

THE MODERATING ROLE OF SELF-CONTROL ON THE INFLUENCE OF PRODUCT QUALITY AND DISCOUNT PROMOTION ON BUYING DECISION OF HALAL COSMETICS ON E-COMMERCE

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Abstract

This study aims to analyze the influence of product quality and discount promotions, as well as the moderating role of self-control on halal consumers' purchasing decisions within the e-commerce ecosystem. The widespread implementation of aggressive digital marketing strategies frequently triggers impulsive consumption behavior, thereby necessitating a deeper examination of how the internal characteristics of Muslim consumers are capable of mitigating such external stimuli. A quantitative approach was employed in this research involving 250 Muslim respondents who were active users of seven leading halal cosmetic brands. Primary data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software. The findings reveal that halal product quality and discount promotions exert positive and significant direct effects on purchasing decisions. Furthermore, this study demonstrates that self-control significantly functions as a negative moderator, weakening the influence of discount promotions on purchasing decisions. These results indicate that the stronger the self-control possessed by Muslim consumers, the lower their sensitivity toward the temptation of price discounts, thereby ensuring that purchasing activities remain within the boundaries of actual needs (al-hajat). The implications of this study emphasize the importance for halal cosmetic industry practitioners to shift from price-based marketing strategies toward value-based marketing approaches that prioritize product quality integrity and ethical consumption values.

Keywords: Product Quality, Discount Promotion, Self-Control, Purchasing Decision, E-Commerce.

INTRODUCTION

Over the past decade, global Muslim awareness, particularly in Indonesia, regarding the halal lifestyle has evolved into an essential component of modern living that emphasizes ethical values, health, and product safety (Jailani et al., 2024). This phenomenon is reflected in the significant increase in demand for halal cosmetics, which has emerged as the second-largest market segment after halal food products. The State of the Global Islamic Economy reported that Indonesia ranked as the world's second-largest consumer of halal cosmetic products, with a market value reaching USD 5.4 billion in 2022 (Kemenperin RI, 2025). Furthermore, the export value of Indonesian cosmetic products is projected to reach USD 677.2 billion by 2025 (Kemenperin RI, 2025). According to Fauziah Ramadhany (2024), consumer purchasing decisions are no longer determined solely by brand image but are increasingly influenced by the authentic quality of the product itself. In the context of halal cosmetics, product quality should be understood through the concept of *halalan thayyiban*, which refers to products that are free from prohibited substances and officially validated through halal certification issued by the Badan Penyelenggara Jaminan Produk Halal and Majelis Ulama Indonesia (Kharami & Hiqmah, 2023).

The implementation of *halalan thayyiban* quality standards has been consistently adopted by several pioneering halal cosmetic brands. One notable example is Wardah, which has strengthened its market position by implementing the principle of “Halal from the Beginning” since 1995 (Wardah, 2025). Similar initiatives have also been undertaken by Somethinc, which reinforces its quality standards by ensuring that all of its products are registered with BPOM and certified halal through the verified BPJPH database (Fuady, 2024). The expansion of the halal cosmetic industry is further reflected in the aggressive strategies adopted by brands such as Scarlett and Azarine, which combine halal assurance with extensive discount promotions across e-commerce platforms (Kumparan Bisnis, 2025; Media Indonesia, 2025). Interestingly, the halal cosmetic market is no longer limited to female consumers. Awareness regarding sharia-compliant self-care products has increasingly penetrated the male consumer segment, as represented by brands such as Kahf and MS Glow for Men (Databoks, 2025; GoodStats, 2025). This condition indicates that the demand for halal and safe cosmetic products has transcended gender boundaries.

