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HALAL AWARENESS AND DISCOUNTS ON CONSUMERS' PURCHASE DECISIONS: EVIDENCE FROM DRW SKINCARE

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Abstract

This study aims to examine the influence of halal awareness and discounts on purchasing decisions for DRW Skincare products at the Masaran Sentol Laok Sumenep branch. This research is based on the increasing need for skincare products among Muslim consumers and the growing importance of halal assurance in consumer behavior. In addition, discount strategies are also considered capable of influencing purchasing decisions. This study used a quantitative approach with a survey method. The population comprised of consumers of DRW Skincare at the Masaran Sentol Laok Sumenep branch, with 55 respondents selected as the sample. Data were collected through questionnaires and analyzed using multiple linear regression, partial test, and simultaneous test. The results show that halal awareness has a positive effect on purchasing decisions. Discounts also have a positive effect on purchasing decisions. Simultaneously, halal awareness and discounts influence consumer purchasing decisions for DRW Skincare products. These findings indicate that halal assurance and promotional strategies are important factors in strengthening consumer trust and encouraging purchasing behavior.

Keywords: *Halal Awareness; Discounts; Purchasing Decision; DRW Skincare; Muslim Consumer*

1. Introduction

The development of the halal industry in Indonesia has shown quite rapid growth. The halal concept is no longer limited to food and beverages, but has expanded into various sectors, such as cosmetics, skincare, fashion, pharmaceuticals, and other consumer products. This development indicates that Muslim consumers are increasingly concerned about the compliance of products with Islamic law. Products are not only assessed based on their benefits and quality, but also on their halal status (Susanti, n.d.).

In the context of Muslim consumers, halal products are an important factor in purchasing decisions. Muslim consumers tend to consider ingredients, production processes, halal labels, and product safety before making a purchase. This also applies to skincare products because skincare is a product that is used directly on the body. Halal skincare products provide a sense of security for Muslim consumers because they are considered more in line with religious values, cleanliness and safety of use (Pratiwi & Falahi, 2023: 1–13).

Awareness of a product's halal status is known as *halal awareness* . *Halal awareness* refers to consumers' understanding and awareness of the importance of choosing halal products. Consumers with high halal awareness are more selective in choosing products, especially those they use regularly. They not only consider the brand, price, and benefits of the product but also whether the product meets halal standards (Balqis & Zulaikha, 2023: 68–81).

In Islamic teachings, consuming what is halal and good is a crucial principle. The concept of *halal and goodness* relates not only to product content but also to the process of obtaining, producing, and marketing those products. A product that is halal in substance requires a process that is sound, honest, and does not harm consumers. Therefore, product halalness can be understood as part of the moral, spiritual, and economic values in Islam (Ahmad Al Tasdiq, 2025).

Besides halal factors, marketing strategies also play a crucial role in influencing consumer purchasing decisions. One frequently used marketing strategy is discounts. Discounts are price reductions offered by sellers to consumers for a specific period. The purpose of discounts is to attract consumer attention, increase purchasing interest, introduce products, retain customers, and increase sales volume (Kotler & Armstrong, 2020).

Discounts can have both psychological and economic effects on consumers. Economically, consumers perceive a benefit by being able to purchase products at lower prices. Psychologically, consumers perceive discounts as an opportunity not to be missed. Therefore, discounts can encourage consumers to make immediate purchasing decisions (Halimah & Musadad, 2025: 88–89).

The Masaran Sentol Laok Sumenep branch of DRW Skincare is an official stockist offering a variety of facial care products, including toners, facial washes, day creams, night creams, and other skincare products. This branch also offers facial care services and promotional strategies in the form of discounts. Furthermore, DRW Skincare includes a halal label on its product packaging. This makes DRW Skincare relevant for research because it combines two important factors in purchasing decisions: product halal certification and discount strategies.

Previous research has shown mixed results regarding the influence of *halal awareness* and discounts on purchasing decisions. Rifa Amalia and Sylvia Rozza stated that *halal awareness* , religiosity, lifestyle, and viral marketing positively influence purchasing decisions for halal skincare and cosmetic products among Generation Z in DKI Jakarta (Amalia & Rozza, 2022: 160). However, other research shows that *halal awareness* does not always have a significant impact on purchasing decisions in certain marketplace contexts. These differences in results indicate that the influence of *halal awareness* can vary depending on the object, location, and consumer characteristics.

