astuti, M. D., Winda, S., & Rayhan (2024), which also state that brand ambassadors, halal labeling, and price simultaneously influence purchase decisions. It confirms that the combination of these three factors plays a significant role in encouraging consumers to purchase skincare products, especially among Generation Z.

CONCLUSION

Based on the data analysis results, it can be concluded that brand ambassador, halal labeling, and price each have a positive and significant partial effect on the purchase decisions of Wardah skincare products among Generation Z in Medan City, as indicated by t-values greater than the critical t-value and significance levels below 0.05. Simultaneously, these three variables also have a significant combined effect on Purchase Decisions, evidenced by an F-value exceeding the critical F-value and a significance level under 0.05, contributing 46.8% to the variability in purchase decisions. In contrast, the remaining 53.2% is influenced by other factors not examined in this study. Based on these findings, it is recommended that Generation Z exercise greater caution in selecting skincare products by considering the credibility of brand ambassadors, the clarity of halal labeling, and the appropriateness of pricing; academic institutions such as Universitas Potensi Utama may utilize these results as a reference for scientific development and future research; subsequent researchers are encouraged to incorporate additional variables such as digital promotion, product design, or brand image to achieve a more comprehensive analysis. For Wardah as a company, it is crucial to maintain and enhance the strategy of selecting brand ambassadors that align with the brand image and the characteristics of Generation Z, as well as to uphold marketing strategies that

emphasize Islamic values and competitive pricing to sustain consumer loyalty amid the increasingly competitive beauty industry.

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