The increasing demand for halal cosmetics has been significantly accelerated by the structural transformation of consumer behavior from conventional markets toward digital ecosystems. Indonesia has established itself as the largest e-commerce market in Southeast Asia, with transaction values projected to reach USD 120 billion in 2023 (Utami et al., 2023). Amid intense competition among digital platforms, discount promotions have emerged as one of the most aggressive external stimuli capable of shifting consumers' rational considerations in purchasing decisions (Hongdiyanto et al., 2020). However, the extensive use of discount promotions creates a dilemma. On

the one hand, discounts provide economic benefits through cost savings, yet on the other hand, they may encourage excessive purchasing behavior that exceeds consumers' actual needs (Khan, 2020). The strong appeal of aggressive discount campaigns on digital platforms frequently triggers impulsive buying behavior, in which purchasing decisions are driven by temporary emotional impulses rather than rational evaluation (Kuhn, 2013). Table 1 shows seven cosmetic brands with strong digital ecosystems.

Table 1. Top Halal Cosmetic Brands on Indonesian E-commerce

No	Brand	Market Segment	Performance in E-commerce	Data source
1.	Wardah	Woman	Top 3 Best-Selling Beauty Brands in E-Commerce in 2025	(Bisnis.com, 2025)
2.	Somethinc	Unisex	Dominating the e-commerce market in 2021	(Kompas.co.id, 2021)
3.	Scarlett	Woman	Top 1 Perfume Brand in Indonesia's e-commerce by 2025	(Kumparan Bisnis, 2025)
4.	Azarine	Unisex	Top 3 sunscreen brands in e-commerce and won the award for best halal sunscreen in 2025	(Media Indonesia, 2025)
5.	MS Glow	Woman	One of the skincare brands with the fastest reseller growth and the highest sales volume of facial care packages on e-commerce.	(Databoks, 2025)
6.	Kahf	Man	Best-Selling Men's Facial Cleansers on E-Commerce in 2025	(Databoks, 2025)
7.	MS Glow Men	Man	Top 3 Best-Selling Men's Beauty Brands in E-Commerce in 2025	(GoodStats, 2025)

Source: compiled by researchers from various sources (2026)

From the perspective of Islamic economics, uncontrolled consumption behavior motivated solely by emotional satisfaction is considered inconsistent with Islamic consumption principles that emphasize *maslahah* (public benefit) and moderation (Gulfraz et al., 2022). Islam explicitly discourages extravagance (*israf*) and excessive consumerism because wealth is regarded as a trust that must be allocated responsibly. In this regard, self-control occupies a central role as a moderating instrument that bridges the relationship between marketing stimuli and actual purchasing behavior (Khan, 2020). Gulfraz et al. (2022), empirically demonstrated that self-control functions as an internal filter that determines the extent to which discount promotions can transform consumer intentions into final purchasing decisions. Previous studies have predominantly positioned self-control as a direct determinant of purchasing decisions or impulsive buying behavior, as evidenced in studies conducted by Kuhn (2013); Iyer

et al. (2019); and Anggraini et al. (2024). The inclusion of self-control as a moderating variable therefore provides a novel perspective in addressing inconsistencies within prior findings, particularly regarding the influence of product quality and discount promotions on purchasing decisions.

Based on the foregoing discussion, this study aims to examine the influence of product quality and discount promotions on purchasing decisions for halal cosmetic products on e-commerce platforms. The study specifically focuses on seven cosmetic brands, namely Wardah, Somethinc, Scarlett, Azarine, Kahf, MS Glow, and MS Glow for Men. These brands were selected because they represent market leaders in the e-commerce-based halal cosmetic industry and comprehensively integrate halal certification into their products, thereby reflecting the broader dynamics of Indonesia's halal cosmetic market. By integrating external variables in the form of market-driven promotional attractiveness and internal variables represented by self-control, this study is expected to provide a more comprehensive understanding of rational purchasing decision mechanisms that align with sharia principles. Accordingly, this research seeks to explain the role of product quality, discount promotions, and self-control in shaping rational, ethical, and sharia-compliant purchasing decisions for halal cosmetic products within the e-commerce era.

