

The influence of BPOM, Halal Logo, and Green Dot Logo on Make Over cosmetic packaging on purchasing decisions with satisfaction as a moderation variable in the Islamic Business Perspective

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Abstract

Satisfaction is the feeling of pleasure or disappointment of a person (customer) that arises from comparing the performance or performance of products that have been perceived against their expectations. This study aims to analyze the influence of BPOM, Halal Logo, and Green Dot Logo on make-over cosmetics packaging on purchasing decisions with satisfaction as a moderating variable from the perspective of Islamic Business. This study uses a quantitative approach. The population in this study is users of cosmetics Make Over in Lampung city. The sample in this study was 96 respondents. Data collection techniques in this study are literature and questionnaires or questionnaires. Based on the results of the study, BPOM and the halal logo have a positive and significant influence on purchasing decisions, where customer satisfaction acts as a moderating variable that strengthens the relationship. In contrast, the green dot logo did not moderate the relationship between the logo and the purchase decision, suggesting the presence of other, more dominant factors. Overall, customer satisfaction plays an important role in driving purchasing decisions, especially in the context of BPOM and the halal logo.

Keywords: BPOM, Halal logo, green Dot logo, purchase decision, satisfaction

A. INTRODUCTION

Since time immemorial, cosmetics have been one of the important needs, especially for women all over the world (Prila Noor Adhilla, Dhiana Ekowati, 2023). Cosmetics are materials or preparations intended for use on the outside of the human body (epidermis, hair, nails, lips and external genital organs) or teeth and oral mucous membranes, especially for cleaning, perfuming, changing the

appearance and or improving body odor or protecting or maintaining the body in good condition (Article 1 PerMenKes number 1175 of 2010 on cosmetics production permit) over time, cosmetics have increasingly diverse types with their respective benefits. Not only are cosmetics used by women, but cosmetics are also increasingly used by men. Cosmetic brands began to emerge with their own characteristics, ranging from those that focus on skin health care products or skincare, to those that only focus on beauty products, and some that produce both.

Many women choose to use beauty products to beautify themselves. Since skin care products are now widely available in the market, finding skin care products is no longer a challenge for consumers. However, most of the products that are spread on the market today do not have such good quality, especially the presence or absence of halal and BPOM labels. Based on the Great Indonesian dictionary (KBBI), the label is a piece of paper attached to the product packaging to explain the identity of the product and others. (Muhammadiyah & Utara, 2023) During this time, many people are wrong in the selection of skincare products because of the many skincare products that are sold freely in the public market, especially among students. Therefore, consumers are faced with halal products and BPOM labels. Consumers who lack knowledge of halal labels do not attach much importance to them. Determination of Halal and BPOM marks on products is very important.

In increasing self-confidence, required cosmetic treatments, the goal is to beautify the look on the face so as to make a person become confident. Make Over products are quite popular among the public because of the quality of the product and the various innovations of the products issued. Makeover really attracts consumers ' attention to the satisfaction with the product. The level of competition in the marketing world is very tight today, so companies must create competitive advantages to maintain their products on the market. Companies must know how to choose a good product innovation with the level of Product Safety itself, and by improving the quality of good products will be able to attract buying interest in consumers. In today's time every woman wants to look beautiful and attractive all their self-care try to beautify themselves, ranging from skincare, makeup to plastic surgery they do to beautify themselves (Riset et al., n.d.).

A cosmetic brand that one of them attracts attention is Cosmetics Make Over. Make Over products are products originating from Indonesia that many people think these products from abroad usually like to be used for commercial purposes such as advertising or tv shows, fashion shows and much more, these products in Indonesia are commonly used in beauty salons and make women to be charming in certain events, appearance is an important capital because basically every woman wants to look beautiful to the eye. The purchase of cosmetic products is not a desire, but cosmetics have become a daily necessity. Cosmetics have become one of the necessities and are unavoidable. The cosmetics market in Indonesia is still dominated by multinational industries, with a market share of 70%, greater than the national industry of 30%. (Miranda & Latief, 2023) In 2010, the Make Over brand was first launched at the Cosmetic Fair Mall Taman Anggrek Jakarta. The Make Over market segment is women aged 20 and above upper social class, and the upper middle class. Currently, Make Over has opened 120 stores in Indonesia, each in Jakarta, Bogor, Bekasi, Tangerang, Bandung, Yogyakarta, Semarang, North Sumatra, South Sulawesi, and West Java.

