

# Brand Equity, Product Variation, Social Influence, and Halal Labeling on the Interest in Buying Wardah Lipstick Cosmetics Among Women in Pekanbaru City

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**Brand Equity, Product Variation, Social Influence, and Halal Labeling on the Interest in Buying Wardah Lipstick Cosmetics Among Women in Pekanbaru City**

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**ABSTRACT**

This research aims to determine and analyze the influence of brand equity, product variety, social influence, and halal labeling on interest in buying cosmetics. This research was conducted in Pekanbaru City. Determining the sample in this study used the Purposive Sampling method with 150 respondents. The population used is all consumers in Pekanbaru City. Data analysis using multiple linear regression. The results of the research show that there is no significant and negative influence between brand equity on purchasing interest, and there is a positive and significant influence between product variety on purchasing interest, and there is no significant and negative influence between social influence and halal labeling on purchasing interest.

**Keywords:** Brand Equity, Product Variety, Social Influence, Halal Labeling, Purchase Interest

**Fields:** Marketing, Halal, Management

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**INTRODUCTION**

Corporate competition in the current era of globalization is getting tighter. Every company must be able to compete with other companies, namely by continuously innovating products. Every company will certainly release various products with the best quality to win the competition so that buying interest is higher. One of the products that is currently developing and in demand by buyers is cosmetic products, one of which is lipstick.

PT. Paragon Technology andInnovation in marketing its superior product, namely Wardah cosmetics. PT. Paragon Technology andInnovation was founded on February 28, 1985 with the initial name of PT. Pasaka Tradisi Iba. This company only changed its name to PT. Paragon Technology andInnovation in 2011. PT. Paragon Technology andInnovation is one of the companies that produces cosmetics. Its products are produced under three brands, namely Putri, Zahra, and Wardah.

**Table 1. Top Brand Award for Lipstick Cosmetics 2021-2023**

Brand Award	TBI 2021	TBI 2022	TBI 2023
Wardah	31,9%	27,2%	26%
Maybelline	11,6%	15,8%	19,3%
Revlon	7,5%	8,5%	6,3%
Pixy	5,6%	2,8%	3,6%
Viva	3,3%	2,4%	1,5%

Source: Top Brand Index Award 2023

From the data that the researcher has presented, this is useful for forming public perception in Pekanbaru city, which can build trust in Pekanbaru city society towards Wardah lipstick cosmetics and attract lipstick purchases in Pekanbaru city women towards Wardah lipstick cosmetics.

Thus, the achievement of the Wardah lipstick cosmetic brand shows public awareness of the high interest in buying the Wardah brand. The increasingly tight competition in the beauty product industry makes consumers have many alternative choices or substitute goods, so that consumers are very easy to switch to certain brands. Efforts to attract consumer buying interest are needed to choose and make repeat purchases of Wardah beauty products. The role of cosmetic product brands influences consumer buying interest, because consumers tend to choose brands that are more familiar to them.

Brand equity (Özcan & Elçi, 2020; Şahin et al., 2017) is a set of brand assets and liabilities related to a brand, its name and symbol, which add or reduce the value provided by a good or service (Flocky et al., 2020) to the company or the company's customers Aaker (2015). Below are some explanations from several experts regarding the concept of brand equity. According to Paludi and Marchorimah (2021), brand equity is the view and assessment of consumers towards a particular brand that comes from their own experiences or those of others. Brand equity suggests that a brand has the strength of value and reputational success. In a business activity that sells a Wardah lipstick cosmetic product (S. Chandra et al., 2023), of course, you must pay attention to the completeness or availability of product variations owned by a company or store discussed in this study. The influence of brand equity on purchasing interest can be proven by several studies such as in the following four studies, namely the first study conducted by previous research Lasrida and Amik, (2021) stated that the brand equity variable partially has a significant effect on purchasing interest. The second study conducted by previous research Ahmad et al., (2023) stated that the brand equity variable partially has a significant effect on repurchase interest. The third study conducted by previous research Wahyuddin et al., (2019) stated that the brand equity variable partially has a positive effect on repurchase interest. However, the fourth study conducted by previous research Santoso et al., (2023) stated that the brand equity variable partially has a positive and significant effect on purchasing interest.

According to Kotler (2016) defines product variation as a separate unit within a brand or product line that can be distinguished by size, price, appearance or other characteristics. Product variation or product diversity is nothing new in the world of marketing. Where strategies are widely used by marketing practitioners in their product launch activities. According to Iadasari, (2019) product variation is the completeness of products related to the depth, breadth, and quality of the products offered as well as the availability of the product at all times in the store. According to Ichsanudin and Purnomo, (2021) product variation is a product produced by a company that expects to produce products that are not single, but can be in various types and types. The effect of product variation on purchasing interest can be proven by several studies such as in the following four studies, namely the first study conducted by previous research Ayu et al., (2022) stated that the product variation variable partially has a significant effect on repurchase interest. The second study conducted by previous research Afriyanti et al., (2019) stated that the product variation variable partially has a significant effect on purchasing interest. The third study conducted by previous research Hasanah (2021) stated that the product variation variable partially had a significant effect on purchasing interest. The fourth study conducted by previous research Wijayastri, (2018) stated that the product variation variable partially had a positive effect on consumer purchasing interest.