Literature Review

The Influence of Product Quality on Purchasing Decisions for Halal Cosmetics on E-Commerce Platforms

Product quality is widely recognized as one of the primary determinants consistently considered by consumers prior to making purchasing decisions. In the context of this study, cosmetic products are evaluated not only based on their functional effectiveness but also on their safety and halal compliance (thayyiban). Previous studies conducted by Kharami & Hiqmah (2023) and Yudha & Haryono (2024) confirmed that consumers' evaluations of the objective superiority of products demonstrate a strong positive correlation with the confidence of Muslim consumers in conducting transactions through e-commerce platforms. The presence of consistent quality assurance from leading cosmetic brands is capable of mitigating the uncertainty risks commonly associated with online shopping activities. When consumers perceive that cosmetic products satisfy both performance expectations and sharia compliance standards, their tendency to make purchasing decisions increases significantly. Accordingly, the following hypothesis is proposed:

H1: Product quality has a positive and significant effect on purchasing decisions for halal cosmetics on e-commerce platforms.

The Influence of Discount Promotions on Purchasing Decisions for Halal Cosmetics on E-Commerce Platforms

Discount promotion represents an external marketing stimulus strategically designed by digital marketers to trigger immediate purchasing responses. Price reductions, flash sales, and incentive coupons on e-commerce platforms operate by reducing consumers' financial barriers while simultaneously creating perceptions of direct economic benefits. This argument is supported by the findings of Halim & Untoro (2024) and Budiasih et al. (2024), who found that discount promotions generate strong psychological attraction capable of converting purchase intention into actual transaction behavior within a relatively short period. In the digital era, the accessibility of information has increased consumer sensitivity toward competitive price changes. The existence of substantial price discounts provides consumers with a strong affective impulse to secure products immediately in pursuit of expenditure efficiency. Therefore, the second hypothesis of this study is formulated as follows:

H2: Discount promotion has a positive and significant effect on purchasing decisions for halal cosmetics on e-commerce platforms.

The Moderating Role of Self-Control on the Relationship Between Discount Promotions and Purchasing Decisions for Halal Cosmetics on E-Commerce Platforms

Self-control represents an individual's internal capacity that functions as a critical filter in processing external stimuli before translating them into economic actions. Although discount promotions have been proven effective in stimulating spontaneous purchase intentions, the presence of self-regulation as a form of *mujadah an-nafs* activates cognitive restraint mechanisms. Based on the perspective proposed by Baumeister et al. (2007), individuals possessing high levels of self-control are more capable of evaluating short-term temptations rationally. Muslim consumers tend to align their purchasing decisions with actual needs (*al-hajat*) and avoid excessive consumption behavior (*israf*) (Khan, 2020). Consequently, the persuasive effect of price discounts is expected to weaken when confronted with stronger consumer self-control. Thus, the third hypothesis proposed in this study is as follows:

H3: Self-control significantly moderates the relationship between discount promotions and purchasing decisions for halal cosmetics by weakening the effect of discount promotions on purchasing decisions.

RESEARCH METHOD

This study employed a quantitative explanatory research design aimed at examining the causal relationships among variables formulated within the proposed hypotheses and measuring the magnitude of their statistical effects (Sugiyono, 2019). A quantitative approach was considered appropriate because the research variables, namely Product Quality, Discount Promotion, Self-Control, and Purchasing Decisions, could be measured numerically through structured questionnaire instruments. Furthermore, this approach enables the testing of existing theoretical frameworks and

the generalization of findings to a broader population (Creswell, 2014). The population of this study consisted of Muslim consumers in Indonesia who had purchased halal cosmetic products through e-commerce platforms. The sample size determination referred to the guideline proposed by Hair et al. (2022), which recommends that the minimum sample size in PLS-SEM analysis should be at least ten times the number of indicators used in the research model. Based on this criterion, the study employed a total sample of 250 respondents.