In the period 1-15 August 2021, the best-selling local makeup brand in the facial cosmetics category was Make Over Cosmetics, reaching 10.3% of users. This proves that local cosmetics are in great demand. Halal is becoming a new trend, so manufacturers of cosmetics and personal care products are seeking halal certification. This gives them another market advantage to capture market share and also gives consumers peace of mind about what they are using and consuming is Halal. The halal cosmetics and personal care market has so much potential after the halal food industry (Dinar Hidayatullah 2023).

The Green Dot Logo is one of the most widely used recycled logos, in which the logo itself indicates that the manufacturer of the packaging has contributed financially to recycling their

packaging. But this logo does not mean that the packaging can be recycled, has already been recycled, or will be recycled. The Green Dot Logo is the world's most protected trademark with the ®trademark logo. The use of the Green Dot logo on packaging means that a financial contribution has been paid to a qualified packaging recovery organization (Prila Noor Adhilla, Dhiana Ekowati, 2023).

Consumer decision is a motive or impulse that arises against something, where buyers make purchases due to the needs and desires of decision-making by consumers. The process of purchasing a product begins with awareness of the fulfillment of needs and desires. Consumers can make decisions when there are several alternative purchase options that match the perceptions, expectations, and beliefs of a product or service. The product purchase decision is the final action expected by the company at the time of creating a product. Marketers must understand what consumers really expect from a product, so that they can carry out the right marketing strategy for the creation of company goals.

Satisfaction is the difference between expectations and perceived performance. So, the performance of an item is at least the same as expected. Consumer satisfaction is the feeling of pleasure or disappointment that a person gets from comparing the performance (or results) of a perceived product and their expectations. Thus, consumer satisfaction is highly dependent on the performance of products and services. Consumer satisfaction is a sense of comfort when consumers get the results of selected products of better quality than the results of products that are not selected with poor quality or worse (Ilmu et al., 2019).

Thus, it is said that the user satisfaction of make over Cosmetics is very relevant to the purchase decision. Research conducted by Titik Desi et al., "The influence of Halal labels, Electronic Word of Mouth and product attributes on the purchase decision of Halal cosmetic products. The results show that Halal labels have an influence on purchasing decisions. This study is in line with Hana Andiya's "The Influence of Halal labels, BPOM and prices on purchasing decisions on beauty products, Madame Gie in Sleman". The results showed that Halal labels, Bpom, and prices have a positive and significant effect on the purchase decision of Madame Gie's beauty products in Sleman Regency. However, this study is not in line with research conducted by Wendri Sukmarani et al., "The effect of BPOM, Halal Logo and Green Dot Logo on Wardah cosmetic packaging on purchasing decisions". The results showed that the inclusion of BPOM on cosmetic packaging wardah partially did not significantly affect the purchase decision. This study is in line with Wendri Sukmarani et al., "The influence of BPOM, Halal Logo and Green Dot Logo on Wardah cosmetic packaging on purchasing decisions". The results showed that the inclusion of the green dot logo partially and significantly affects the purchase decision.

Based on the results of the differences in research results that have been described above, where the variables include Bpom, Halal Logo, and Green Dot Logo are still inconsistencies in purchasing decisions. Therefore, researchers will add a variable of satisfaction as a variable of moderation. Because satisfaction cannot be avoided when making decisions. Satisfaction as a variable of moderation is expected to be a consideration for consumers in order to be careful in making purchasing decisions.

Bandar Lampung, as a research location, has unique demographic, social, and cultural characteristics. How these particular characteristics influence purchasing decisions and ultimately make customer satisfaction over needs to be the focus of research to understand the deeper context.

Based on the description and explanation above, the researchers were interested in conducting a study entitled "The effect of Bpom, Halal Logo and Green Dot Logo on Make Over cosmetic packaging on purchasing decisions with satisfaction as a moderation variable in Islamic Business perspectives " (study on make over cosmetic users in Bandar Lampung).

B. LITERATURE REVIEW

Marketing Management

Marketing management is the analysis, planning, implementation, and control of programs designed to create, establish, and maintain profitable exchanges and relationships with target markets with a view to achieving organizational goals. (Ii & Pemasaran, n.d.)

