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**FACTORS INFLUENCING CONSUMER PURCHASE
INTENTION OF WARDAH COSMETICS PRODUCT IN
JAKARTA**

BY

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ABSTRACT

The purpose of this study was to measure the indicators that influence consumer buying intentions for wardah cosmetic products in Indonesia. This research will be carried out quantitatively where the results of the research are carried out by distributing questionnaires. In this study, researchers will distribute a questionnaire with as many as 25 questions that will be given to respondents. Respondents were selected based on those who had used the Wardah Cosmetic brand. The data obtained from the research questionnaire will be analyzed using confirmatory factor analysis and multiple regression analysis. The title research is "Factors Influencing Consumer Purchase Intention Of Wardah Cosmetics Product In Jakarta" like the first IV, namely the price which has a significance of 0.023 on purchase intention and then the product quality which has a significance of 0.000 on purchase intention. the next variable is brand awareness which has a significance level of 0.465 although this number is greater than 0.05 but this variable can still be investigated because the other test values have good enough results to be used as variables, the next variable is halal certification which has a significance value of 0.004. This shows that product quality is very significant as a variable that can be studied, which is 0.000 which can also be said as good variable for research.

Key Words : Purchase Intention, Price, Product Quality, Brand Awareness, and Halal Certification



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CHAPTER I INTRODUCTION

1.1 Chapter Introduction

The author will discuss the research's background, problem statements, research aims, research questions, significance of the research, scope of the research, limitations of the research, definition of important terminology, proposal format, and chapter conclusion in Chapter I.

1.2 Background of The Research

Marketers must grasp the complexities of the consumer decision-making process. While the process and internal and external elements that influence decision making differ from person to person and from scenario to situation within the same person, the study of consumer behaviour tries to draw some patterns. A consumer's key decisions are what they buy (products and services), how much they buy (quantity), where they buy (location), when they buy (time), and how they buy (method) (payment terms). According to Schiffman and Kanuk (1997) A decision making is characterized as choosing an alternative out of the few or many accessible. The show consider of customer behavior centers on how people make decisions to spend their accessible assets such as time, money, effort on consumption related things. While decision making related to consumer behavior, consumer behavior is consumer which can be in the form of consideration of the forms that are included when people choose, buy, use, or arrange product goods, administration, thoughts or meetings to meet. It has become a complex preparation and related to the buyers state of mind, recognition, and behavior.

Consumers regarded purchase behaviour as an important factor in obtaining and evaluating a certain item. According to Ghosh (1990), predicting consumers' buying behaviour is a successful technique, and there is a chance of modifying purchase intentions owing to the impact of price,



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quality, and value. Consumers are influenced by both outside and inward impulses during the buying process, according to Gogoi (2013). According to Kotler and Armstrong (2010), there are six steps that researchers have recommended before deciding to buy a product:

knowledge, awareness, preference, interest, persuasion, and purchase intention. And it claims that customers have a gut feeling that products that are little-known, low-cost, and have minimal bundling have a good chance of succeeding.

Purchase intention, according to Shah et al. (2012), is a decision-making process in which consumers consider the pros and drawbacks of purchasing a particular product or brand. According to Mirabi, V, et al., (2015), purchase intention is defined as a situation in which a buyer intends to acquire a specific product under a specific condition, and it is a complicated process. Consumer behaviour, perceptions, and attitudes are all linked to buy intent, and purchase behaviour is a vital point for consumers to access and evaluate a specific product. Purchase intention, according to Ghosh (1990), is an excellent tool for predicting the buying process, and purchase decisions can be influenced by price, perceived quality, and value. Furthermore, during the purchasing process, buyers are influenced by internal and external motives.