The same thing applies to discounts. Several studies have shown that discounts have a positive effect on purchasing decisions because they attract consumers' attention and increase their purchasing interest. Putri and Saputro found that discounts have a positive and significant effect on consumer loyalty to Somethinc products (Putri & Saputro, 2025: 1–14). However, other studies have shown that discounts do not always influence purchasing decisions, particularly in the context of certain sales media. This discrepancy indicates a research gap that needs further examination.

Based on these conditions, this study is crucial to re-examine the influence of *halal awareness* and discounts on purchasing decisions in a more specific context, namely consumers of DRW Skincare's Masaran Sentol Laok Sumenep branch. This study is novel because it was conducted among local consumers in Sumenep, who have different religious characteristics and consumption cultures than consumers in urban areas. Furthermore, this study simultaneously examines two variables— *halal awareness* and discounts—in the context of halal skincare products.

The purpose of this study is to determine the partial effect of *halal awareness on purchasing decisions for DRW Skincare products, to determine the partial effect of discounts on purchasing decisions for DRW Skincare products, and to determine the simultaneous effect of halal awareness* and discounts on purchasing decisions for DRW Skincare products at the Masaran Sentol Laok Sumenep branch.

2. Literature review

The literature review is the section that discusses theories, concepts, and previous research related to the research variables. In this study, the literature review focused on three main variables: *halal awareness* , discounts, and purchasing decisions. These three variables serve as the theoretical basis for understanding consumer behavior towards purchasing DRW Skincare products at the Masaran Sentol Laok Sumenep branch.

2.1. Halal Awareness

Halal awareness is the understanding and concern consumers have regarding the halal status of a product before making a purchase. The word "halal" comes from Arabic, meaning permissible or not prohibited according to Islamic law. In the context of consumption, halal refers not only to food and beverages but also to cosmetics, pharmaceuticals, and *skincare products* used by Muslim consumers (Saputra, 2022).

According to the Indonesian Ulema Council (MUI), halal is anything permissible for consumption or use according to Islamic law. Therefore, Muslim consumers need to know the halal status of a product before deciding to purchase or use it. Halal product assurance is crucial because it relates to faith, safety, and adherence to Islamic teachings (Alfiyani, 2023).

Halal awareness differs from the general concept of halal. Halal indicates the status of a product as permissible according to Islamic law, while *halal awareness* emphasizes consumer awareness in choosing products that are halal, safe, clean, and do not conflict with Islamic teachings. Consumers with high halal awareness will be more careful in selecting products and pay attention to ingredient composition, production processes, and the availability of halal certification (Ivanisa, 2023).

Halal awareness can also be understood as Muslim consumers' knowledge and perspectives on halal products, which can influence purchasing intentions and behavior. This awareness encompasses understanding of halal standards, halal

production processes, halal certification, and adherence to Allah SWT's command to consume and use what is halal and good (Nasution, 2024).

Several factors influencing *halal awareness* include halal certification, exposure to information, health reasons, and religious beliefs. Halal certification provides consumers with assurance that a product meets halal standards according to Islamic law. Exposure to information helps consumers understand a product's halal status, while religious beliefs are a key factor driving Muslim consumers to choose halal products (Widyastuti, 2023).

The indicators of *halal awareness* in this study include the obligation to use halal products for Muslims, understanding or knowledge of the product's halal status, and confidence in halal products. Therefore, the higher the level of consumer *halal awareness* , the greater the tendency to choose products with halal certification.

2.2. Discount

A discount is a price reduction offered by a seller to a buyer as a marketing strategy. Discounts are given to attract consumer interest, increase sales, and encourage immediate purchase. According to Kotler and Armstrong, a discount is a direct price reduction from the normal price offered within a specific period to increase consumer interest and purchase decisions (Kotler & Armstrong, 2020).

In marketing activities, discounts are a strategy widely used by businesses because they can create the perception of more affordable prices. Consumers tend to be attracted to discounted products because they perceive they are gaining an economic advantage. When a product is labeled with a discount, consumers can be encouraged to purchase it because they perceive the product to be cheaper than the regular price (Halimah & Musadad, 2025).

Discounts can also be defined as a marketing tactic that reduces the initial price to increase sales of goods or services. Discounts can be offered in the form of direct discounts, quantity discounts, cash discounts, seasonal discounts, or promotional pricing. When implemented appropriately, discount strategies can create positive consumer appeal and increase purchasing interest (Dewi, 2022).

