THE EFFECT OF PRICE, BPOM, AND HALAL LABELS ON COLLEGE STUDENTS' SKINCARE PURCHASE DECISIONS

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Abstract

This study aims to determine the effect of price, BPOM labeling, and halal labeling on purchasing decisions for skincare products among female students of the Faculty of Islamic Economics and Business, IAIN Langsa. The method used is a quantitative approach. This study uses a total sampling technique with the sample used being female students at the Faculty of Islamic Economics and Business, IAIN Langsa, Class of 2021, totaling 135 respondents. The data collection technique used a questionnaire. The data analysis method used multiple linear regression, classical assumption test, and hypothesis test (t-test, F-test, and R2). The results of the study showed that partially the variables price, BPOM labeling, and halal labeling had a significant positive effect on purchasing decisions for skincare products among female students of the Faculty of Islamic Economics and Business, IAIN Langsa. Price, BPOM labeling, and halal labeling are used simultaneously in purchasing decisions for skincare products among female students of the Faculty of Islamic Economics and Business, IAIN Langsa.

Keywords: Price, BPOM Labeling, Halal Labeling, Purchasing Decisions, Skincare

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh harga, labelisasi BPOM dan labelisasi halal terhadap keputusan pembelian produk *skincare* pada mahasiswi Fakultas Ekonomi dan Bisnis Islam IAIN Langsa. Metode yang digunakan yaitu pendekatan kuantitatif. Penelitian ini menggunakan teknik total sampling dengan sampel yang digunakan adalah mahasiswi dengan jenis kelamin perempuan pada Fakultas Ekonomi dan Bisnis Islam IAIN Langsa Angkatan 2021 sebanyak 135 responden. Teknik pengumpulan data menggunakan kuesioner. Metode analisis data menggunakan regresi linear berganda, uji asumsi klasik, dan uji hipotesa (uji t, uji F dan R^2). Hasil penelitian menunjukkan bahwa secara parsial variabel harga, labelisasi BPOM dan labelisasi halal berpengaruh positif signifikan terhadap keputusan pembelian produk *skincare* pada mahasiswi Fakultas Ekonomi dan Bisnis Islam IAIN Langsa. Harga, labelisasi BPOM dan labelisasi halal secara simultan terhadap keputusan pembelian produk *skincare* pada mahasiswi Fakultas Ekonomi dan Bisnis Islam IAIN Langsa.

Kata Kunci: Harga, Labelisasi BPOM, Labelisasi Halal, Keputusan Pembelian, Skincare

A. INTRODUCTION

The cosmetics and skincare products industry has grown rapidly in recent years, especially among female students' attention to appearance and skin health is a top priority, prompting many female students to search for and choose *skincare* products that suit their needs. The high demand for *skincare* products encourages many companies to produce and market various types of *skincare products* (Chintya Koestri Ayuningrum & Daulay, 2021). However, in the midst of the diversity of existing products, consumers are often faced with various considerations when deciding to buy a *skincare product*(Salsabila & Fitria, 2023). In choosing *skincare products,* there are several factors that affect the purchase decision, including the price.

Price is a sum of money that functions as a medium of exchange to obtain products or services. Price can also be interpreted as determining the value of a product in the minds of consumers (Abdurrahman, 2015). The price factor is often the main consideration for consumers, especially female students in buying *skincare* products. College students often have financial limitations that make them prefer *skincare* products that are affordable but still of high quality (N. T. Sari & Hanifa, 2023). However, many also find that the price of *skincare* products tends to be expensive, especially for female students who are mostly still dependent on their parents and do not have their own income.

Based on the results of the initial interviews conducted by the researcher, it can be seen that there are female students who continue to buy *skincare products* at prices that tend to be expensive on the grounds that the products are considered good for the skin. This decision is often driven by the belief that the quality of the product is directly proportional to the price. Many female students sacrifice their budgets for other important needs in order to buy *skincare* products that tend to be expensive because they are considered more qualified. As a result, female college students often face difficulties in controlling monthly expenses, which can negatively impact their finances in the long run. Not infrequently, these students have to borrow money or reduce expenses for daily needs such as food, transportation, or study materials, in order to meet the desire to buy expensive *skincare* products.

In addition, a factor that is suspected to affect the purchase decision of female students in *skincare products* is the existence of BPOM labeling. The BPOM label is considered a guarantee of product safety and quality so that consumers feel more confident and safer in using the product. *Skincare* products that do not have BPOM labeling can cause doubts and concerns about their safety and quality (Kartika Dwi Novasari & Fithria, 2024).