Purchase intention is an individual action that is predisposed to agreeing to a brand. It is one of the components of customer cognitive behaviour that determines how an individual decides to purchase a specific brand. Piew & Ling Chai (2010). The decision to buy a certain brand or item is influenced by a variety of elements, including the item's price, plan, bundling, understanding of the item, quality, and, in some cases, family ties. Shafiq is a Muslim who lives in Pakistan (2011). Purchase intention refers to a person's likelihood of purchasing a specific product, and it's also an important factor to consider when analysing consumer behaviour. Purchase intention, according to Blackwell et al. (2001), is "what we expect we will buy."



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Purchase intention, as defined by Schiffman and Kanuk (2000), might be used.

Wardah cosmetics is a local cosmetic brand that promotes halal cosmetics. This is supported by a halal certificate issued by MUI since 1998, Wardah also has a license from BPOM issued by PT. Paragon Technology and Innovation. Wardah believes that a positive image can increase the confidence of Indonesian women to be creative. With the right cosmetic equipment, they can get good things. Wardah is made of materials that guarantee safety and high quality by producing cosmetics for all skin types. Put forward by (Kotler & Armstrong, 2008) to be able to beat competitors one of the main weapons that need to be owned is product quality. If

a company has good product quality, the product will grow rapidly with a longer product life cycle. Then most likely consumers will return to buy the product. So that the quality of a product can be known by consumers, therefore the company must evaluate the benefits of the product and how to use it. In addition to product quality, the price factor is an important element of the marketing mix. The price of the product set by the producer will have an impact on the market response to the product in question. Therefore, pricing must be accurate and precise, in line with the potential purchasing power of the target market, as identified by producers through STP (Segmenting-Targeting-Positioning) analysis. The right product pricing strategy will provide good benefits for the company such as, consumers will be more interested in our products compared to competitors, consumers' desire to buy is high because the price feels right, and a positive response to the market as a whole. The Wardah brand is one of the trademarks that has succeeded in creating high quality products at the right price. Prioritizing good quality so as to be able to take good care of the skin. Besides that, Wardah also has user clusters who are really comfortable with the product. In other words, Wardah was able to determine its market segmentation well.



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Therefore, in the national market, Wardah has become a competitor for other cosmetic brands. One of Wardah's consumers is an Indonesian female consumer. The key is that most Indonesian women view that Wardah cosmetics are quality cosmetic products and view the halal label with Wardah brand cosmetic products.

1.3 Problem Statement

Human needs are some of the basic needs that are felt or realized by everyone. A need becomes an impulse when the need arises to a sufficient level. Cosmetics are one of the goods available to suit consumers' secondary wants and desires in order to appear more attractive and gorgeous. Someone buying cosmetics means buying beauty. Wanda, (2019) states that the competition in the cosmetic industry today is getting tougher, this is indicated by the increasing growth of the cosmetic industry every year. In 2010, the cosmetic industry experienced a growth of 6%. In 2011, growth is estimated at 6-10%, it could even exceed 10%. This indicates that there is an increase in the number of consumers who use cosmetics. This increase makes competition in the cosmetic industry one of the opportunities that can increase revenue.

The cosmetics industry is a very profitable industry that has grown to be a global powerhouse. In today's competitive and changing business environment, retailers' power and the level of customer demand are constantly evolving, so extending long-term relationships with customers is critical to the success and survival of manufacturers, and it's critical to understand the factors that influence consumers' purchase intentions toward Wardah cosmetic products. The halal sector is currently a global phenomenon. In fact, halal certification has become a way of life for Muslims around the world. Since 2019, the Worldwide Muslim Travel Index has stated that "the republic of Indonesia is the global halal industry's centre," with halal



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tourism ranking one

Their statement implies that the growing awareness of muslims, particularly Indonesian muslims, and muslims worldwide about the relevance of halal issues in their lives has encouraged the spread of the halal industry in numerous sectors, with the halal industry growing at a rapid pace. Halal signifies that only what is nice and clean can be consumed by Muslims, according to Islamic law. In this case, muslims as consumers are crucial for business owners, as their awareness has increased their preference for halal products. According to a study titled "Factors influencing consumer purchase intentions for wardah cosmetics product in Jakarta," this is true. In this regard, it is crucial to note that in the trade industry, consumers are the most valuable asset.