According to Sangadji, (2016) social influence, is included in the major influence in the consumer decision process. Consumer behavior will also be influenced by the community or social factors that surround it. Social influence will be a consideration for consumers in determining purchasing interest and decisions to buy products. According to Vahdat et al., (2020) it is a social influence that can influence other people who can change behavior, while according to Kotler and Keller (2016) that Social Influence can be influenced by social factors: small groups, family, roles and social status of consumers. The influence of social influence on purchasing interest can be proven by several studies such as in three studies, namely, the first study conducted by previous research Sapitri and Sapiono, (2023) stated that the Social Influence variable partially has a positive and significant effect on purchasing interest. The second study conducted by research by Indrawan et al., (2022) stated that the Social Influence variable partially has a significant positive effect on purchasing interest. The third study conducted by previous research Putri and Louis (2021) stated that the Social Influence variable partially has a positive effect on purchasing interest.

The halal label is a sign of a product's halalness, this is stated in UUJPH No. 33 of 2014 which was ratified on October 17, 2014 by President Susilo Bambang Yudhoyono. A product can be considered halal if it already has a halal sign or label on its product. Based on PP No. 39 of 2021, it states that the halal label must at least contain: a logo, certificate number or registration number. The inclusion of the halal label must be included on: product packaging, certain parts of the product, and certain areas of the product. The halal label listed on the packaging has rules, namely that it must be easy to see and read, not easy to remove, remove, or damage, in accordance with the provisions of laws and regulations. The halal label is a sign of the halalness of a product given by BPJPH to a product brand that has been certified halal. The halal label is a factor that consumers consider when buying a product. When consumers buy products that have been labeled halal, consumers will feel calmer and safer because products that have been labeled halal have been checked for halal content by BPJPH. The effect of halal labeling on purchasing interest can be proven by several studies such as in four studies. The first study conducted by previous research by Jupiman, (2023) stated that the halal labeling variable partially had no significant effect on purchasing interest. The second study conducted by previous research by Kurniagantri, (2020) stated that the halal labeling variable partially had a significant negative effect on purchasing interest. The third study conducted by research by Ulina and Khoiri, (2023) stated that the halal labeling variable partially had a significant effect on purchasing interest. The fourth study conducted by previous research by Hendradewi et al., (2021) stated that the halal labeling variable partially had no significant effect on purchasing interest.

The objectives to be achieved by this research are (1) To find out and analyze the influence of Brand Equity on Purchase Interest of Wardah lipstick cosmetics (2) To find out and analyze the influence of Product Variation on Purchase Interest of Wardah lipstick cosmetics (3) To find out and analyze the influence of Social Influence on Purchase Interest of Wardah lipstick cosmetics (4) To find out and analyze the influence of Halal Labeling on Purchase Interest of Wardah lipstick cosmetics

## LITERATURE REVIEW

### Purchase Interest

The following are several definitions of purchase interest according to experts. According to Duriyanto, (2013) stated that purchase interest is the desire to own a product, purchase interest will arise if a consumer is influenced by the quality and quality of a product information about the product/service. According to Tjiptono, (2014) purchase interest is the stage of the respondent's tendency to act before the decision to buy is actually carried out. According to (Pambudi, 2018) purchase interest is a person's behavior who has a desire before taking action to buy or choose a product, which is based on experience with a product. Purchase interest is a consumer's planning action to choose a product that is purchased according to their wishes Irvanto and Sujana, (2020).

Purchase interest indicators According to Ferdinand et al., (2014) Purchase interest is identified through the following indicators. (1) Transactional interest, namely a person's tendency to buy a product. (2) Referential interest, namely a person's tendency to refer a product to others. (3) Preferential interest, namely an interest that describes the behavior of a person who has a primary preference for the product. This preference can only be replaced if something happens to the preferred product. (4) Explorative interest, this interest describes the behavior of someone who is always looking for information about the products they are interested in and looking for information to support the positive properties of the product (Kudri & Putra, 2024; Nyoto et al., 2024; Patel et al., 2024).

### Brand Equity

Brand equity is a separate asset from the manufacturer that will provide a separate meaning for consumers. Aaker (2018) said that brand equity is a set of assets and liabilities associated with a brand, a name symbol, which can add or reduce the value given by a product of goods or services to the company and its consumers. According to Kotler (2016), brand equity is the added value given to products and services. Brand equity which consists of four dimensions, namely brand awareness, impression of quality, brand association and brand loyalty can provide value to consumers. Keller and Brexendorf, (2019) said that brand equity is the strength of the brand that lies in the minds of consumers and experiences and learning about the brand over time.

Indicators – Brand equity indicators have indicators according to Kotler, (2018) a brand can be measured based on seven indicators, namely. (1) Leadership, namely the ability to influence the market, both price and non-price attributes, (2) Stability, namely the ability to maintain customer (Andi et al., 2023; Putra et al., 2023; Suharjo et al., 2023) loyalty, (3) Market, namely the strength of the brand to improve store or distributor performance, (4) Internationality, namely the ability of the brand to leave its geographic area or enter other countries or regions, (5) Trend, namely the brand is becoming increasingly important in the industry, (6) Support, namely the amount and what is issued to communicate the brand, (7) Protection, namely the brand has legality.