Several references to Indonesian books and journals support the problem of BPOM labeling in the purchase of *skincare* products. Based on the results of research conducted by Suhardi, it was found that consumer awareness of the importance of BPOM labeling increases their trust in a *skincare product*(Maimunah, Putri, & Suriana, 2023). This is also supported by Danuar in his book which states that BPOM labeling gives confidence to consumers in the quality and safety of a product (Adijaya, 2019). In addition, research by (Swari, Priyanto, & Purwanti, 2024) shows that the lack of BPOM labeling on *skincare*

products can cause consumer distrust and potentially harm manufacturers due to the lack of transparency regarding the ingredients used in the product.

Problems related to BPOM labels on *skincare* products are increasingly worrying with the rampant counterfeiting of labels by irresponsible manufacturers. *Fake skincare* products often include invalid or forged BPOM registration numbers to give consumers the impression of being safe (Mustika Eka Kusuma Wardhani, 2024). However, based on the results of initial interviews, it is known that many female students, as one of the largest groups *of skincare* users, tend to ignore the validity of this label. College students are often affected by trends without checking the authenticity of products, so they risk using products that are not guaranteed safety. In fact, the use of *fake skincare* can cause serious side effects, such as skin irritation, allergies, and long-term effects on health.

In addition, based on the results of the initial interviews conducted by the researcher, it is also known that there are female students who continue to buy *skincare* products even though they realize that products without the BPOM label tend to be indicated to be dangerous. This is because the desire to see results immediately often trumps safety considerations. College students are tempted by the promises of instant results often claimed by products without BPOM labels, which may give hope of quickly addressing skin problems such as acne or hyperpigmentation. This desire can obscure the risk assessment that the female student has actually understood. In addition, the existence of recommendations from beauty influencers or testimonials from close friends can have a big influence. If many people around them use a certain product and get positive results, female students may be more likely to follow even if the product does not have BPOM labeling. The desire to meet beauty standards seen on social media can influence a student's decision.

Then, another factor that can affect the decision to purchase *skincare* is the halal labeling of the *skincare product*, especially in the purchase decision of Muslim consumers, especially for students of the Faculty of Islamic Economics and Business at IAIN Langsa. This is because the halalness of a *skincare product* is the main consideration before buying and consuming it. For Muslim consumers, the halal label provides confidence that the product is in accordance with the principles of the Islamic religion and safe to use (Agusti & Yuliarti, 2024).

Several problems related to halal labeling in the purchase of *skincare* products have also been discussed in Indonesian literature. According to research by Huda et al., consumers tend to trust and choose products that have halal certification (Arsita & Jannah, 2023). Another reference that supports the problem of halal labeling in the purchase of *skincare products* is the book "Islamic Business Ethics: Perspectives of the Qur'an and Hadith" by (Antonio, 2020). In this book, the author discusses the importance of halal aspects in business and consumption according to Islamic teachings, including in the selection of *skincare products*.

However, in an interview with several students of the Faculty of Islamic Economics and Business IAIN Langsa, it was known that female students had a less deep understanding of the importance of halal labels in *skincare products*. The female student has the view that halal labels are more relevant for food and beverages and have less effect on *skincare* products. The students are not aware that the ingredients in *skincare products*

can also contain substances that are not in accordance with Islamic principles, such as alcohol or animal derivatives that are not slaughtered according to Sharia.

B. LITERATURE REVIEW

The theoretical concept of the key variables that influence purchase decisions, particularly in the context of skincare products targeted at students, includes Price, BPOM Label, Halal Label, and Purchase Decision. Price is defined as a monetary unit or other measure exchanged to obtain the right to ownership or use of a good or service, and is the only element of the marketing mix that generates revenue for the company (Khalik, 2022). Therefore, price serves as a key determining factor that reflects the value exchanged in the purchasing process. In addition to price, quality and safety assurance are also crucial determinants. In this regard, the BPOM (Food and Drug Supervisory Agency) label is a labeling process that ensures the product has undergone a series of tests and verifications, guaranteeing safety, quality, and benefits for consumers; this label is important for building trust and reducing perceived risk in skincare products (S. K. Sari & Khairina, 2023). Another important factor that is highly relevant for Muslim consumers is the Halal Label, which is a certification that a product meets halal standards according to Islamic law, involving the inspection of raw materials all the way through the distribution process (Nurdin & Sakti, 2024). For consumers, this label serves as a guarantee and an indicator of religious compliance, which significantly influences product evaluation. These three factors — Price, BPOM Label, and Halal Label — collectively affect Purchase Decisions, which are the stages where consumers choose to buy a product after going through a series of steps, including problem identification, information search, alternative evaluation, brand selection, and post-purchase evaluation (Sunyoto, 2019).