Consumer Behavior Theory

Consumer Behavior Theory is the study of how individuals, groups, and organizations choose, buy, use, and utilize goods, services, ideas, or experiences to satisfy their desires and needs. According to Engel et al., in the book Etta Mamang Sangadji and Sopiah are defined as those who are directly involved in the acquisition, consumption, and termination of products/ services, including processes that precede and follow these actions. According to women and minors in Etta Mamang Sangadji and Sopiah's book, consumer behavior is the study of the units and decision-making processes involved in the receipt, use, and purchase, as well as the determination of goods, services, and ideas. (Ii & Teori, 2014)

BPOM

BPOM is a food and Drug supervisory agency that issues certification or permission on the appropriateness or otherwise of food or drugs that will be circulated to the public for consumption. Manufacturers engaged in food and medicine use BPOM certification to inform buyers that the product is not harmful to the body, the environment, and has the appropriate content listed by the manufacturer. The National Agency of Drug and Food Control is responsible for the circulation of food as well as drugs. In protecting consumers, BPOM will sanction producers who violate. (Prila Noor Adhilla, Dhiana Ekowati, 2023)

Halal Logo

The Halal Logo is a part of a product that conveys information about what is in the seller and the product itself. The Halal Logo is also a sign of a product. (Wardah et al., 2020)

Green Dot Logo

The Green Dot Logo is one of the most widely used recycled logos, in which the logo itself indicates that the manufacturer of the packaging has contributed financially to recycling their packaging. (Prila Noor Adhilla, Dhiana Ekowati, 2023)

Purchase Decision

Buying decisions are one of the main components of consumer behavior. Consumer behavior can be defined as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and implementation of activities.

Satisfaction

Satisfaction is an evaluation process conducted by consumers, where consumers act by comparing the actual performance with the performance of expectations (expectation). As expressed by Bolton and Drew (1991), expectations and actual work rates will affect consumer satisfaction in perceiving the quality of a product. (Jasa & Unnes, 2014)

C. METHODOLOGY OF RESEARCH

This study uses a quantitative approach. Quantitative research is the systematic investigation of a phenomenon by collecting data that can be measured using statistical, mathematical, or computational techniques. This research is descriptive. Descriptive research is research with methods to describe a research result. As the name implies, this type of descriptive research has the task of providing a description, explanation, and validation of the phenomenon under study. This study

describes the influence of BPOM, Halal Logo, and Green Dot Logo on Make Over cosmetic packaging on the purchasing decisions of cosmetic users in Bandar Lampung.

The population in this study is a user of cosmetics Make Over in the city of Lampung. The sample in this study was 96 respondents. Data collection techniques in this study are literature and questionnaires or questionnaires. The analysis tool of this study uses quantitative data, namely quantitative data. This study was processed and processed using SmartPLS 4.

Several methods of data analysis were used in this study. Validity test using SmartPLS 4 to assess the validity of the questionnaire, where the outer loading value > 0.05 indicates validity. The reliability test measures the consistency of the measuring instrument with Cronbach's Alpha, which is considered reliable if the coefficient is > 0.6 . Hypothesis testing is used to test the answers while the study, with hypothesis criteria accepted if the statistical t-value > 1.96 and p-values < 0.05 . Furthermore, the T-test is used to measure the individual effect of the independent variable on the dependent variable, with hypothesis rejection criteria. If t-count $>$ t-table and significance value < 0.05 . The coefficient of determination (R2) test is used to measure how well the model is able to explain the variation of the dependent variable, where values close to one indicate better ability. Finally, the moderation test is used to analyze variables that can strengthen or weaken the relationship between the independent and dependent variables.

D. RESULT AND DISCUSSION

Research Results

1. Description Of The Object Of Research

The object of this study is the users of cosmetics make over in Bandar Lampung. The aim is to increase self-confidence through cosmetic treatments, and the aim is to beautify the look on the face to make a person become confident. Makeover products are quite popular among the public because of the quality of the product and the various innovations of the products issued. This study collected data through the spread of questionnaires to respondents through google from. The number of respondents targeted was as many as 96 respondents, namely, cosmetics users who make up.