### Product Variation

Saladin (2016), a product is anything that can be offered to the market to get attention, be bought, used or consumed so that it can satisfy desires and needs. Product diversity according to Virici (2019) is a process of planning and controlling the variety of products in one group. One of the key elements in competition between retail businesses is the variety of products provided by retailers. Consumers' attachment to varied products will greatly affect sales volume. Product variation is the development of a product so that it produces a variety of choices (Andi et al., 2023; Mulrodi et al., 2024; Nyoto et al., 2023).

According to Kotler, (2019) Product Variation indicators can be seen from (1) Product brands. Product brand variation is the number of types of brands offered, (2) Product completeness. Product completeness variation is a number of different categories of goods in a store or department store. Stores with many types or types of products sold can be said to have a wide variety of product categories offered, (3) Product size. Product size variation or diversity (assortment) is a number of general quality standards in the category of stores with wide diversity can be said to have good depth. (4) Product quality. Product quality is a general quality standard in the category of goods related to packaging, labels, product durability, warranties, how products can provide benefits (Amin et al., 2022).

### Social Influence

17 According to Hidayah and Bashori (2016), social influence is an effort made by one or more individuals to change the attitudes, beliefs, perceptions, or behavior of others. According to Randa and Eka (2019), social influence is a reflection of the results of communication and interaction with others, where with this influence, changes in a person's attitude or behavior can occur. Meanwhile, according to Kamiawan and Subhi (2021), social influence is how individuals perceive others who are considered important and able to influence the use (Goh et al., 2022) of new systems or technologies. According to Venkatesh (2022), the indicators of social influence are as follows. (1) Subjective Norms. According to Septianani and Nurkhin (2020, p. 59) Subjective Norms are defined as people's perceptions that most people who are important to them influence their behavior to do or not do it, (2) Social Factors According to Septianani and Nurkhin (2020, p. 59) Social Factors are defined as an individual's internalization of the subjective culture of a reference group, and specific personal (Purwati et al., 2020) agreements that individuals make with others in certain situations, (3) Brand Image According to Septianani and Nurkhin (2020, p. 60) Image is defined as the extent to which the use of innovation is perceived to enhance a person's image or status in a person's system (Renaldo, Sulhardjo, Andi, et al., 2023; Renaldo, Sulhardjo, Sufarti, et al., 2023; Sevendy et al., 2023).

#### Halal Labeling

A halal label is the inclusion of writing or a halal statement on product (Panjaitan et al., 2024) packaging to indicate that the product in question has the status of a halal product Nugraha, (2017). According to the Republic of Indonesia Law Number 33 of 2014 concerning halal product assurance, a halal label is a sign of the halalness of a product. Halal label is a guarantee given by LP POM MUI to ensure that the product has passed the halal test according to Islamic law Tjiptono and Fandi, (2016). Halal label is a writing or halal statement listed on the product packaging which aims to inform the intended product has halal status Puspitasari, (2019).

According to Government Regulation Number 69 of 1999 in Bayu AL Rochmanto and Ibnu Widiyanto (2015) concerning food labels and advertisements, halal label indicators: (1) Writing, is the result of the author which is expected to be readable, (2) Combination of images and writing, is a combination of the results of images and writing that are made into one part, (3) Attached to the packaging, can be interpreted as something that is attached (intentionally or unintentionally) to the packaging (protector of a product).

#### Relationship Between Variables and Hypotheses

##### Brand Equity to Purchase Interest

According to Kotler (2016), brand equity is the added value given to products and services. Brand equity consisting of four dimensions, namely brand awareness, perceived quality (Lukman et al., 2022), brand association and brand loyalty can provide value to consumers. Brand equity can be reflected in how consumers think, act in relation to the brand, and also the price, price share, and profitability that the brand provides to the company. Therefore, brand equity can also influence consumers in making purchasing intentions (Afriani, 2023; Estu et al., 2023; W et al., 2023).

22 The results of the study according to Lasrida and Amik (2021) stated that the brand equity variable has a significant effect on consumer purchasing interest and the same results were obtained by Hasrul Ahmad (2023) that there is a significant influence of brand equity on consumer purchasing interest.

H1: Brand Equity has an influence on the purchase interest of Wardah lipstick cosmetics for women in Pekanbaru City.

##### Product Variations on Purchase Interest

3 Kotler and Armstrong (2017), a product is anything that can be offered to the market to attract attention, acquisition, use, or consumption that can satisfy a desire or need. Products include more than just tangible goods. In a broad sense, products include physical objects, services, events, people, places, organizations, ideas, or a mix of these entities. Product variety is the development of a product to produce a variety of choices. Product assortment is a collection of all products and goods offered by a particular seller to buyers Kotler (2019). From the explanation above, it can be concluded that product variety by increasing the available choices and creating a more positive brand perception such as product quality, availability, price and color and flavor variations that must be designed carefully and in accordance with consumer preferences and needs.

The results of the study by Afriyanti et al., (2019) stated that product variation has a significant effect on purchasing interest, then the same thing was obtained through research conducted by Hasimah (2021) which stated that product variation has a significant effect on purchasing interest.

H2: Product variation has an influence on purchasing interest in Wardah lipstick cosmetics for women in Pekanbaru City.