This research applied a purposive sampling technique to ensure that respondents possessed characteristics relevant to the objectives of the study. The sampling criteria were established as follows:

1. Respondents were required to be Muslim, both male and female.
2. Respondents had to be at least 18 years old, as this age represents the threshold of early adulthood during which self-control mechanisms are considered relatively stable in managing external stimuli, as suggested by Hurlock (2011).
3. Respondents must have purchased at least one product from the following halal cosmetic brands: Wardah, Somethinc, Scarlett, Azarine, Kahf, MS Glow, or MS Glow for Men through e-commerce platforms within the last six months. According to Zikmund et al. (2013), a six-month period represents an appropriate standard in purchasing behavior research while simultaneously ensuring the validity of data collected within rapidly evolving digital ecosystems.

The data analysis procedure consisted of several stages, including descriptive statistical analysis, outer model evaluation comprising validity and reliability testing, structural model (inner model) evaluation, and hypothesis testing. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS software.

RESULT AND DISCUSSION

Description of Respondent Characteristics

Based on the data collection results, the respondent profile in this study represents the characteristics of modern consumers predominantly consisting of female consumers and Generation Z individuals, with the majority having educational backgrounds as students or university students. The dominance of platforms such as Shopee and TikTok Shop indicates that respondents are highly exposed to digital marketing strategies and promotional activities within e-commerce ecosystems. This demographic profile provides a strong foundation for analyzing the extent to which product quality and discount promotions influence purchasing decisions, with self-control functioning as a moderating variable.

Descriptive Statistical Analysis

Descriptive statistical analysis was employed to provide a general overview of the distribution of respondents' answers toward the indicators used to measure each variable in this study.

Table 2. Descriptive Statistical Analysis Results

Variables	Item	Percentage of Answers					Mean	Std, Deviation
		STS	TS	N	S	SS		
		1	2	3	4	5		
Product Quality	K1	2,00%	11,20%	32,00%	42,00%	12,80%	3.524	0.922
	K2	2,00%	13,60%	33,60%	36,00%	14,80%	3.480	0.968
	K3	2,00%	15,20%	34,80%	33,60%	14,40%	3.432	0.978
	K4	2,00%	10,40%	36,40%	38,40%	12,80%	3.496	0.913
	K5	1,60%	13,20%	34,80%	36,80%	13,60%	3.476	0.939
	K6	0,80%	14,40%	34,80%	38,00%	12,00%	3.460	0.908
	K7	2,00%	10,00%	37,20%	40,40%	10,40%	3.472	0.882
	K8	1,20%	11,60%	38,00%	36,80%	12,40%	3.476	0.895
Discount Promotion	D1	0,00%	13,60%	36,40%	38,40%	11,60%	3.480	0.868
	D2	2,00%	13,60%	35,20%	40,00%	9,20%	3.408	0.904
	D3	1,20%	12,00%	37,20%	35,60%	14,00%	3.492	0.918
	D4	2,80%	13,20%	38,40%	33,20%	12,40%	3.392	0.958
	D5	0,80%	13,20%	37,60%	34,00%	14,40%	3.480	0.922
	D6	1,20%	11,20%	34,80%	37,60%	15,20%	3.544	0.921
Self-control	PD1	0,00%	1,60%	16,00%	43,20%	39,20%	4.200	0.759
	PD2	0,00%	1,20%	12,80%	45,60%	40,40%	4.252	0.719
	PD3	0,00%	0,80%	13,20%	45,20%	40,80%	4.260	0.710
	PD4	0,00%	2,00%	14,40%	45,60%	38,00%	4.196	0.752
	PD5	0,00%	1,20%	16,40%	43,20%	39,20%	4.204	0.750
	PD6	0,00%	1,20%	14,40%	48,40%	36,00%	4.192	0.718
	PD7	0,00%	0,80%	14,80%	52,00%	32,40%	4.160	0.692
	PD8	0,00%	0,80%	16,00%	42,00%	41,20%	4.236	0.740
	PD9	0,00%	1,20%	14,80%	41,60%	42,40%	4.252	0.746
	PD10	0,00%	0,80%	13,20%	46,80%	39,20%	4.244	0.705
Buying decision	KP1	2,80%	10,80%	32,40%	42,00%	12,00%	3.496	0.935
	KP2	2,80%	11,60%	30,40%	41,20%	14,00%	3.520	0.964
	KP3	2,80%	9,20%	33,60%	40,00%	14,40%	3.540	0.943
	KP4	2,40%	10,40%	34,40%	40,40%	12,40%	3.500	0.922
	KP5	3,20%	9,60%	34,40%	41,20%	11,60%	3.484	0.930
	KP6	2,40%	11,60%	33,20%	38,00%	14,80%	3.512	0.960
	KP7	2,40%	10,80%	31,20%	44,40%	11,20%	3.512	0.913
	KP8	2,40%	10,00%	36,00%	36,80%	14,80%	3.516	0.943
	KP9	0,80%	12,00%	36,40%	39,20%	11,60%	3.488	0.877
	KP10	3,20%	8,80%	36,40%	39,60%	12,00%	3.484	0.926