2. Respondent Description

a. Gender

The Data obtained through the dissemination of questionnaires that have been conducted during the study showed the results of the respondents' gender as follows:

Table 1.5
Characteristics of respondents gender

Gender	Frequency	Percentage
Girls	66	68,8%
Men	30	31,3%
Total	96	100%

Source: primary data processed by researchers, 2025

Based on the data received during the study, it can be seen that the respondents who dominate in this study are women, with a percentage of 68.8% or 66 respondents, while men are only 31.3% or 30 respondents. Then it can be gathered that of the 96 respondents of make over cosmetics users in Bandar Lampung who often use make over cosmetics are women than men.

b. Age Of Respondent

Table 1.6
Usia Responden

Description	Frequency	Percentage
17-23 Year	45	46,9%
24-31 Year	39	40,6%
32-40 Year	12	12,5%
Total	96	100%

Source: primary data processed by researchers, 2025

The above data shows the data of respondents who have been the target of researchers to distribute the questionnaire. In the research that has been done, respondents aged 17-23 years made up 45 or 46.9% of respondents. Respondents aged 24-31 years, 39 Or or as many as 40.6% of respondents. Respondents aged 32-40 years, 12 or as many as 12.55 respondents. The total number of respondents was 96.

c. Domiciled In Bandar Lampung

Table 1.7
Based On Domicile

Description	Frequency	Percentage
Do you live in Lampung City? If (yes), please proceed to the next question; if (no), then do not proceed.	96	100%
Total	96	100%

Source: primary data processed by researchers, 2025

Dapat dilihat bahwa dari tabel di atas yang mengisi kuesioner yang disebar oleh peneliti adalah responden yang berdomisili di bandar lampung 100% atau sebanyak 96 responden. Dan yang tidak bermisili di bandar lampung tidak diperkenankan memberikan jawaban atau tidak diperkenankan untuk melanjutkan mengisi kuesioner yang telah disediakan peneliti di link google from.

d. Berdasarkan Lama Menggunakan Kosmetik Make Over

Table 1.8
Lama Menggunakan Kosmetik make over

Description	Frequency	Percentage
<2 Year	44	45,8%
3-5 Year	35	36,5%
>6 Year	17	17,7%
Total	96	100%

Source: primary data processed by researchers, 2025

In the table above, respondents can be seen based on the length of use of cosmetics, make over <2 years 45.8% or as many as 44 respondents. 3-5 years, 36.5% or 35 respondents, and >6 years, 17.7% or 17 respondents. A total of 96 respondents.

Data Analysis

1. Validity and reliability test

a. Validity Test

Validity test is the process of testing the validity or level of validity of research instruments. Validity testing using SmartPLS 4 is done to ensure that the indicators in the model are really able to represent the measured construct. Convergent validity can be seen from the value of the loading factor of each indicator to its construction. An indicator is considered valid if it has a loading value of more than 0.60, which indicates that the indicator has a sufficient contribution in forming the construct. In addition, discriminant validity is used to assess the degree to which a construct differs from other constructs. For a reflective indicator, discriminant validity is analyzed through cross loading value. An indicator is said to satisfy discriminant validity if its loading value in the original construct is higher than that of other constructs, and ideally, its value is also above 0.60. Based on the results of data processing, the validity test results obtained variables can be seen from the table below:

Table 1.9
Loading Factor

Indicators	BPOM (X1)	Logo Halal (X2)	Logo Green Dot (X3)	Purchase decision (Y)	Satisfaction (Z)	Moderation (ZXX3)	Moderation (ZXX2)	Moderation (ZXX1)	Description
X1.1	0.914								Valid
X1.2	0.884								Valid
X1.3	0.895								Valid
X1.4	0.913								Valid
X1.5	0.884								Valid
X1.6	0.913								Valid
X2.1		0.933							Valid
X2.2		0.928							Valid
X2.3		0.929							Valid
X2.4		0.939							Valid
X2.5		0.898							Valid
X2.6		0.912							Valid
X2.7		0.904							Valid
X3.1			0.903						Valid
X3.2			0.930						Valid
X3.3			0.901						Valid
X3.4			0.922						Valid
X3.5			0.887						Valid
X3.6			0.914						Valid
X3.7			0.906						Valid