In terms of selling cosmetic wardah, Indonesia has a big Muslim population, making it a viable market for the halal business both domestically and globally. According to the BPS (Central Statistics Agency) population census figures for 2021, Jakarta's overall population is 10,609,681, with Muslims accounting for 9,425,575 of that total. The halal product market is wide open globally, ranging from quality-oriented without regard for halal to a lifestyle that is very concerned about halal issues. Consumer demand, both needs and tastes, will drive product development. In other words, the market for halal products will grow as the number of customers grows.

Figure 1: List Of Halal Cosmetics

List of halal cosmetics	
1. Wardah	2. PAC
3. Ristra	4. Mustika Ratu
5. La Tulipe	6. Moors
7. Marcks' Venus	8. Mustika Putri
9. Sariayu	10. Biocell
11. Biokos	12. Rivera
13. Caring Colours	14. Theraskin

Source 1: <https://e-lppommui.org/new/>



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Based on information from the Survey Institute of Business IOB, SWA. The halal cosmetic industry in Indonesia showed a significant increase throughout 2018. Wardah as one of the largest sales in the halal cosmetics industry reached 30percent. Wardah realized that the competition abroad had to be tougher and therefore focused on becoming a future leader in the cosmetic industry in Indonesia. For this reason, Wardah is trying to expand the market in every cosmetic category. Therefore it is important to understand what factors are causing the highsales of Wardah products

In addition, Wardah also shared inspiration for women, namely the importance of following their passions and lifestyle according to the unique tastes and preferences of each. For this reason, Wardah tries to consistently maintain its quality and make creative innovations so that Wardah's products are not only able to compete nationally but also internationally. Wardah also gets the opportunity to inspire her customers to achieve their aspirations and accept their own unique beauty, and they are ready to assist any customer who requires skin care, hair care, or cosmetics consultation. This bond is strengthened by involvement in numerous aspects of community life and industry, including movies, music, and the creative industries. This demonstrates Wardah's dedication to assisting and encouraging customers to pursue their passions.

1.4 Research Objective

The purpose of this research was to find out what factors influence Wardah cosmetics users' purchase intention in Jakarta. Consumer purchasing intentions are influenced by a variety of factors **Price, Product Quality, Brand Awareness, and Halal Certification**. This research includes the following objectives:

1. To examine the impact of price on the purchasing intention of Wardah cosmetics consumers in Jakarta
2. To examine the impact of product quality on the purchasing intention of Wardah cosmetics consumers in Jakarta



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3. To examine the impact of brand awareness on the purchasing intention of Wardah cosmetics consumers in Jakarta
4. To examine the impact of halal certification on the purchasing intention of Wardah cosmetics consumers in Jakarta

1.5 Research Question

From the explanation above, the research can be formulated as follows :

1. Does price on the purchasing intention of wardah cosmetics consumers in Jakarta
2. Does product quality on the purchasing intention of wardah cosmetics consumers in Jakarta
3. Does brand awareness on the purchasing intention of wardah cosmetics consumers in Jakarta
4. Does Halal Certification on the purchasing intention of wardah cosmetics consumers in Jakarta

1.6 Significance of The Research

This research study was conducted to address the objectives of the study, so it will contribute to literature both from academic and managerial perspectives. There are few studies in this field that focus on **Price, Product Quality, Brand Awareness, and Halal Certification**. From the theoretical side, it will add knowledge to the relationship both between price, product quality, brand awareness, Halal Certification. It will also check the factors influence consumer purchase intention of wardah cosmetics products in Jakarta.

This research will aid marketers in identifying indications of consumer purchase intentions and what factors influence consumer purchasing intentions for Wardah Cosmetics goods in Jakarta from a managerial standpoint. This research will give a conceptual framework for Wardah firms to understand more about the elements that influence Wardah Cosmetics product purchasing intentions in Jakarta. Finally, this



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study will aid marketers in understanding the relationship between price, product quality, brand awareness, and halal certification as a structural model.