### Social Influence on Purchasing Interest

According to Hidayah and Bashori (2016), social influence is an effort made by one or more individuals to change the attitudes, beliefs, perceptions, or behavior of others. According to Randa and Eka (2019), social influence is a reflection of the results of communication and interaction with others, where with this influence there can be changes in a person's attitude or behavior. From the opinion above, it can be concluded that social influence can occur when someone is influenced by others in buying or using a product or service and recommendations from family or friends, the influence of social media, and the influence of celebrities or public stores and other factors.

The results of the research by Sapitri and Saptono, (2023) stated that social influence has a positive and significant effect on purchasing interest, this is reinforced by research conducted by Indrawan et al., (2022) which stated that social influence has a significant positive effect on purchasing interest.

H3: Social Influence has a positive effect on purchasing interest in Wardah lipstick cosmetics for Women in Pekasbaru City

### Halal Labeling on Purchasing Interest

According to the Republic of Indonesia Law Number 33 of 2014 concerning halal product guarantees, a halal label is a sign of the halalness of a product. The halal label is a guarantee given by LP POM MUI to ensure that the product has passed halal testing according to Islamic law Tjiptono and Fandi, (2016). From the explanation above, it can be concluded that halal labeling by providing assurance that the product is halal and in accordance with their religious beliefs and values, this can also increase consumer trust and awareness of certain brands and products. The results of Anggilia's (2023) study stated that halal labeling had no significant effect on purchasing interest, and the same results were obtained by Sinta Ulina Ginting (2023) stating that halal labeling had a significant effect on purchasing interest.

H4: Halal labeling has an effect on purchasing interest in Wardah lipstick cosmetics for women in Pekasbaru City.

### Framework of thought

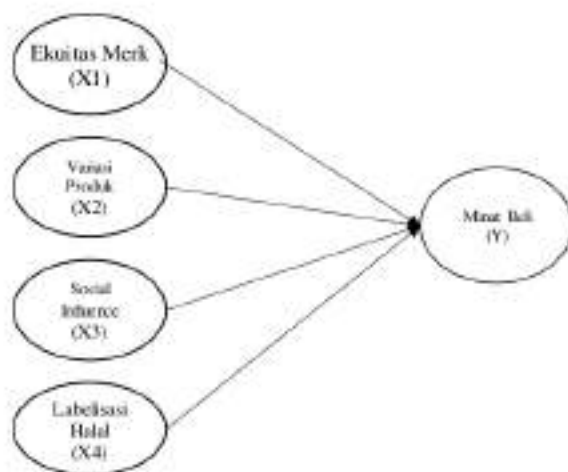


Figure 1. Research Framework

## METHODOLOGY

### Population and Sample

The population sampled in this study were all consumers or customers of Wardah lipstick cosmetics for women in Pekasbaru City whose number is not known for certain, so the sample in this study was 150 with the Purposive Sampling technique, data collection techniques, namely the questionnaire method, interviews.

## Operational Variables

Table 2. Operational Variables

No	Variable	Indicators	Source	Scale
1	Purchase Interest (Y)	Transactional interest	Ferdinand et al. (2014)	Interval
		Referential interest		
		Preferential interest		
		Explorative interest		
2	Brand Equity (X1)	Leadership	Kotler (2018)	Interval
		Stability		
		Market		
		Internationality		
		Tendency		
		Support		
		Protection		
3	Product Variation (X2)	Product Brand	Kotler (2019)	Interval
		Product Completeness		
		Product Size		
		Product Quality		
4	Social Influence (X3)	Subjective Norms	Venkatesh (2022)	Interval
		Social Factors		
		Brand Image		
5	Halal Labeling (X4)	Writing	Peraturan Pemerintah Nomor 69 Tahun 1999 (2015)	Interval
		Combination of images and writing		
		Attached to packaging		

Source: Data Processing, 2024

## Data Analysis Techniques

### Preliminary Test

#### Validity Test

The validity test is used to measure the validity or invalidity of a questionnaire, a questionnaire can be said to be valid if the questionnaire questions are able to reveal something that is measured by the questionnaire. Validity testing to determine whether it is significant or not by looking at the calculation results of the Corrected Item - Total Correlation (CITC), if the value of the Corrected Item - Total Correlation (CITC) for each answer given by the respondent is greater than 0.3 then the question item is declared valid (T. Chandra et al., 2023).

#### Reliability Test

The reliability test is used to determine the consistency of measuring instruments that usually use questionnaires, using the Cronbach-Alpha method. The statistical test used is the Cronbach Alpha ( $\alpha$ ) statistical test. A construct is said to be reliable if it gives a value ( $\alpha$ ) > 0.6, while if the  $\alpha$  value < 0.6 then it is not reliable. To test the reliability of the instrument to be used in this study, the Alpha coefficient formula is used because the scores on the instrument items are graded scores, namely between 1 and 5 (Rusilawati et al., 2023).

### Classical Assumption Test

#### Normality Test

The normality test is used to test the independent variable data (X) and the dependent variable data (Y) in the resulting regression equation. Normally distributed or not normally distributed. A good regression model is a regression model that has a normal or near-normal distribution, so that it is feasible to be tested statistically. Data normality testing uses the Kolmogorov-Smirnov Test of Normality. Normality testing is done by looking at the P-P Plot graph, if the data distribution graph follows the diagonal line, then the data is normally distributed, and vice versa if the data distribution does not follow the diagonal line then the data is not normally distributed.