Source: Processed by Researchers (2026)

Based on Table 2, the data processing results revealed that the mean values of respondents' answers ranged from 3.392 to 4.260. These findings indicate that respondents generally demonstrated positive perceptions toward the indicators representing the research variables.

Outer Model Evaluation

1. Validity Test

The validity test was conducted to determine the extent to which each questionnaire indicator was capable of representing the latent construct being measured. Referring to the established statistical criteria, an indicator is considered valid when it possesses a loading factor exceeding 0.70 on its respective construct.

Table 3. Convergent Validity Test Results

Variables	Item	Loading Factor	Information
Product Quality	K1	0.834	Valid
	K2	0.856	Valid
	K3	0.838	Valid
	K4	0.869	Valid
	K5	0.867	Valid
	K6	0.867	Valid
	K7	0.816	Valid
	K8	0.852	Valid
Discount Promotion	D1	0.835	Valid
	D2	0.835	Valid
	D3	0.873	Valid
	D4	0.868	Valid
	D5	0.868	Valid
	D6	0.848	Valid
Self-control	PD1	0.790	Valid
	PD2	0.786	Valid
	PD3	0.798	Valid
	PD4	0.761	Valid
	PD5	0.811	Valid
	PD6	0.777	Valid
	PD7	0.806	Valid
	PD8	0.819	Valid
	PD9	0.766	Valid
	PD10	0.776	Valid
Buying decision	KP1	0.833	Valid
	KP2	0.858	Valid
	KP3	0.846	Valid

	KP4	0.842	Valid
	KP5	0.856	Valid
	KP6	0.894	Valid
	KP7	0.864	Valid
	KP8	0.853	Valid
	KP9	0.845	Valid
	KP10	0.867	Valid

Source: Processed by Researchers (2026)

Based on the validity test results presented in Table 3, all research indicators demonstrated a highly robust level of validity, with average loading factor values exceeding 0.80. Since all outer loading values fulfilled the minimum threshold of 0.70 for each indicator, it can be concluded that the measurement model is statistically valid and provides a strong foundation for proceeding to the subsequent structural model evaluation stage.

2. Reliability Test

This test was conducted to ensure the internal consistency of each latent variable and to measure the extent to which the variables were capable of explaining the variance of their respective indicators. Reliability was assessed using Cronbach's Alpha and Composite Reliability (ρ_c), with a minimum threshold value of 0.70.