Finally, Wardah cosmetic items in Jakarta are a factor that determines consumer buying intent. These discoveries will add to the cosmetic industry's knowledge base. This research will add to the existing body of knowledge on price, product quality, brand recognition, and halal certification. It will also serve as a foundation for future research on comparable themes.

1.7 Scope of The Research

This discussion focuses on the factor of consumer purchase intention in Wardah cosmetic products. Factors purchase intention have indicators including price, product quality, brand awareness, and halal certification. This research was conducted on Wardah cosmetic products, a company engaged in beauty cosmetics Jakarta

1.8 Limitation of The Research

This study was carried out in compliance with accurate data, sources and information that the authors searched for on Google Scholar, journals, books, information on Google and result data of consumer Wardah cosmetic. So that the data written comes from a trusted source.

1.9 Definition of Key Terms

There are key terms used in this research, some of these definitions are:

1.9.1 Price

According to Rahim (2018), when a consumer wants to buy a product, price is highly significant; if a product is too expensive, it will affect the consumer's desire to acquire it. In the eyes of



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average users, price may be the most essential factor. However, unlike brand loyalty, the price of a product has no effect on the consumer's intent to acquire it. Consumer satisfaction, on the other hand, can be calculated by comparing prices to the costs that it considers and values. It's also one of the most reliable predictors of consumer satisfaction.

Pattanayak and Singh (2014). Consumers will purchase a product if the value of the product is better than the cost, and consumers will purchase cosmetic products if the price is within their budget.

1.9.2 Product Quality

Product quality, according to Tjiptono (2002), is the control of variety in order to attain the degree of quality that is required to meet consumer expectations. Product quality is considered as crucial by every firm in order to compete in the market. According to Ariani (2003), a good quality product can provide a variety of benefits, including lower costs, increased impact of increasing international market share, increased company reputation, sole responsibility for the product, product appearance, and realising the perceived quality is important.

1.9.3 Brand Awareness

Brand awareness, according to Aaker (1991), is the ability of potential customers to recognise and recall that a brand belongs to a specific product category. When consumers are aware of a cosmetic product's brand, they are more likely to add it to their shopping list. Brand image is another aspect of brand awareness. Keller defines brand image as "the consumer's view of a particular brand" (1993). Companies utilise brand image to introduce their products and image to the general audience. According to Loudon & Della Bitta (1988), brand image influences how consumers view a product and reduces purchasing risk.



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1.9.4 Halal Certification

The word Halal is an Arabic word which refers to permissible or permissible by Islamic Law. The meaning of Halal is more than pork free but includes what is good for human consumption. There are many versions in the Qur'an that emphasize Halalan food and Toyyiban which refers to clean, nutritious, quality, safe and hygienic food throughout the supply chain from agriculture, processing, packaging and labeling, warehousing, transportation, shipping and consumption. That is to state, halal food must meet stringent sanitation and cleanliness requirements and must not be hazardous to one's health.

JAKIM defines halal certification as a review of the entire food production process, from preparation to slaughter, materials utilised, cleaning, handling, and processing, to transportation and distribution. Halal does not merely refer to food; it also refers to how the food is cooked, the premises on which the food is prepared, and who prepares it. This means that the equipment utilised, the work environment, and the people involved in food preparation and sanitation are all considered. Halal certification is no longer restricted to food and beverages; it now includes cosmetics as well. By 2022, the global halal business is expected to be worth \$3 billion. Indonesia, with a population of 261 million people and a muslim population of 87.2 percent, has a growing muslim market potential..