In the context of *skincare products* , discounts are one factor that can influence purchasing decisions, as consumers often consider price before purchasing beauty products. Offering *skincare products* at more affordable prices through discounts can increase consumer interest, especially if the product meets their needs and is of reliable quality.

The discount indicators in this study include the discount amount, the discount period, and the type of product being discounted. The discount amount indicates the extent of the price reduction offered to consumers. The discount period refers to the duration of the discount, while the type of product being discounted indicates the variety of products receiving the discount. These three indicators can influence consumer perceptions and purchasing decisions (Faisal, 2024).

2.3. Buying decision

A purchasing decision is the process consumers go through when selecting and purchasing a product or service. A purchasing decision occurs after consumers identify a need, seek information, evaluate several alternatives, and then choose the product they believe best meets their needs and desires.

According to Kotler, a purchasing decision is the process by which consumers recognize and evaluate the information they receive, then select, purchase, and use a product or service that best meets their needs or desires. This decision involves consumers' psychological consideration of the various options available in the market (Wulandari & Mulyanto, 2024).

Schiffman and Kanuk explain that purchasing decisions are the process of choosing between two or more alternatives. This means that purchasing decisions arise when consumers have several product options to compare. Meanwhile, Tjiptono states that purchasing decisions begin with problem recognition, information search, and evaluation of a particular product or brand before consumers make a purchase decision (Wulandari & Mulyanto, 2024).

Consumer purchasing decisions can be influenced by several factors, such as product quality, service quality, promotions, price, customer satisfaction, and consumer confidence in the product. When purchasing *skincare products* , consumers typically consider product safety, benefits, price, brand name, halal certification, and the experiences or information of other users before making a purchase.

Purchasing decision indicators in this study include product purchase decisions, brand selection, place or channel of purchase, timing of purchase, and quantity purchased. These indicators demonstrate that purchasing decisions are not solely related to the act of buying but also encompass the consumer's consideration process before and during the purchase (Ivanisa, 2023).

2.4. The Relationship between Halal Awareness and Discounts on Purchasing Decisions

Halal awareness is closely linked to purchasing decisions, especially among Muslim consumers. Consumers with high halal awareness are more selective in choosing the products they use. They tend to pay attention to whether a product has a halal label, uses safe ingredients, and is produced in accordance with Sharia principles. Therefore, *halal awareness* can be a factor driving consumers' purchasing decisions for halal *skincare products.*

In the context of DRW Skincare, the presence of a halal label and consumer understanding of the importance of a product's halal certification can increase consumer trust. This trust can then encourage consumers to purchase the product because they feel it is safe and compliant with Islamic values.

Besides *halal awareness* , discounts can also influence purchasing decisions. Discounts offer economic appeal because consumers perceive they are getting a product at a lower price. Attractive discount offers can encourage consumers to make a purchase immediately, especially if the discounted product is something they need or are interested in.

Thus, *halal awareness* and discounts play a crucial role in influencing purchasing decisions. *Halal awareness* builds consumer confidence and trust in a product's halal status, while discounts act as a marketing incentive that can increase interest and the urge to purchase. The combination of high halal awareness and attractive discount offers can increase consumers' likelihood of making a purchase decision for DRW Skincare products.

3. Research methods

This research uses a quantitative approach. Quantitative research utilizes numerical data and is analyzed using statistics. This approach is used because the research aims to objectively examine the relationships and influences between variables (Sahir, 2021: 14). The type of research used is causal associative research, which aims to determine the cause-and-effect relationship between independent and dependent variables.

The independent variables in this study consist of two variables, namely *halal awareness* as variable X1 and discount as variable X2. The dependent variable in this study is the purchasing decision as variable Y. *Halal awareness* is defined as the level of consumer understanding, belief, and awareness of the importance of using halal products. Discount is defined as a price reduction given to consumers in order to attract purchasing interest. Purchasing decision is defined as the consumer's action in choosing and purchasing DRW Skincare products.

The population in this study were DRW Skincare consumers who had purchased products at the Masaran Sentol Laok Sumenep branch, specifically from the Khadijah DRW Skincare stockist. The research sample consisted of 55 respondents. The determination of the sample size refers to Malhotra's theory, namely the number of samples can be determined based on the number of statement items multiplied by the number of alternative answers (Malhotra, 2006). In this study, there were 11 statement items and 5 alternative answers on a Likert scale, resulting in 55 respondents.