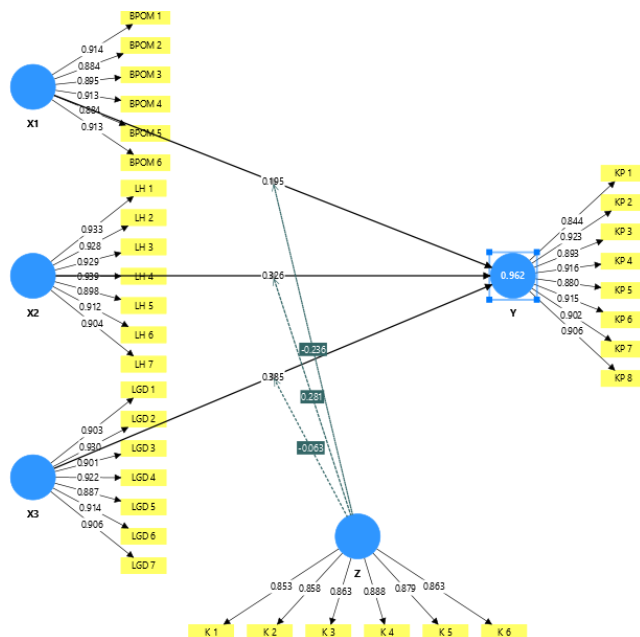
Y.1				0.844					Valid
Y.2				0.923					Valid
Y.3				0.893					Valid
Y.4				0.916					Valid
Y.5				0.880					Valid
Y.6				0.915					Valid
Y.7				0.902					Valid
Y.8				0.906					Valid
Z.1					0.853				Valid
Z.2					0.858				Valid
Z.3					0.863				Valid
Z.4					0.888				Valid
Z.5					0.879				Valid
Z.6					0.863				Valid
ZXX1								1.000	Valid
ZXX2							1.000		Valid
ZXX3						1.000			Valid

Source: primary data processed by SmartPLS 4 2025

Based on the data that has been presented in the table above, it can be seen that the items of the research questions have been qualified to meet the validity test by looking at the value of outer loadings that have been qualified, namely, more than 0.06. Here is a picture of the results of the questionnaire validity test using SmarPLS 4 software :

Pictures 1.2

Validity test result of BPOM variable (x1), Halal Logo (X2), and Green Dot Logo (X3) on purchase decision (Y)with satisfaction as a moderation variable (Z)



Source: primary data processed by SmartPLS 4 2025

b. Reliability Test

A reliability test is a tool to measure a questionnaire that is an indicator of a variable or construct. In this study, to determine whether the questionnaire is reliable or not using Cronbach's alpha (α). The results need to be tested for reliability, one of which is to see Cronbach's Alpha, which can be declared eligible if the value is >0.7 . Instrument reliability test results using SmartPLS 4 application tools. The output of SmartPLS 4 calculation for BPOM variables, Halal Logo, Green Dot Logo, and purchase decision can be seen from the table below:

Table 1.10
Cronbach's Alpha dan AVE

Variable	Cronbach's Alpha	AVE
BPOM	0.953	0.811
Logo Halal	0.970	0.847
Logo Green Dot	0.965	0.826
Purchase Decision	0.965	0.806
Satisfaction	0.934	0.752

Source: primary data processed by SmartPLS 4 2025

2. Data Analysis

a. Hypothesis Test (T test)

Statistical test T is used to prove that the independent variable affects the dependent variable individually. The test was conducted by comparing the t-count of each 0.05 means significant and statistical $t > 1.98$ and p values $>$ means not significant using SmartPLS 4 application. Here is a T-test:

Table 1.11
T Test Results

Hypothesis	Influence	Original Sample (O)	Sample Average	Standar Deviasi (STDEV)	t-statistik	P Values
H1	X1	0.195	0.206	0.099	1.969	0.049
H2	X2	0.326	0.323	0.103	3.150	0.002
H3	X3	0.385	0.372	0.093	4.118	0.000

Source: primary data processed by SmartPLS 4 2025

From the above data, the results of T-statistics $1.969 > 1.98$ and P values $0.049 < 0.05$, this proves that BPOM has a positive and significant effect on purchasing decisions, so that H1 in this study is supported. And can see that the results of T-statistics $3.150 > 1.98$ and P values 0.002 , this means that the halal logo has a positive and significant effect on purchasing decisions, so H2 in this study is supported. The results of T-statistics $4.118 > 1.98$ and P values $0.000 < 0.05$ prove that the green dot logo has a positive and significant effect on purchasing decisions, so that H3 in this study.

b. Test The Moderation Effect

Based on the data that has been done the results can answer the hypothesis in this study. This test aims to determine whether the variable satisfaction moderation (Z) influences strengthening or weakening the independent variables Annar BPOM (X1), halal logo (X2), and green dot logo (X3) on the dependent variable purchase decision (Y).