Table 4. Construct Reliability Test Results

Variables	Cronbach's alpha	Composite reliability (ρ_c)
Product Quality	0.945	0.954
Discount Promotion	0.928	0.942
Self-control	0.933	0.943
Buying decision	0.959	0.965

Source: Processed by Researchers (2026)

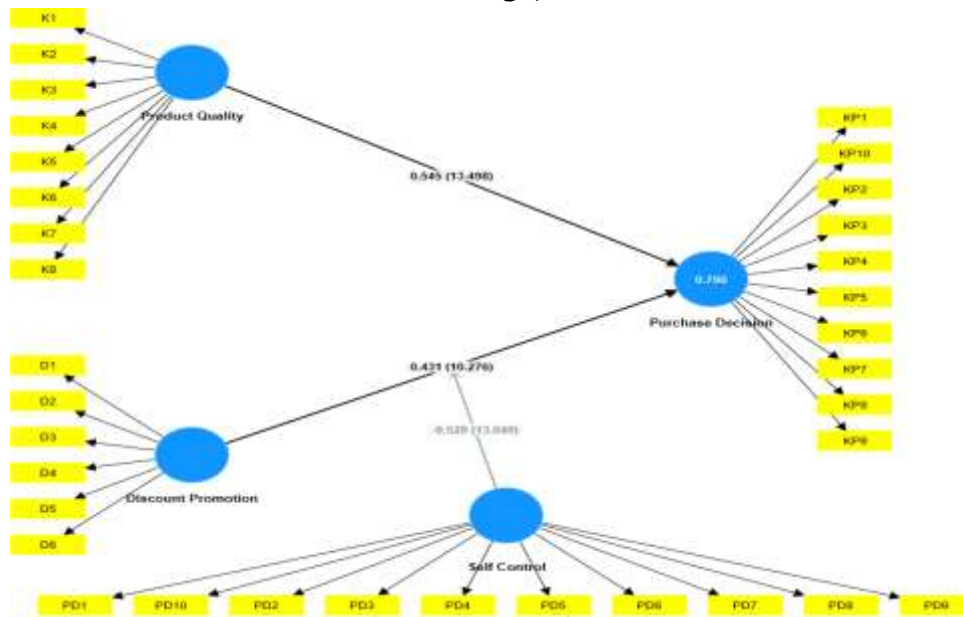
Based on the data processing results presented in Table 4, all research variables demonstrated a very strong level of reliability. The Composite Reliability (ρ_c) values exceeding the minimum threshold of 0.70 indicate that the research instrument possesses high stability and internal consistency in measuring respondents' perceptions. This consistency is further supported by the Cronbach's Alpha values, all of which were categorized as highly reliable with values exceeding 0.90. The highest reliability value was identified in the Purchasing Decision variable, which achieved a Cronbach's Alpha value of 0.959. These findings indicate that each questionnaire item consistently produced stable measurement results. Since all validity and reliability requirements within the outer model evaluation stage have been fulfilled, the research model is considered highly appropriate for further evaluation through

the structural model (inner model) analysis to examine the relationships among variables and to test the proposed research hypotheses.

Inner Model Evaluation

After the measurement model fulfilled the validity and reliability requirements, the next stage involved evaluating the structural model (inner model). The visual representation of the inner model testing results is presented in Figure 1.

Picture 1. Hasil Pengujian Inner Model



Source: Processed by Researchers (2026)

1. Analysis of the Coefficient of Determination (Adjusted R-Square)

The coefficient of determination analysis was conducted to assess the extent to which the research model was capable of explaining variations in the dependent variable. The Adjusted R-Square values are presented in Table 5.

Table 5. Adjusted R-Square Value

Variables	Adjusted R ²	P values
Buying decision	0.796	0.000

Source: Processed by Researchers (2026)

Based on Table 5, the Adjusted R-Square value was 0.796 with a p-value of 0.000, indicating that Product Quality and Discount Promotion, together with the moderating role of Self-Control, were able to explain 79.6% of the variance in Purchasing Decisions. Meanwhile, the remaining 20.4% was influenced by other factors outside the constructs included in this research model. These findings suggest that the proposed model possesses substantial explanatory power in predicting consumer purchasing behavior toward halal cosmetic products on e-commerce platforms.

2. Path Analysis and Moderation Analysis

Based on the data processing results, a summary of the hypothesis testing outcomes was obtained.