#### Multicollinearity Test

The multicollinearity test is applied to multiple regression analysis consisting of two or more independent variables. The guideline for a regression model that is free from multicollinearity is to have a tolerance number close to 1. The VIF limit is 10, if the VIF value is below 10, then there is no multicollinearity.

### Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is no similarity of variables from the residuals of one observation to another. If there is a certain pattern, such as the existing points form a certain regular pattern (wavy, widening then narrowing), then it indicates that heteroscedasticity has occurred. If there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

### Model Feasibility Test

#### F Test

The F test is used to determine the effect of independent variables simultaneously on the dependent variable. Significant means that the relationship (Wijaya et al., 2020) that occurs can apply to the population. The use of the significance level (5%) (0.05), if the probability value is <0.05, then it can be said that there is a significant effect simultaneously between the independent variables on the dependent variable. However, if the significance value is > 0.05 then there is no significant effect simultaneously between the independent variables on the dependent variable.

### Coefficient of Determination (R<sup>2</sup>)

The coefficient of determination test is used to measure how far the model used can explain the variation of the independent variable. The value of the coefficient of determination is between 0 and 1. The smaller the determination value indicates that the ability of the independent variable to explain the variation of the dependent variable is very limited. And the coefficient of determination value that is getting closer to one indicates that the independent variable used is able to provide almost all the information needed to predict the dependent variation.

### Multiple Linear Regression Test

The Regression Analysis used in this study is Multiple Linear Regression Analysis. Multiple Linear Regression Analysis is used to measure the influence of more than one predictor variable (independent variable) on the dependent variable. Ghozali (2018) stated. The equation of the multiple linear regression line can be written as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

### Hypothesis Test

#### Test

This test is used to test the significance of the influence of variable X on variable Y, whether variable X really influences variable Y separately or partially (Ghozali, 2018). The criteria for accepting or rejecting the hypothesis are as follows: There is a partial influence of the independent variable on the dependent variable, if  $t_{count} > t_{table/sig < x'}$  and there is no partial influence of the independent variable on the dependent variable, if  $t_{count} \leq t_{table/sig > x}$ .

The basis for decision making is by using the probability of significance figures, namely:

1. If the probability of significance figure > 0.05 then H<sub>0</sub> is accepted and H<sub>1</sub> is rejected
2. If the probability of significance figure < is equal to 0.05 then H<sub>0</sub> is rejected and H<sub>1</sub> is accepted

## RESULT AND DISCUSSION

### Normality Test

Table 3. Respondent Characteristics

Characteristics	Category	Frequency	Percentage	Total
Age	19-24 Years	21	14%	100%
	25-29 Years	78	52%	
	30-34 Years	44	29%	
	35-45 Years	7	5%	
Marriage	Married	96	64%	100%
	Unmarried	54	36%	
Last Education	Junior High School	5	3%	100%

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Characteristics	Category	Frequency	Percentage	Total
Occupation	Senior High School/ Vocational High School	60	40%	100%
	S1	84	56%	
	Master's Degree	1	1%	
	Not Working	3	2%	
	College Student	9	6%	
	Private Employee	55	37%	
	Entrepreneur	66	44%	
Monthly Income	Housewife	17	11%	100%
	Rp.1.000.000-Rp.1.500.000	46	31%	
	Rp. 1.500.000 –Rp. 2.000.000	47	31%	
	Rp.2.000.000 – Rp.3.000.000	45	30%	
	> Rp. 3.000.000	12	8%	
Products Used Other Than Wardah	Maybelline	77	51%	100%
	Revlon	18	12%	
	Pixy	26	17%	
	Viva	29	19%	

Source: Processed Data, 2024

Based on the table above, it can be concluded that the most dominant respondents are respondents aged 25-29 years, amounting to 52%, so some respondents should have wanted to choose Wardah lipstick cosmetics because in middle age they will definitely buy according to their needs. Then most of the respondents who are married, amounting to 64%, consumers buy according to their needs and want to buy Wardah lipstick cosmetics because they are cheap and of good quality. Furthermore, most of the respondents who already have jobs are 84 respondents with a percentage of 56%, this shows that Wardah lipstick cosmetics are in great demand by consumers and among female students. Furthermore, most of the respondents who have worked as entrepreneurs are 66 respondents with a percentage of 44%, this shows that Wardah lipstick cosmetics have a good market share and are in great demand. Then the monthly income is dominated by the group of IDR 1,500,000 -1,500,000 per month, which is 31%, this shows that someone can influence consumer purchasing interest, because it is based on a mindset of needs. Then most of the respondents who use cosmetic products other than Wardah are Maybelline as many as 77 respondents with a percentage of 51%, this shows that there is tight competition between the two cosmetic products Wardah and Maybelline lipstick so Wardah lipstick cosmetic products must improve their variety, quality and packaging so that Wardah lipstick cosmetics are more popular and their sales will continue to increase.