Table 1.12
Hasil Uji Efek Moderasi

Hypothesis	Influence	Original Sample (O)	Sample Average	Standar Deviasi (STDEV)	t-statistik	P values
H4	Z.x X1 >Y	-0.236	-0.239	0.108	2.181	0.029
H5	Z.x X2 >Y	0.281	0.277	0.110	2.559	0.011
H6	Z.x X3>Y	-0.063	-0.051	0.099	0.640	0.522

Source: primary data processed by SmartPLS 4 2025

From the above data, we can describe the results, which showed that the value of the original sample was -0.236 and the T-statistical value of 2.181 with p values of 0.029. It can be concluded that the variable Z has a significant moderating effect on the relationship between X1 and Y. The H4 t hypothesis is supported. And in the original sample value of 0.281 had a T-statistic value of 2.559 and a P-value of 0.011. It can be concluded that the variable Z has a significant moderating effect on the relationship between X2 and Y. The H5 t hypothesis is supported. And in the original sample value was -0.063 with a T-statistic value of 0.640 and a P value of 0.522. It can be concluded that the variable Z has no significant moderating effect on the relationship between X3 and Y. Thus, the H4 t hypothesis is not supported.

c. Coefficient of determination test (R^2)

The coefficient of determination (R^2) is used to determine the percentage of the dependent variable (Y) caused by the independent variable (X). So, in measuring how much the ability of the model in explaining the independent variation, it is necessary to test the coefficient of determination. If R^2 is greater, then the presentation of changes in the dependent variable (Y) caused by the independent variable (Y) is lower. The same value of R^2 indicates that the indication of the regression model is well built, with an optimal number of variables and a significant contribution from each variable. Therefore, in this study using the value of R-squared is used using the software SmaraPLS 4. Here are the results of the coefficient of determination test.

Table 1.13
Coefficient Of Determination Test Results

Matriks	R Squared	R Squared Adjusted
Y	0.962	0.960

Source: primary data processed by SmartPLS 4 2025

Based on the analysis of the coefficient of determination in the table obtained by diats Square R value of 0.962 for the dependent variable purchase decision. This shows that 99.2% of the variation in purchasing decisions can be explained by the independent variables in this study, namely BPOM, halal logo, green dot logo, and purchasing decisions. Then the variable R Squared Adjusted is 0.960, which is the result that is in accordance with the number of model variables, so as to provide an accurate picture of the ability of the model in explaining the dependent variable.

With the number of R-squares that is above 0.5, it can be concluded that this model has a fairly good ability to explain the influence of independent variables on purchasing decisions. This value reflects how high the purchase decision can be predicted through the three factors examined in this study.

d. Recapitulation Of Hypothesis Test Results

Table 1.14
Recapitulation Of Hypothesis Test Results

	Hypothesis	Description
H1	There is a significant influence of BPOM on purchasing decisions	Supported
H2	There is a significant influence of the halal logo on the purchase decision.	Supported
H3	There is a significant influence of the green dot logo on the purchase decision.	Supported
H4	Satisfaction moderates significantly between BPOM and purchasing decisions.	Supported
H5	Significantly moderating satisfaction between halal logos towards purchasing decisions.	Supported
H6	Can not be a significant influence of the green dot logo on the purchase decision	Rejected

Source: primary data processed by SmartPLS 4 2025

Discussion

Based on research that has been previously tested previously explained that the results of the data instruments answered by respondents to measure BPOM variables, halal logo, and green dot logo on cosmetic packaging, over the purchase decision, with satisfaction as a variable of moderation of the instrument are valid and reliable. So that the indicators and item questions from researchers can be used later, and the results obtained can be analyzed.