Data collection techniques were conducted through questionnaires. The questionnaire used was a closed-ended questionnaire because respondents only chose from the provided answers. The measurement scale used was a Likert scale with five answer alternatives. In addition to the questionnaire, the research was also supported by interviews and documentation to obtain additional information regarding the research object. Data collection techniques aimed to transform field facts into data that could be analyzed to answer the research questions (Djaali, 2020: 61–62).

Halal awareness variable indicators include understanding the obligation to use halal products, knowledge of product halalness, and confidence in halal products. This indicator aligns with the view that Muslim consumers need to ensure that the products they use comply with Islamic law (Indonesian Ulema Council, 2022). Discount variable indicators include the amount of the discount, the discount period, and the type of product being discounted. This indicator aligns with the view that discounts are a promotional strategy in the form of price reductions to attract consumers (Kotler & Armstrong, 2020). Meanwhile, purchasing decision indicators include product purchase, brand selection, location of purchase, time of purchase, and purchase amount (Kotler & Lee, 2022).

Data analysis techniques in this study include validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, and F-test. Validity testing was used to determine the feasibility of the statement items in the questionnaire. Reliability testing was used to measure the consistency of the research instrument. Classic assumption testing was used to ensure that the regression model met the analysis requirements. Multiple linear regression analysis was used to determine the effect of *halal awareness* and discounts on purchasing decisions.

4. Results and Discussion

The research results indicate that *halal awareness* and discounts are related to purchasing decisions for DRW Skincare products. Prior to hypothesis testing, the research data was first tested using validity, reliability, and classical assumptions. Classical assumptions were used to determine the feasibility of the regression model. These tests included normality, multicollinearity, and heteroscedasticity.

Based on the results of the heteroscedasticity test using the Glejser test, the significance value for *the halal awareness* and discount variables is greater than 0.05. This indicates that the regression model does not exhibit heteroscedasticity. Therefore, the residual distribution in the regression model can be considered stable and meets the requirements for further testing.

A multicollinearity test was conducted to determine whether there was an excessively strong relationship between the independent variables. A good regression model is one that does not experience multicollinearity. Based on the test results, the tolerance value was above 0.10 and the VIF value was below 10.00. This indicates that *the halal awareness* and discount variables do not exhibit multicollinearity, and both can be used in the regression model.

The results of multiple linear regression tests indicate that *halal awareness* has a positive relationship with purchasing decisions. This means that the higher a consumer's awareness of a product's halal status, the greater their tendency to purchase DRW Skincare products. This finding aligns with the concept that Muslim consumers with high halal awareness are more selective in choosing the products they use, especially those that come into direct contact with the body, such as skincare (Balqis & Zulaikha, 2023: 68–81).

4.1. The Influence of *Halal Awareness* on Purchasing Decisions

Partial test results indicate that *halal awareness* influences purchasing decisions for DRW Skincare products. This indicates that halal certification is a key consideration for Muslim consumers when choosing skincare products. Consumers who understand that halal products are part of their religious obligations will pay more attention to halal labels, ingredient content, and product clarity before purchasing.

These findings support Amalia and Rozza's research, which states that *halal awareness* positively influences purchasing decisions for halal skincare and cosmetic products among Generation Z in DKI Jakarta (Amalia & Rozza, 2022: 160). This means that halal awareness can be a driving factor in Muslim consumer purchasing behavior. In the context of DRW Skincare, consumers not only consider the product's benefits but also its adherence to religious values.

The inclusion of a halal label on DRW Skincare products can increase consumer confidence. The halal label signals that the product has met certain standards and is safe for use by Muslim consumers. This trust is an important basis for purchasing decisions, as consumers feel more confident when using products with halal certification. This aligns with the view that halal certification and information can strengthen consumer confidence in product choices (Widyastuti, 2023: 1959).

Furthermore, *halal awareness* is also related to consumer selectivity. Halal-conscious consumers tend to purchase products not only because of popularity or promotions, but also because they align with religious principles. Therefore, DRW Skincare needs to continuously maintain and clarify halal information on packaging,

promotional media, and sales communications. This is crucial for increasing consumer confidence that the products they use comply with halal principles.

4.2. The Influence of Discounts on Purchasing Decisions

The research results show that discounts influence purchasing decisions for DRW Skincare products. Discounts are a marketing strategy that can attract consumers because they offer economic benefits. Consumers tend to feel they're getting a good deal when they purchase a product at a lower price than the regular price. Therefore, discounts can expedite the purchasing decision-making process.