1.9.5 Purchase Intention

Purchase intention, described by Ling Chai & Piew (2010) as personal action preferences toward a brand, is one of the components of consumer cognitive behaviour that determines how an individual intends to acquire a specific brand. When consumers wish to choose and make purchases, different perceptions can lead



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to varied judgments about things, according to Rezvani et al(2012). Furthermore, according to Kenyon and Sen, word-of-mouth has a significant impact on consumers' purchasing intentions (2012). Purchase intent, on the other hand, is the most important issue in the industry for raising brand awareness and generating pleasant feelings among customers. Borzooei, Mahdi, and Asgari are three different types of Borzooei (2013). Whiltar, Geurts, and Swenson utilised it to find potential purchases for a product within a specific timeframe (1993). Factors that increase the chances include product type, previous purchases, and, to a lesser extent, gender, Brown, Pope, & Voges (2003). In addition, to determine the factors that influence consumers' purchase intentions, reasoned action theory (TRA) is used, Belleau et al., (2007).

1.10 Structure of the Proposal

This section demonstrates the thesis structure. This research is divided into six chapters. The issues related to the topic are discussed in Chapter One, which begins with an introduction to the chapter and then moves on to the background of the topic, problem statement, research question, research objectives, significance of the study, scope of the study, limitations of the research, key terms, proposal structure, and conclusion.

The second chapter examines the literature on the topics of price, product quality, brand awareness, and halal certification, as well as the underpinning theories, research framework, and hypothesis, and the chapter's conclusion.

The methodological section of Chapter 3 comprises the chapter introduction, aspects of research design, population and sampling, variable measurement, instrument and data collection, data analysis, and chapter conclusion.

Chapter four shows the research conclusions and the researcher



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expected contributions of the study. Chapter five shows the references of the research. Andchapter six shows the appendix of the research includes the duration of research time frame and questionnaire.

1.11 Chapter Conclusion

This chapter, as a whole, addresses the study's beginning, which contains the introduction and background of the subject to be investigated. Explain the formulation of clearly explained problems to facilitate the research process, explain the object of a study, and know the purpose of the research in the future.





CHAPTER V

DATA ANALYSIS

5.1 Main objective of the study

This chapter outlines the researcher's research projects. A quick overview of the research is offered first. The research objectives framework and research methods are briefly explored in this section as a type of problem. In addition, the study's primary findings are described in this chapter. The results of the empirical test drive from data analysis are reported in this section. Following that, the current study's ramifications are examined. Additional research contributions are discussed. Finally, there will be a discussion of the limitations and future research directions.

The primary goal of this study is to determine the characteristics that influence consumers' purchasing intentions for Wardah cosmetic goods in Jakarta. In domains such as new product testing (Silk and Urban, 1978), forecasting (Infosino, 1986), advertising research (MacKenzie et al., 1986), and segmentation, purchase intention is an essential construct frequently utilised in marketing research and marketing practise (Sewall, 1978). "The single best predictor of an individual's action will be a measure of his intention to perform that behaviour," Fishbein and Ajzen (1975, p. 369) state. Purchase intentions should be able to predict future behaviour since they allow each person to consider the aspects that are most important to them when making a purchase decision. As a result, the purpose of this study is to learn more about the relationship between parameters such as price, product quality, brand recognition, halal certification, and purchase intention of wardah cosmetic items.

5.2 The impact price on purchase intention

One of the objectives of this research is to find out the value of the role of price in purchase intention. for the role of variable price has a role that has the potential to affect purchase intention.

The first IV, namely price, can be considered to influence DV, namely purchase intention, in this study. According to Tjiptono (2008), price has an impact on brand image and positioning strategy, hence it is a crucial factor to consider. Consumers prefer to link price to product quality, believing that a high price implies great quality and vice versa. Furthermore, according to Buehler and Halbherr (2017), one of the elements that



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increases purchase interest is price. As a result, pricing is a significant determinant of purchase decisions. According to Ya Hui Wang's (2016) research, most respondents perceive price to be an essential element influencing purchase decisions, and these findings are consistent with earlier studies, which found that price has a significant result of 0.372.

5.3 The impact product quality on purchase intention

One of the objectives of this research is to find out the value of the role of product quality in purchase intention. for the role of variable product quality has a role that has the potential to affect purchase intention.