In the context of the highly competitive skincare and cosmetic market that targets college students, extensive empirical evidence consistently confirms the significant influence of the key variables examined in this study—namely Halal Labeling, Price, and BPOM Labeling—on Purchase Decisions. The literature predominantly demonstrates that the Halal Label is a positive and significant determinant of purchasing decisions for cosmetic and packaged food products (Choirunnisa & Firmansyah, 2021; Najmudin, Ridwan, Jakaria, Maisaroh, & Sujanah, 2023; Putera & Sumadi, 2023; Alam & Subarjo, 2025; Purba & Harahap, 2025). This robust influence is largely attributed to the label acting as a crucial ethical and religious filter, ensuring compliance with raw material standards and overall product quality (Alrusjdah, Purnomo, & Zahra Maulida, 2023). The effect of Halal labeling has been shown to be particularly strong, in some models even surpassing variables such as brand image and lifestyle (Handayani & Hartini, 2025; Purba & Harahap, 2025), and is documented to mediate the path from purchase intention to the final decision (Najmudin, Ridwan, Jakaria, Maisaroh, & Sujanah, 2023). These findings align with the established principle that religiosity itself is a significant and direct predictor of consumer purchase decisions (Putera & Sumadi, 2023; Purba & Harahap, 2025).

The role of Price, the second core variable in this study, also receives substantial empirical support, established as a highly significant determinant of purchasing behavior (Syaifulloh, 2024). More recent findings emphasize the salience of price perception, ranking it as a critical factor immediately following the Halal Label in terms of impact on purchase decisions (Purba & Harahap, 2025). Notably, pricing can also act as a complex moderating factor; one study found it diminished the positive effect of brand image while

concurrently amplifying the impact of Halal Labeling on consumer behavior (Rahmatika, Saragi, & Amyulianthy, 2025). Furthermore, concerning product safety and legal compliance, the crucial role of the BPOM Label is substantiated by research indicating that the BPOM variable exerts a positive and significant effect on purchase decisions (Samsidar, 2025). Overall, these variables—comprising ethical and safety guarantees (Halal and BPOM Labels) alongside the monetary value consideration (Price)—frequently interact with other contextual factors such as brand image and lifestyle, and when analyzed simultaneously, they exert a collective positive and significant influence on college students' purchase decisions for skincare (Choirunnisa & Firmansyah, 2021; Alam & Subarjo, 2025). These cumulative findings provide the necessary empirical justification for the research model and hypotheses proposed in the current study, titled The Effect of Price, BPOM, and Halal Labels on College Students' Skincare Purchase Decisions.

C.   DATA & METHODS

This study uses a quantitative approach because it aims to test the influence of price variables, BPOM labeling, and halal labeling on skincare product purchase decisions objectively and measurably. This research was conducted at the Faculty of Islamic Economics and Business IAIN Langsa. In this study, the characteristics of the respondents used were female students at the Faculty of Islamic Economics and Business IAIN Langsa Class of 2021. The technique used in this study is total sampling, which is a sampling technique where all members of the population are used as samples in a study. Therefore, the number of samples used in this study is 135 samples. The data collection instrument uses a questionnaire. The data analysis technique uses multiple linear regression.

D.   RESULTS AND DISCUSSION

Normality Test

Table 1. Kolmogorov Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	135
Test Statistic	,196
Asymp. Sig. (2-tailed)	,104[c]

Source: Primary Data processed, 2025

Based on Table 1, it is known that the significance value of Kolmogorov Smirnov is 0.104 which indicates that the value is 0.104 > 0.05. In this case, it can be concluded that the data in this study is distributed normally.