Table 6. Path Analysis and Moderation Analysis Test Results

Relationship between Variables	Path Coefficients	t-stat	p-value	Decision
Product Quality influences buying decisions	0.545	13.498	0.000	There is an influence
Discount Promotion influences Buying decisions	0.431	10.276	0.000	There is an influence
Self-control moderates the influence of Discount Promotion on Buying Decision	-0.529	13.040	0.000	There is an influence

Source: Processed by Researchers (2026)

Referring to Table 6, Product Quality and Discount Promotion were found to exert highly dominant influences on consumer behavior. Furthermore, the moderation analysis demonstrated that Self-Control significantly moderated the relationship between Discount Promotion and Purchasing Decisions. The negative coefficient value (-0.529) confirms that Self-Control weakens the influence of discount promotions on purchasing decisions. This finding reflects that although consumers may initially be attracted to discount offers, individuals possessing stronger self-regulation capacities are better able to restrain impulsive purchasing tendencies. Consequently, discount promotions no longer function as the primary determinant in shaping their purchasing decisions.

3. F-Square Test

The f-square (f^2) test was conducted to evaluate the magnitude of the contribution of each independent variable individually toward the coefficient of determination (R^2) of the dependent variable. Based on the data analysis results, several important findings were identified.

Table 7. F-square Test Results

Relationship between Variables	f-square	P values	Effect categories
Product Quality influences buying decisions	1.470	0.000	Large
Discount Promotion influences Buying decisions	0.919	0.000	Large
Self-control moderates the influence of Discount Promotion on Buying Decision	1.335	0.000	Large

Source: Processed by Researchers (2026)

Table 7 shows that the Product Quality variable obtained an f^2 value of 1.470, Discount Promotion achieved an f^2 value of 0.919, and the moderating effect of Self-Control produced an f^2 value of 1.335. Referring to the criteria proposed by Cohen (1988), all of these values exceed the threshold of 0.35, indicating that all three variables possess large effect sizes on Purchasing Decisions. These results further strengthen the previous findings, demonstrating that the moderating role of Self-Control in the relationship between Discount Promotion and Purchasing Decisions contributes substantially to the overall structural model.

4. Q-Square Test

This test was performed to assess the predictive relevance of the model developed in this study. According to Joseph F. Hair et al. (2022), a model is considered to possess good predictive relevance when the Q^2 value exceeds zero ($Q^2 > 0$). The testing results obtained through the blindfolding procedure in SmartPLS are presented in Table 8.

Table 8. Q-square Test Results

Variables	Q^2 Value	Information
Buying decision	0,576	Strong Predictive Relevance

Source: Processed by Researchers (2026)

Based on Table 8, the Q^2 value for the Purchasing Decision variable was 0.576, indicating that the combination of Product Quality, Discount Promotion, and Self-Control variables not only demonstrated statistical model fit but also exhibited a high level of predictive accuracy in forecasting future purchasing behavior among halal cosmetic consumers.

Hypothesis Testing

Based on the comprehensive structural model evaluation, the following summarizes the hypothesis testing results of this study.

Table 9. Research Hypothesis Test Results

Research Hypothesis	Hypothesis	Path Coefficients	t-stat	p-value	Decision
Product Quality has a significant positive effect on buying decisions for halal cosmetics on e-commerce platforms	H1	0.545	13.498	0.000	Ho is rejected
Discount Promotion has a significant positive effect on buying decisions for halal cosmetics on e-commerce platforms.	H2	0.431	10.276	0.000	Ho is rejected

Self-control significantly moderates the influence of Discount Promotion on Buying decisions for halal cosmetics on e-commerce platforms in a weakening direction.	H4	-0.529	13.040	0.000	Ho is rejected
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Source: Processed by Researchers (2026)

Referring to Table 9, Product Quality and Discount Promotion were identified as fundamental determinants influencing consumers in purchasing halal cosmetic products. Regarding the moderating relationship between Discount Promotion and Purchasing Decisions (H3), Self-Control was empirically proven to function as a significant moderating variable, as indicated by a P-value of 0.000 (Ho rejected). The negative Path Coefficient identified within the interaction effect indicates that, when confronted with attractive discount promotions, respondents' self-control capacities effectively mitigated impulsive buying tendencies. These findings imply that self-control serves as an important internal mechanism that enables consumers to maintain rational and moderate purchasing behavior despite intensive promotional stimuli within digital commerce environments.