The second IV, namely product quality, can be claimed to be able to influence DV, namely purchase intention, in this study because superior quality can increase consumer purchasing decisions for these products or services. This is consistent with Shahrudin's (2011) findings, which demonstrated the level of product decisions based on eight elements of the quality framework and their relationship to client purchasing behaviour. This study backs up Tjiptono's (2008) assertion that product quality is a set of qualities and characteristics that define or measure the extent to which an output may satisfy or assess the extent to which certain properties and characteristics meet consumer needs. Researchers Febert Deniel Septy Purba, Endang Sulistyarini, and Isfenti Sadalia found a significant result of 0.623, which is lower than 0.05, in prior investigations where product quality received a significant result of 0.623, which is lower than 0.05. (2018).

5.4 The Impact Brand Awareness on Purchase Intention

One of the goals of this study is to determine the importance of brand awareness in purchasing intent. Variable brand awareness plays a role that has the potential to influence purchase intent. The findings of the study, according to Vitori Azzari and Anderson Pellisari (2018), reveal that the two factors have sig. With a P-Value of 0.623, the coefficient on brand awareness indicates that brand awareness has no direct impact on purchase intent.

Several new brands are developing in the market, according to Pullig, Simmons, and Netemeyer (2006), and they are competing on an equal footing with established



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brands. In this circumstance, customer awareness of a brand's existence in a product category is not necessarily a strong enough reason to directly affect purchase intent (Burnett & Hutton, 2007). This is also linked to technology advancements and wide pricing and tool variations based on the product model being sold. As a result, it encourages customers to focus on these characteristics rather than whether or not the brand is well-known (Wu & Ho, 2014).

However, the fact that brands are well-known provides consumers with several opportunities to create positive behaviours and attitudes, including other CBBE aspects such as perceived quality, brand associations, and brand loyalty (Grewal et al., 1998; Pappu, & Quester, 2016; Foroudi et al., 2018). Consumers who are more aware of a brand are more confident and able to be loyal to it, but brands with a low level of awareness may have a harder time breaking into the market (Keller, 1993). Brand identification is seen to be a prerequisite for brand loyalty (Keller, 1993; Pappu, & Quester, 2016).

5.5 The Impact Halal Certification on Purchase Intention

One of the objectives of this research is to find out the value of the role of product quality in purchase intention. for the role of variable product quality has a role that has the potential to affect purchase intention.

The four IVs, namely halal certification, can be stated to influence DV, namely purchasing intention, in this study. According to the research of Malik Rahmi Fitria, Hermawan Aji, and Asnawi Yudha Heryawan (2019), halal certification has a beneficial effect on halal buying intentions with a positive score (0.29). If a product has a halal certificate, it becomes the second element that influences the decision to purchase halal. As a result, producers place a greater emphasis on halal certification of ready-to-eat food, and consumer safety can also be employed as a marketing technique. According to Shafie (2006), companies utilise halal certification to inform and persuade consumers that their products are halal and sharia compliant. A halal symbol is generally labelled on consumer products to reflect the trustworthiness of products that are safe for eating by Muslims (Wibowo & Ahmad, 2016).



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5.6 Limitation

In this study I had some limitations such as time, difficulty approaching respondents and the pandemic situation. Time constraints make it difficult to apply study. Data collection was limited to 2 weeks of distribution through the use of an electronic questionnaire. because the researcher is in Malaysia and the respondents are cosmetic users in Jakarta, Indonesia. The next obstacle is the difficulty of approaching respondents because in a pandemic situation like this it is limited by physical meetings of respondents and of course this is a limitation because they only rely on social media such as *Instagram*, *WhatsApp*, and *Gform* for data collection and data collection is carried out using convenience sampling.