Multicollinearity Test

Table 2. Multicollinearity Test Results

Variable	Tolerance	VIF
Harga (X_1)	0,636	1,573
Labelisasi BPOM (X_2)	0,635	1,575
Labelisasi halal (X_3)	0,996	1,004

Source: Primary Data processed, 2025

The results of the multicollinearity test in Table 2 show that the *tolerance value of* the price variable is 0.636 > 0.1, the BPOM labeling variable is 0.635 > 0.1 and the halal labeling variable is 0.996 > 0.1 Meanwhile, the VIF value of *the price variable* is 1.573 < 10, the BPOM

labeling variable is 1.573 10, *the BPOM* labeling variable namely 1.575 < 10 and the halal labeling variable is 1.004 < 10. It can be concluded that all variables do not contain multicollinearity. This means that there is no correlation between independent variables.
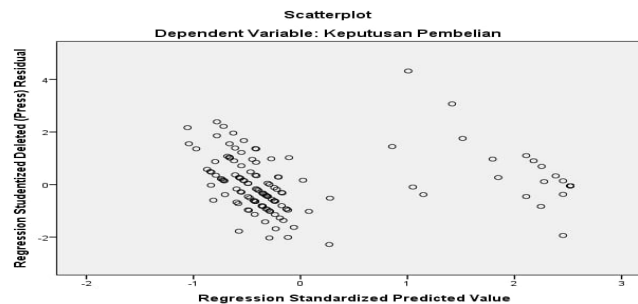
Heteroscedasticity Test

Figure 1. Heteroskedasticity Test Results
Source: Primary Data processed in SPSS version 22, 2025

Based on Figure 1 above, it can be seen that the dots on the *Scatterplot Chart* are spread out or do not form a certain pattern. This means that there is no heteroscedasticity in the regression model used, so the regression model is suitable to be used to analyze the influence of price, BPOM labeling, and halal labeling on the purchase decision of *skincare products* in students of the Faculty of Islamic Economics and Business IAIN Langsa.

Autocorrelation Test

Table 3. Autocorrelation Test Results

Model Summary					
Change Statistics					Durbin-Watson
R Square Change	F Change	df1	df2	Sig. F Change	
,881	323,872	3	131	,000	1,816

Source: Primary Data processed in SPSS 22, 2025

Based on Table 3, the D-W value resulting from the regression model is 1.816. It can therefore be concluded that the value of D-W is between -2 to +2 and thus the regression in this study has no autocorrelation.

Linearity Test

Table 4. Linearity Test Results

Variable	Sig	*Ket*
Harga (X₁) terhadap Keputusan pembelian (Y)	0,212	Linear
Labelisasi BPOM (X₂) terhadap Keputusan pembelian (Y)	0,105	Linear
Labelisasi halal (X₃) terhadap Keputusan pembelian (Y)	0,118	Linear

Source: Primary Data processed in SPSS version 22, 2025

Based on Table 4, the results of the linearity test show that the value of the significance coefficient of the price variable is 0.212 > 0.05, the BPOM labeling variable is 0.105 and the halal labelization is 0.118 > 0.05. It can be concluded that the relationship of all independent variables to dependent variables is linear.

Multiple Linear Regression and Partial Test
Table 5. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,567	,867		,654	,514
Harga	,369	,077	,263	4,783	,000
Labelisasi BPOM	,334	,090	,259	3,695	,000
Labelisasi halal	,614	,102	,466	5,994	,000
a. Dependent Variable: Keputusan Pembelian					

Source: Primary Data processed in SPSS version 22, 2025

Based on Table 5 is shown as follows:

$$Y = 0,567 + 0,369 + 0,334 + 0,614 + e$$

1. The constant value (Y) is 0.567 if the price variable, BPOM labeling, and halal labeling are zero (0), then the variable of the purchase decision of *skincare* products (Y) will be at 56.7%.

2. The price regression coefficient is 0369, meaning that if other independent variables remain the same and the price increases by 1%, then the decision to purchase *skincare products* will also increase by 36.9%. In addition, based on the results of the partial test, show that the variable value of the calculated price is 4.783 > 1.656, with a significance value of 0.000 < alpha 0.05, H0 is rejected. This means that price has a positive and significant effect on the decision to purchase *skincare products* for female students of the Faculty of Islamic Economics and Business IAIN Langsa, thus the H1 hypothesis is accepted.

3. The regression coefficient of BPOM labeling is 0.334, which means that if other independent variables remain the same and BPOM labeling increases by 1%, then the decision to purchase *skincare products* will also increase by 33.4%. In addition, based on the results of the partial test, it was shown that the value of the BPOM labeling variable was calculated as 3.695 > 1.656, with a significance value of 0.000 < alpha 0.05, H0 was rejected. This means that BPOM labeling has a positive and significant effect on the decision to purchase *skincare products* for female students of the Faculty of Islamic Economics and Business IAIN Langsa, thus the H2 hypothesis is accepted.