#### Respondent Response Analysis

Table 4. Respondent Response Analysis

No	Variables	Average	Results
1	Brand Equity	4.52	Good
2	Product Variation	4.54	Good
3	Social Influence	4.42	Good
4	Halal Labeling	4.61	Good
5	Purchase Interest	4.65	Good

Source: Processed by the Author, 2024

Based on the table above, it can be seen that in general the average value of respondents' answers to the Brand Equity variable is 4.52, which is included in the good category. This shows that brand equity greatly influences the purchase of Wardah lipstick cosmetics and the majority of respondents always pay attention to the product brand. So, it can be concluded that this is important. Furthermore, in general the average value of respondents' answers to the Product Variation variable is 4.54, which is included in the good category. This shows that lipstick cosmetics have a quality that suits the needs. Then the average value of respondents' answers to the Social Influence variable is 4.42, which is included in the good category. Based on this, it can be concluded that Wardah lipstick cosmetics have a strong influence on the sales of Wardah lipstick cosmetics and can increase. Furthermore, the average value of respondents' answers to the Halal Labeling variable is 4.61, which is included in the good category. This means that consumers of Wardah lipstick cosmetics in Pekanbaru City that respondents pay attention to the halal label. Furthermore, the average value of the Purchase Interest Variable answer is 4.65. This means that Wardah lipstick cosmetics must maintain the quality and variety of lipstick flavors because currently the majority of respondents buy lipstick because of its good quality and many variants.

Validity and Reliability Test

Table 5. Results of Validity and Reliability Test

Variables	Statement	Corrected Item – Total Correlation	R Table	Validity	Cronbach's Alpha (>0,7)	Reliability
Brand Equity (X1)	X1.1	0.390	0.159	Valid	0.620	Reliable
	X1.2	0.381		Valid		
	X1.3	0.392		Valid		
	X1.4	0.327		Valid		
	X1.5	0.170		Valid		
	X1.6	0.224		Valid		
	X1.7	0.115		Valid		
	X1.8	0.114		Valid		
	X1.9	0.105		Valid		
	X1.10	0.104		Valid		
	X1.11	0.373		Valid		
	X1.12	0.333		Valid		
	X1.13	0.216		Valid		
	X1.14	0.289		Valid		
Product Variation (X2)	X2.1	0.447	0.159	Valid	0.743	Reliable
	X2.2	0.452		Valid		
	X2.3	0.452		Valid		
	X2.4	0.521		Valid		
	X2.5	0.560		Valid		
	X2.6	0.483		Valid		
	X2.7	0.269		Valid		
	X2.8	0.324		Valid		
Social Influence (X3)	X3.1	0.742	0.159	Valid	0.918	Reliable
	X3.2	0.734		Valid		
	X3.3	0.853		Valid		
	X3.4	0.817		Valid		
	X3.5	0.698		Valid		
	X3.6	0.756		Valid		
Halal Labeling (X4)	X4.1	0.659	0.159	Valid	0.872	Reliable
	X4.2	0.648		Valid		
	X4.3	0.731		Valid		
	X4.4	0.694		Valid		
	X4.5	0.661		Valid		
	X4.6	0.642		Valid		
Purchase Interest (Y)	Y1.1	0.462	0.159	Valid	0.665	Reliable
	Y1.2	0.437		Valid		
	Y1.3	0.449		Valid		
	Y1.4	0.402		Valid		
	Y1.5	0.339		Valid		
	Y1.6	0.397		Valid		
	Y1.7	0.118		Valid		
	Y1.8	0.174		Valid		

Source: Processed Data, 2023

Based on table 5 above, it shows that all statement items for the variables Brand Equity, Product Variation, Social Influence, Halal Labeling and Purchase Interest have a correlation coefficient value for each question displayed in this study greater than 0.6 (Corrected Item - Total Correlation  $\geq 0.6$ ). Thus, it can be concluded that all statement items in all variables are declared valid for further testing. Meanwhile, the results of the reliability test on the variables Brand Equity, Product Variation, Social Influence, Halal Labeling and Purchase Interest each variable obtained a Cronbach's Alpha value greater than 0.6 (CA > 0.6). Thus, all variables in this research instrument are declared reliable for further testing.

### Classical Assumption Test

**Table 6. Normality Test Results**

		Unstandardized Residual	
N		150	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	1.89261807	
Most Extreme Differences	Absolute	.091	
	Positive	.091	
	Negative	-.061	
Kolmogorov-Smirnov Z		1.118	
Asymp. Sig. (2-tailed)		.164	
Monte Carlo Sig. (2-tailed)	Sig.	.154 <sup>c</sup>	
	99% Confidence Interval	Lower Bound	.145
		Upper Bound	.163

Source: Researcher Processed Data, 2024

Based on the table above, it shows that Asymp. Sig. (2-tailed) is more than significant 0.05, meaning (0.163 > 0.005). The conclusion means that the data above is stated to be normally distributed.

### Multicollinearity Test

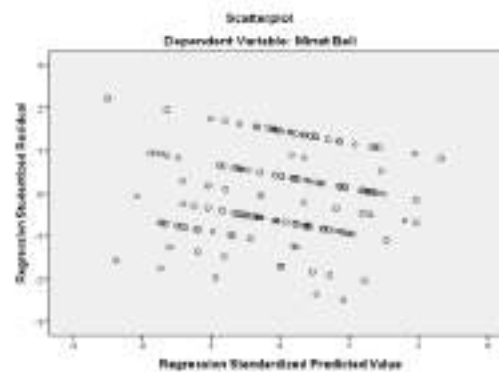
**Table 7. Multicollinearity Test Results**

Model	Collinearity Statistics	
	Tolerance	VIF
Brand equity	0.927	1.079
Product Variety	0.942	1.061
Social Influence	0.882	1.133
Halal Labeling	0.901	1.110

Source: Researcher Processed Data, 2024

Based on the table above, it can be seen that the VIF value of each variable is below 10 and the tolerance value of each variable is greater than 0.1 so that there is no relationship or correlation between one independent variable and another independent variable. From the table above, it can be stated that the research data does not experience multicollinearity so that the existing regression model is suitable for use in predicting Purchase Interest.