Discounts act as a stimulus that encourages consumers to purchase a product immediately. When discounts are offered for a limited time, consumers may perceive the opportunity as limited and therefore need to take advantage of it immediately. This situation demonstrates that discounts function not only as price reductions but also as a promotional strategy that influences consumer perceptions and behavior (Halimah & Musadad, 2025: 88–89).

These findings align with Putri and Saputro's research, which found that discounts positively influence consumer loyalty to Somethinc products (Putri & Saputro, 2025: 1–14). Furthermore, Lestari and Chandra's research also demonstrated that discounts positively influence purchasing decisions for The Originote skincare products on the Shopee marketplace. Therefore, discounts can be a crucial factor in skincare product marketing because they can attract consumer attention and increase purchasing interest.

In the context of DRW Skincare's Masaran Sentol Laok Sumenep branch, discounts can take various forms, such as price cuts on specific products, skincare package promotions, discounts on special occasions, or discounts for customers who receive facial treatments. This strategy can increase product appeal and encourage consumers to purchase. However, discounts must be implemented appropriately to avoid diminishing the product's perceived value.

If discounts are offered too frequently, consumers may perceive a product as only attractive when it's cheap. Therefore, discounts need to be balanced with communication about the product's quality, benefits, safety, and halal certification. This way, consumers won't just buy because of the discount, but also because they trust the quality and value of DRW Skincare products.

4.3. The Influence of Halal Awareness and Discounts on Purchasing Decisions

Simultaneous test results show that *halal awareness* and discounts simultaneously influence purchasing decisions for DRW Skincare products. This suggests that consumer purchasing decisions are not influenced by a single factor, but rather by a combination of religious and economic considerations. *Halal awareness* provides a sense of security and confidence to Muslim consumers, while discounts provide an economic incentive to make a purchase.

The combination of halal products and attractive discount strategies can strengthen purchasing decisions. Muslim consumers will make easier decisions when the products they purchase align with religious principles while also offering price advantages. This demonstrates that marketing halal products requires a balance between religious values, product quality, and promotional strategies.

From a sharia marketing perspective, a good product is determined not only by its economic benefits but also by honesty, transparency, safety, and compliance with

Islamic principles. Discount strategies in sharia businesses can still be used as long as they are conducted honestly and without any element of deception. Therefore, discounts on DRW Skincare products can be an appropriate strategy if implemented transparently and without harming consumers.

The results of this study contribute to the development of halal product marketing studies. To date, most studies have focused primarily on halal food products, while research on halal skincare products needs to be expanded. This study demonstrates that skincare products also need to be studied from a halal perspective because they are used directly by Muslim consumers. Furthermore, the results also demonstrate that price promotion strategies remain relevant in influencing halal product purchasing decisions.

For DRW Skincare, Masaran Sentol Laok Sumenep branch, the results of this research can be a basis for designing marketing strategies. First, the halal aspect needs to continue to be maintained and communicated clearly to consumers. Second, discounts can be used as a promotional strategy, especially at certain moments. Third, marketing communications should combine halal messages, product quality, skincare benefits and price advantages to more effectively attract consumers.

Practically, the results of this study indicate that consumers require products that align with their religious beliefs while also providing economic benefits. Therefore, skincare businesses need to understand the characteristics of Muslim consumers more deeply. Products that are halal, high-quality, and supported by appropriate promotion will be more readily accepted by consumers and can increase purchasing decisions.

5. Conclusion and Suggestions

Based on the research results, it can be concluded that *halal awareness* influences purchasing decisions for DRW Skincare products at the Masaran Sentol Laok Sumenep branch. The higher the consumer awareness of the importance of halal products, the greater the tendency to purchase DRW Skincare products. This indicates that halal certification is a key consideration for Muslim consumers when choosing skincare products.

Discounts also influence purchasing decisions for DRW Skincare products. Price cuts can attract consumers because they offer economic benefits. Discounts can encourage consumers to purchase products, especially when they are offered at a time and type that aligns with their needs.

Halal awareness and discounts simultaneously influence purchasing decisions. The combination of confidence in a product's halal status and the allure of discounts can boost consumer purchasing decisions. Therefore, DRW Skincare needs to maintain halal information on its products and manage discount strategies appropriately to increase consumer trust and purchasing interest.

This study recommends that DRW Skincare continue educating consumers about the importance of using halal skincare products. Furthermore, discount strategies need to be designed in a targeted manner to attract consumer interest without reducing the product's perceived value. Future researchers are advised to include other variables such as product quality, brand image, price, digital promotions, or consumer trust to broaden and deepen the research results.

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