4. The regression coefficient of halal labeling is 0.614, which means that if other independent variables remain the same and halal labeling increases by 1%, then the decision to purchase *skincare products* will also increase by 61.4%. In addition, based on the results of the partial test, it was shown that the value of the variable value of halal labeling was 5.994 > 1.656, with a significance value of 0.000 < alpha 0.05, H0 was rejected. This means that halal labeling has a positive and significant effect on the decision to purchase *skincare products* for female students of the Faculty of Islamic Economics and Business IAIN Langsa, thus the H3 hypothesis is accepted.

Simultaneous Tests

Table 6. Results of F Test Analysis

ANOVA[a]

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3869,697	3	1289,899	323,872	,000[b]
	Residual	521,740	131	3,983		
	Total	4391,437	134			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Labelisasi halal, Harga , Labelisasi BPOM

Source: Primary Data processed in SPSS version 22, 2025

Based on Table 6, the hypothesis testing which states that there is a simultaneous (overall) influence of price, BPOM labeling, and halal labeling on the purchase decision of *skincare products* in female students of the Faculty of Islamic Economics and Business IAIN Langsa can be seen from the results of the F test in the table. Fcal value = 323.872 > Ftable 2.70 with significant value = 0.000. Thus, the significant value (0.000 < 0.05), there is a significant influence between price, BPOM labeling, and halal labeling on the decision to purchase *skincare* products in students of the Faculty of Islamic Economics and Business IAIN Langsa.

Coefficient of Determination

Table 7. Determination Test Results (R^2)

			Model Summary	
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,939[a]	,881	,878	1,996

Source: Primary Data processed in SPSS version 22, 2025

Table 7 shows an adjusted R2 value of 0.878 which means that 87.8% variation in the value of skincare *product purchase decisions* among female students of the Faculty of Islamic Economics and Business IAIN Langsa is determined by three influential variables, namely price, BPOM labeling, and halal labeling. While the rest (100% - 87.8% = 12.2%) is explained by other variables that are not included in the equation mentioned above.

The Influence of Price on Skincare *Product Purchase Decisions* in Students of the Faculty of Islamic Economics and Business IAIN Langsa

Price has a very significant role in the decision to purchase *skincare* products, especially among female students who tend to have budget constraints in spending on beauty products. Price is one of the main factors that affect the perception of the value of a product, where consumers will consider the balance between the costs incurred and the benefits obtained from the product. College students are generally more selective in choosing *skincare* products because they want products that are of good quality but still by their budget. Therefore, price is one of the dominant factors in the purchase decision-making process.

In consumer behavior theory, price is often used as an indicator in assessing the quality of a product. Consumers, including college students, tend to assume that higher

prices reflect better product quality. This phenomenon is known as *price-quality inference*, which is a concept that states that consumers often use price as a benchmark in assessing the quality of a good or service (Arsyrah Fitri, Riski Lainatus Sifa, Teresia Bunga, Aurora Elise Putriku, & Lenti Susanna Saragih, 2024). In the context of *skincare products*, female students who have a better understanding of various brands will be more likely to associate price with quality. College students believe that the price of a product reflects the quality and benefits that will be received. This research is supported by research (N. K. D. W. Sari, Mitariani, & Imbayani, 2020) and research by (Heriyanto, 2020) which shows the results that the price has a positive and significant effect on the purchase decision.

The Effect of BPOM Labeling on Skincare *Product Purchase Decisions* in Students of the Faculty of Islamic Economics and Business IAIN Langsa

The decision to purchase *skincare products* for female students is influenced by various factors, one of which is labeling by the Food and Drug Supervisory Agency (BPOM). The BPOM label is an indicator that a product has passed the feasibility and safety test process before it is released on the market (Aziz, 2020). In the world of skincare, especially among female students who are increasingly aware of the importance of product safety, the BPOM label is one of the main aspects to consider before making a purchase. Students who care about skin health tend to be more selective in choosing *skincare* products, so they prefer products that have been registered and licensed by BPOM compared to products that do not have official labels.