1. BPOM influence on purchasing decisions

Based on the results of statistical analysis that has been done, H1, which states that BPOM affects purchasing decisions, produces t-statistical values of 1,969 >1.98 and P-values of 0,049 <0.05. This proves that BPOM has a positive and significant effect on purchasing decisions. This is in line with research by Wendri sukmarani proved that the results of this study concluded that BPOM positive and significant effect on purchasing decisions (Prila Noor Adhilla, Dhiana Ekowati, 2023). Based on research that has been done, it can be concluded that the higher the intensity or quality of BPOM, the greater the tendency of consumers to make purchases on make over cosmetics.

The implication of this study is very important, especially for making over cosmetics marketing strategy, as the use of BPOM halal logo and green dot logo in promotion can affect consumer satisfaction behavior in making purchasing decisions. Halal Logo and green dot logo become an effective driving factor in increasing interest and buying action.

2. Influence Of Halal Logo On Purchasing Decision

Based on the results of statistical analysis that has been done, H2, which states that BPOM affects purchase decisions on Shopee, produces t-statistical values of 3,150 >1.98 and P-values of 0.002. This proves that the halal logo has a positive and significant effect on purchase decisions. This is in line with the research of Sri dewi puspitasari proved that the results of this study concluded that the halal logo has a positive and significant effect on purchasing decisions. (Kasus & Logo,

2019) Based on research that has been done, it can be concluded that the higher the intensity or quality of the halal logo, the greater the tendency of consumers to make purchases on make over cosmetics.

This study shows that, especially for cosmetic users, the presence of a halal logo on the packaging can affect consumer satisfaction behavior in making purchasing decisions. Halal Logo and green dot logo become an effective driving factor in increasing interest and buying action.

3. Green Dot Logo On Cosmetic Box Makeover

Based on the results of statistical analysis that has been done, H3, which states that BPOM affects purchase decisions on Shopee, produces t-statistical values of $4,118 > 1.98$ and P-values of $0,000 < 0.05$. This proves that the green dot logo has a positive and significant effect on purchase decisions. This is in line with Wendri Sukmarani's research proving that the results of this study conclude that the green dot logo has a positive and significant effect on purchasing decisions (Prila Noor Adhilla, Dhiana Ekowati, 2023). Based on research that has been done, it can be concluded that the higher the intensity or quality of the green dot logo, the greater the tendency of consumers to make purchases on make over cosmetics.

This study shows that the green dot logo on the packaging can affect consumer satisfaction behavior in making purchasing decisions. Halal Logo and green dot logo are effective driving factors in increasing interest and buying action.

4. Effect of moderating satisfaction on BPOM relationship to purchasing decisions

The results of this test concluded that the effect of moderation has a positive effect and significant influence between BPOM on purchasing decisions, with t-statistics of $2.181 > 1.98$ with p-values of 0.029, so that H4 in this study is supported. These results prove that satisfaction moderates the relationship between BPOM and purchase decisions. This study is in line with research conducted by Citra Nur Anisa, which states that satisfaction can moderate her research (Alik, 2025).

This study shows that the influence of BPOM on purchasing decisions is strengthened when satisfaction has a high level of confidence in purchasing decisions.

5. Effect Of Moderating Satisfaction On Halal Logo Relationship To Purchasing Decision

The results of this test concluded that the effect of moderation has a positive and significant influence on BPOM on purchasing decisions, with a t-statistic value of 2,559 and a P-value of 0,011. So that H5 in this study is supported. These results prove that satisfaction moderates the relationship between halal logos and purchase decisions. This study is in line with research conducted by Sofi Anisa Anisa, who stated that satisfaction can moderate her research (Kepada et al., 2025).

This study shows that the influence of the halal logo on purchasing decisions is strengthened when satisfaction has a high level of impact on purchasing decisions.

6. The Effect Of Moderating Satisfaction On The Relationship Of The Green Dot Logo To Purchasing Decisions

The results of this test concluded that the effect of moderation has a positive and significant influence on the Purchase Decision, with a t-statistic value of -0.063, a T-statistic value of 0.640, and a p-value of 0.522. So H6 in this study was rejected. These results prove that satisfaction does not moderate the relationship between the halal logo and the purchase decision. This study is in line with research conducted by Winda Latifatul Zahra, who stated that satisfaction does not moderate his research (Manajemen et al., 2022).