5.7 Conclusion

From the research above, it can be said that almost all variables are said to have a positive influence, especially in terms of customer loyalty. Like the first IV, namely the price which has a significance of 0.023 on purchase intention and then the product quality which has a significance of 0.000 on purchase intention. the next variable is brand awareness which has a significance level of 0.465 although this number is greater than 0.05 but this variable can still be investigated because the other test values have good enough results to be used as variables, Halal certification is the following variable, with a significance value of 0.004. This demonstrates that product quality is a substantial variable that can be examined, with a value of 0.000, making it a desirable study variable.

It can also be deduced from the previous explanation that practically all of the independent factors investigated have a positive link or influence on the dependent variable, namely purchase intention. for a variable because it has a significant value below 0.05. Cosmetic customers prefer the product quality variable to the brand awareness variable, according to this study. In the future, Wardah Cosmetics can make further improvements from all aspects, such as those used as price variables, product quality, brand awareness, and halal certification, which will certainly become a benchmark for Wardah Cosmetics to improve further.



APPENDIX A: RESEARCH INSTRUMENTS

Section 1: Background Information

Do you ever wear wardah?	<input type="checkbox"/>	Yes
Age	<input type="checkbox"/>	<input type="checkbox"/> <17 <input type="checkbox"/> 18-28 <input type="checkbox"/> 29-39 >40
Gender	<input type="checkbox"/>	Female
Age	<input type="checkbox"/>	<input type="checkbox"/> <17 <input type="checkbox"/> 18-28 <input type="checkbox"/> 29-39 >40
Occupation	<input type="checkbox"/>	<input type="checkbox"/> Student <input type="checkbox"/> Employee Others

Section 2: Survey Questionnaire

Respondents rated how strongly agree or disagree with the following statements on a scale of 1 to 5, with 1 indicating "Strongly Disagree" and 5 indicating "Strongly Agree," and 3 indicating "Neutral."

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

	Price	1	2	3	4	5
1	When purchasing cosmetic items, one of the most significant criteria for me is the price.					
2	When purchasing cosmetic items, one of the most significant criteria for me is the price.					
3	I always consider the costs of cosmetics against their quality.					
4	wardah cosmetic product price in jakarta is affordable					
5	wardah cosmetic product price in jakarta is appropriate					
	Product Quality	1	2	3	4	5
6	I think wardah cosmetic products are of better quality					

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7	I perceive wardah cosmetic product offered be durable.					
8	wardah cosmetic product appear to me to be well crafted					
9	Wardah Cosmetics' quality is more essential than its price.					
10	I use Wardah Cosmetics because of their quality.					
	Brand Awaranness	1	2	3	4	5
11	I am familiar with the significance of the wardah cosmetics brand.					
12	Among competitors, I can recognise this wardah cosmetic brand.					
13	I'm familiar with the Wardah cosmetics line.					
14	I'm well-versed in the Wardah cosmetics line.					
15	Wardah cosmetics has always been a source of concern for me.					
	Halal Certification	1	2	3	4	5
16	A halal certificate provides guarantee that the product is halal					
17	When I purchase a product, I demand a halal-certificated product.					
18	Halal-certificated products are more attractive than those without a halal certificate.					
19	Halal certificate is important for me in product selection					
20	Halal product selection is based on the halal certificate on the product					
	Purchase Inention	1	2	3	4	5
21	I will think about purchasing wardah cosmetic product					
22	I will think about directing my purchasing preferences towards					
23	I am planning to spend more on wardah cosmetic products					
24	I want to purchase Wardah cosmetic products in the near future.					
25	I recommend Wardah cosmetic products to my relatives and friends.					



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APPENDIX B: TURNITIN REPORT

FACTORS INFLUENCING CONSUMER PURCHASE INTENTION OF WARDAH COSMETICS PRODUCT IN JAKARTA

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SIMILARITY INDEX

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DECLARATION

I hereby declare that the work has been done by myself and no portion of the work contained in this Thesis has been submitted in support of any application for any other degree or qualification on this or any other university or institution of learning.

Annisa Nur Fazri