The existence of the BPOM label provides a sense of security for female students in using a product because it indicates that the product has met government regulatory standards. In some cases, many female students experience negative effects due to the use of *skincare* products that do not have BPOM permits, such as skin irritation, allergies, and even long-term impacts such as skin damage due to harmful ingredients such as mercury or hydroquinone which are often found in *illegal skincare* products. Therefore, personal experiences or stories from people around them about the risks of using products without BPOM permission also influence their purchasing decisions. With the BPOM label, female students feel more confident that the products they use have been tested and safe for their skin, especially for those who have sensitive skin types or are prone to certain skin problems. This research is supported by research (Khotimah, Wahono, & Bastomi, 2023) and research (Aulia & Aswad, 2022) which shows the results that BPOM labeling has a positive and significant effect on purchasing decisions.

The Effect of BPOM Labeling on Skincare *Product Purchase Decisions* in Students of the Faculty of Islamic Economics and Business IAIN Langsa

The halal label on *skincare products* is an official certification issued by an authorized institution, such as the Indonesian Ulema Council (MUI), which indicates that the product is free from ingredients that are prohibited in Islam and produced through a process that is in accordance with halal principles (Warto & Samsuri, 2020). For Muslim female students who have a high awareness of religious values, the existence of halal labels is an important factor in determining the *skincare* products they use. This is not only related to the aspect of trust and compliance with religious teachings but also to the belief that halal products are safer and of higher quality because they have gone through a strict verification process.

Students who have a high awareness of the halalness of a product tend to believe that halal-certified skincare is more guaranteed to be safe because it is free from prohibited ingredients, such as alcohol, gelatin from non-halal animals, or other derivative ingredients that are not in accordance with Islamic law. This belief is further strengthened by the fact that the halal certification process also includes aspects of hygiene, ingredient quality, and production ethics, which provides additional assurance that the product is not only halal under Islamic law but also safe for skin health. This research is supported by research (Bulan & Fazrin, 2017) and research (Aulia & Aswad, 2022) which shows the results that halal labeling has a positive and significant effect on purchase decisions.

The Influence of Price, BPOM Labeling, and Halal Labeling on the Decision to Purchase *Skincare Products* in Students of the Faculty of Islamic Economics and Business IAIN Langsa

The results of the study showed that prices, BPOM labeling, and halal labeling had a positive and significant influence on the purchase decision of *skincare* products in female students of the Faculty of Islamic Economics and Business IAIN Langsa. This influence is evidenced by the results of statistical tests which show a Fcal value of 323.872, which is much larger than the Ftable of 2.70, and a significance value of 0.000 which is below the significance limit of 0.05. This confirms that price variables, BPOM labeling, and halal labeling together contribute to influencing *skincare product purchase decisions.*

Price is one of the main factors in purchasing decisions, and college students tend to consider the balance between price and quality before buying a product. BPOM labeling also plays an important role because it provides assurance that *skincare* products have passed safety tests and meet applicable regulatory standards, thereby increasing consumer confidence in choosing products. Meanwhile, halal labeling further strengthens purchase decisions, especially for Muslim students who care about the halal aspects of products used in daily life.

Thus, the results of this study indicate that the higher the price that reflects the quality of the product, the stronger the safety guarantee from BPOM, and the clearer the halalness of the product, the more likely it is for female students to buy the *skincare* product. These findings also show that young consumers, especially in an academic environment based on Islamic economics, are increasingly selective in choosing skincare products by considering aspects of price, legality, and compliance with Sharia principles.

In addition, the results of the study showed that the adjusted R^2 value was 0.878, which means that 87.8% variation in the purchase decision of *skincare* products among female students of the Faculty of Islamic Economics and Business IAIN Langsa can be explained by three main variables, namely price, BPOM labeling, and halal labeling. This shows that these three variables have a very strong influence in determining purchasing decisions. However, this study also revealed that there are still 12.2% of other factors that are not included in the research model, which also influence the purchase decision of *skincare products.* This means that although price, BPOM labeling, and halal labeling are the dominant factors in influencing purchase decisions, there are other variables that also need to be taken into account by skin care product manufacturers and marketers to improve consumer purchase decisions.

E. CONCLUSION

Based on the results of research and discussion, several conclusions can be drawn that price has a significant positive effect on the purchase decision of *skincare products* for female students of the Faculty of Islamic Economics and Business IAIN Langsa. BPOM labeling has a significant positive effect on the decision to purchase *skincare products* for female students of the Faculty of Islamic Economics and Business IAIN Langsa. Halal labeling has a significant positive effect on the decision to purchase *skincare products* for female students of the Faculty of Islamic Economics and Business IAIN Langsa. Prices, BPOM labeling, and halal labeling together affect the purchase decision of *skincare products* for female students of the Faculty of Economics and Islamic Business IAIN Langsa.

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