This study shows that the influence of the green dot logo on the purchase decision is not reinforced when satisfaction does not have a low level of satisfaction with the purchase decision.

7. Bpom, Halal Logo, and Green Dot Logo on cosmetic packaging. Make over the purchase decision with satisfaction as a variable of moderation

From the perspective of Islamic business, customer satisfaction is an interaction between sellers and buyers (human relations). Islam views economic activity not only as a mere material interaction, but also as part of worship and the practice of ethical values rooted in Sharia. Therefore, principles such as honesty, trustworthiness, fairness, and openness are the cornerstones of every business transaction. From an Islamic business perspective, it is important to consider that customer satisfaction is determined not only by service quality and relationship management, but also by ethical values and fairness applied in business interactions. Customers may be looking for more than just good quality service; they also want an experience that reflects Islamic principles, such as honesty, transparency, and social responsibility.

This concept of satisfaction is also emphasized in the Qur'an, one of which is in Surah Ali-Imran verse 159, which reads:

فَإِذَا رَحِمَهُ مِنَ اللَّهِ لَئِنَّهُمْ لَوَلُّوا كُنْتُمْ فُطْرًا غَلِيظَ الْقَلْبِ لَنَقْضُوا مِنْ حَوْلِكَ فَاعْفُ عَنْهُمْ وَاسْتَغْفِرْ لَهُمْ وَشَاوِرْهُمْ فِي الْأَمْرِ فَإِذَا عَزَمْتَ فَتَوَكَّلْ عَلَى اللَّهِ إِنَّ اللَّهَ يُحِبُّ الْمُتَوَكِّلِينَ

"So, by the mercy of Allah, you (Prophet Muhammad) were gentle with them. If you were to be harsh and harsh-hearted, they would have stayed away from you. Therefore, forgive them, ask forgiveness for them, and consult with them in all matters (important). Then, when you have made up your mind, put your trust in Allah. Indeed, Allah loves those who put their trust in him.' (QS. Ali-Imran:159)

Therefore, forgive them, and blot out their faults, and ask Allah for forgiveness for them, and consult with them in matters of war and other worldly matters, such as political, economic, and social matters. Then, when you have made up your mind to carry out the results of the deliberation, put your trust in Allah, and admit your weakness before Allah after making maximum efforts.

E. CONCLUSIONS

Based on research conducted, the results obtained from users of cosmetics make over in Bandar Lampung.

1. BPOM has a positive and significant influence on purchasing decisions. This is because bpom greater tendency to make purchases.
2. Halal logos have a positive and significant influence on purchasing decisions. This is because the halal logo is very influential in purchasing decisions when buying makeup cosmetic products.
3. The green dot Logo has a positive and significant influence on the purchase decision. This is because the green dot logo is a driving factor in making purchasing decisions on makeup cosmetics.
4. Satisfaction moderation test results on the relationship of BPOM to purchasing decisions that satisfaction moderates or positively affects the relationship between BPOM and purchasing decisions. It can be concluded from the research that has been done that even though the BPOM used in purchasing decisions has a certain influence or attraction, this does not directly encourage purchasing decisions unless satisfaction is felt to trust the BPOM in making purchasing decisions.
5. The results of the satisfaction moderation test on the relationship of halal logo to the purchase decision indicate that satisfaction moderates or positively affects the relationship between halal logo and the purchase decision. Based on the results of the study, although the halal logo is widespread,

purchasing decisions are not easily influenced unless one first has the satisfaction of the source of information, and the cosmetic packaging makes over

6. The results of the satisfaction moderation test on the relationship between the green dot logo on the make-over cosmetic packaging and the purchase decision indicate that satisfaction does not moderate or positively affect the relationship between the green dot logo on the make-over cosmetic packaging and the purchase decision. It can be concluded from the research that has been done that there are several factors of lack of user satisfaction with cosmetics, or other factors that are dominant in influencing satisfaction in purchasing decision making.
7. From the perspective of Islamic business, customer satisfaction is an interaction between sellers and buyers (human relations). Islam views economic activity not only as a mere material interaction, but also as part of worship and the practice of ethical values rooted in Sharia.

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