### Heteroscedasticity Test



Source: Researcher Processed Data, 2024

**Figure 2. Heteroscedasticity Test Results**

Based on Figure 2 above, it shows that the pattern of dots on the scatter plot graph is randomly distributed and does not form a clear pattern and is distributed both above and below the zero point (0) on the Y axis. This

means that in the regression model of this study there is no heteroscedasticity, so the regression model is suitable for use to predict Purchase Interest.

#### F Test

Table 8. F Test Results

No	Variable	F Count	F Table	Description
1	Purchase interest	2,928	2,43	Rejected

Source: Researcher Processed Data, 2024

Based on the table above, it is known that the F value for the influence of X1, X2, X3, X4, simultaneously on Y is the calculated F value of 2.928 > F table 2.43 with a significance value of 0.000 where the value is <0.05, it can be concluded that simultaneously all independent variables together have an effect on.

#### Determination Test

Table 9. Results of the Determination Coefficient Test

No	Variable	R Square	Adjusted R Square
1	Purchase interest	0.075	0.049

Source: Researcher Processed Data, 2023

Based on the table above, the Determination Coefficient Results are influenced by the adjusted R Square coefficient value of 0.049 or 49%. So, the conclusion is 49%, while the remaining 0.51 or 51% is the influence of brand equity variables, product variations, social influencers, halal labeling on Purchase Interest.

Table 10. Multiple Linear Test Results

No	Variables	Unstandardized Coefficients		T	Sig	Hypothesis Statement	Conclusion
		B	Std. Error				
1	(Constant)	26.824	4.614	5.813	0		
2	Brand Equity (X1)	-0.043	0.057	-0.747	0.45	Rejected	Negative and Insignificant
3	Product Variation (X2)	0.184	0.069	2.659	0.009	Accepted	Positive and Significant
4	Social Influence (X3)	0.115	0.066	1.738	0.084	Rejected	Positive and Significant
5	Halal Labeling (X4)	0.125	0.071	1.761	0.08	Rejected	Positive and Significant

Source: Researcher Processed Data, 2024

$$Y = 26.824 + 0.043X1 + 0.184X2 + 0.115X3 + 0.125X4$$

From the regression equation above, the conclusion that can be explained is as the constant value (a) of 26.824 with a positive sign state that if the variables of brand equity, product variation, social influence, halal labeling are considered constant, the value will increase by 26.824. The value of the Brand Equity variable of 0.043 with a negative sign state that if the Brand Equity Level increases by one unit assuming other independent variables are constant, the value will increase by 0.043. The value of the Product Variation variable of 0.184 with a positive sign state that if the Product Variation Level increases by one unit assuming other independent variables are constant, the value will increase by 0.184. The value of the Social Influence variable is 0.115 with a positive sign stating that if the Social Influence Level increases by one unit assuming that other independent variables are constant, then the value will increase by 0.115. The value of the Halal Labeling variable is 0.125 with a positive sign stating that if the Halal Labeling level increases by one unit assuming that other independent variables are constant, then the value will increase by 0.125.

#### T Test

Table 11. Results of the Hypothesis T Test

No	Variables	T Count	Sig.	$\alpha$	Results
1	Brand Equity	-0.757	0.450	0.05	Not Significant
2	Product Variation	2.659	0.009	0.05	Significant
3	Social Influence	1.738	0.084	0.05	Not Significant
4	Halal Labeling	1.761	0.080	0.05	Not Significant

Source: Researcher Processed Data, 2024

Based on the test conducted in table 11, the results obtained state that Brand Equity does not have a significant effect on Purchase Interest Value where the t Calculation of the brand equity variable is -0.757 and the

t Table is worth 1.976 so that t Calculation  $(-0.757 < 1.976)$ . Then when viewed from the significance figure of the brand equity variable  $0.450 > 0.05$  so that it can be ascertained that the brand equity variable has no effect on purchase interest. Then the Product Variation variable has a significant effect on Purchase Interest where the t Calculation Value of the product variation variable is 2.659 and the t Table is worth 1.976 so that t Calculation  $(2.659 > 1.976)$ . Then when viewed from the significance figure of the product variation variable  $0.009 < 0.05$  so that it can be ascertained that the product variation variable has an effect on purchase interest. Furthermore, the Social Influence variable has a significant influence on Purchase Interest where the t-value of the social influence variable is 1.738 and the t-table is 1.976 so that t-count  $(1.738 < 1.976)$ . Then, if viewed from the significance number of the social influence variable  $0.084 > 0.05$ , it can be ascertained that the social influence variable has no effect on purchase interest. Finally, the Halal Labeling variable does not have a significant influence on Purchase Interest where the t-value of the halal labeling variable is 1.761 and the t-table is 1.976 so that t-count  $(1.761 < 1.976)$ . Then, if viewed from the significance number of the halal labeling variable  $0.080 > 0.05$ , it can be ascertained that the halal labeling variable has no effect on purchase interest.

## Discussion

### The Effect of Brand Equity on Purchase Interest

From the descriptive analysis, it shows that brand equity conducted with the t-test shows that the brand equity variable has no effect on purchase interest. Brand equity has no effect on purchase interest, this is due to the lack of establishing good relationships with customers and can eliminate consumer doubts about brand quality so that a brand disappoints its consumers and develops a bad reputation and the brand equity can develop into low or negative, causing business losses. Brand equity is very important for marketers because brand equity can increase consumer preference for a brand. For a marketer or company, the value of brand equity can increase the success of marketers in attracting new consumers and retaining old consumers. This is because a brand that is well known to customers will make the promotion carried out more effective. By maintaining and increasing brand equity, it must create customers who are more confident in buying products or services offered by the company so that it will increase purchase interest in purchasing a product. The results of the study are in accordance with the opinions of experts, namely according to Viah & Hay (2016) perceived quality, brand association, and brand loyalty have a positive impact on brand equity, but brand awareness does not affect the overall brand value in consumer purchasing interest.

### The Influence of Product Variation on Purchase Interest

From the descriptive analysis, it shows that product variation carried out with the t-test obtained that the product variation variable has an effect on purchase interest. Product variation has an effect on purchase interest because customers will see every variation offered by the brand, making it one of the most valuable and easiest tools to use in marketing strategies. Product variation helps improve the customer experience, making it easier for them to browse hundreds of products to find what they are looking for. In the world of product marketing (Sayono et al., 2023), there must be fierce competition in various aspects, especially in the variation or diversity of a product. Product variation as one of the factors that can influence a product in creating a variety of products based on size, price, appearance so that consumers can have the desire and motivation to make purchases of which products can suit their needs and of course with consideration of other aspects. The company's efforts to offer a variety of product choices will inspire consumers to buy and return with the integrity offered. The relationship between product variation and consumer behavior in determining purchasing actions has a close relationship with the continuity of a company's sales. The results of this study are supported by research by Afriyanti et al. (2019) and Hasanah (2021) stating that product variation has a significant and positive effect on purchasing interest.

### The Influence of Social Influence on Purchase Interest

From the descriptive analysis, it shows that social influence carried out with the t-test obtained that the social influence variable has no effect on purchase interest. Based on the results of the study, it is known that social influence has no effect on purchase interest. Social influence has no effect on purchase interest because the selection of social influence is not appropriate, and the target market chosen is not appropriate so that consumers switch to other brands. The statement from the results of this study is supported by research from (Wijaya & Handriyanti, 2020) that social influence does not have a significant effect on purchase interest because social media companies are not good at determining consumer needs and are not optimal in using social media, so that companies in using social media are not suitable for the system of using social media in communication, and this is what the company must pay attention to again so that it runs well in using social media to influence someone to buy a product.

### The Influence of Halal Labeling on Purchase Interest

From the descriptive analysis, it shows that halal labeling carried out with the t-test obtained that the halal labeling variable has no effect on purchase interest. Halal labeling has no effect on purchasing interest because currently consumers still assume that halal labels are only found on food, beverage, medicine and cosmetic products, there are some that consumers trust. The current halal product trend does not only focus on food and beverage products. Several non-food companies have started to register their products to obtain halal certificates from authorized institutions. The certificate is a requirement that must be owned by a company to be able to apply the halal label to its products. The halal label on the packaging is a sign that is easily recognized by consumers and provides a guarantee that the product is halal, both in terms of ingredients/substances, processes, storage, transportation and presentation. The results of this study are supported by research by Anggilia et al., (2023) and Hendradewi (2021) stating that halal labeling has no effect on purchasing interest.

## CONCLUSION

### Conclusion

Brand equity has a negative and insignificant influence on the purchase interest of Wardah lipstick cosmetics in women in Pekanbaru City, which means that brand equity has no influence or impact on the purchase interest of Wardah lipstick cosmetics in women in Pekanbaru City. Product variation has a positive and significant influence on the purchase interest of Wardah lipstick cosmetics in women in Pekanbaru City, which means that product variation has a relationship with purchase interest, namely the higher the product variation in Wardah lipstick cosmetics, the higher the consumer's purchase interest will be, conversely, if the lower the product variation in Wardah lipstick cosmetics, the lower the consumer's purchase interest. Consumers who use high lipstick cosmetics will be better able to make decisions quickly and accurately which creates purchase interest in lipstick cosmetics so that they can increase purchase interest in Wardah lipstick cosmetics in women in Pekanbaru City. Social influence has a negative and insignificant influence on the purchase interest of Wardah lipstick cosmetics in women in Pekanbaru City, which means that social influence does not have an influence or impact on the purchase interest of Wardah lipstick cosmetics in women in Pekanbaru City. Halal labeling has a negative and insignificant effect on the purchase interest of Wardah lipstick cosmetics in women in Pekanbaru City, which means that halal labeling has no effect or impact on the purchase interest of Wardah lipstick cosmetics in women in Pekanbaru City.

For further researchers, they should conduct research with more specific samples such as the wider community so that the factors that influence Halal Label Brand Equity, Product Variation, Social Influence and Halal Labeling on Purchase Interest can be identified more clearly.

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