Analysis/Discussion

Based on the results of the data analysis using SmartPLS, this study identified three major findings. First, Product Quality was empirically proven to have a positive and significant influence on purchasing decisions for halal cosmetic products on e-commerce platforms. Second, Discount Promotion also demonstrated a positive and significant effect on halal consumers' purchasing decisions within digital commerce environments. Third, and most importantly, Self-Control was empirically confirmed to function as a significant moderating variable with a negative interaction effect. These findings indicate the existence of rational and selective behavioral patterns among halal cosmetic consumers in Indonesia.

The positive influence of Product Quality suggests that compliance with safety standards and *thayyiban* principles remains the primary foundation considered by consumers prior to conducting transactions. Meanwhile, the significant influence of Discount Promotion reflects that price-based incentives within digital ecosystems continue to serve as effective external stimuli capable of encouraging sales conversion. However, the presence of Self-Control as a negative moderator provides deeper implications, indicating that Muslim consumers do not automatically engage in impulsive consumption merely to pursue short-term financial benefits. The negative moderation effect implies that the stronger an individual's self-regulation capacity becomes, the weaker their sensitivity toward discount promotion temptations. Consumers are therefore capable of utilizing cognitive awareness as a filtering mechanism against aggressive digital marketing practices. As a result, purchasing

transactions are not merely representations of excessive consumption but rather outcomes of rational compromise among actual needs, product quality evaluations, and the ability to restrain consumptive behavior.

The relationship between Product Quality and Purchasing Decisions identified in this study is consistent with the findings of Isnania et al. (2022), who reported that product quality directly and significantly influences purchasing decisions. Similarly, Kharami and Hiqmah (2023) demonstrated that product quality enhances consumers' purchase intentions, which theoretically represent the preliminary stage preceding actual purchasing decisions. These findings align with the perspective of Islamic economics, which views product quality as a practical manifestation of the *halalan thayyiban* principle encompassing quality, cleanliness, and product safety for consumers (Waheda et al., 2025). This perspective is also consistent with the command of Allah SWT in Qur'an, Surah Al-Baqarah verse 168:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ﴿١٦٨﴾

“O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy (QS. Al-Baqarah:168).

This verse provides a strong theological foundation indicating that quality standards (*thayyib*) constitute an essential requirement within Islamic economic transactions. Consumers who choose high-quality products are fundamentally implementing religious principles aimed at protecting health and safeguarding themselves from harmful or doubtful substances. Nevertheless, the findings of (Shrestha et al., 2025), revealed that product quality did not significantly influence purchasing decisions within the context of sustainable manufacturing in Nepal, where consumers prioritized environmental concerns and product authenticity over quality considerations. Such differences may be explained by variations in industrial context, respondent characteristics, and the value systems adopted by consumers. Consequently, the relationship between Product Quality and Purchasing Decisions cannot be considered universally applicable, as it remains highly contextual and influenced by market dynamics and consumer preferences.

Furthermore, the findings regarding the positive influence of Discount Promotion on Purchasing Decisions are consistent with the studies conducted by Halim & Untoro (2024) and Budiasih et al. (2024), both of which demonstrated that discount promotions on e-commerce platforms positively and significantly influence purchasing decisions. Moreover, Salsafira & Trianasari (2022) emphasized that price discounts stimulate impulsive buying behavior among e-commerce users, which conceptually represents an integral dimension of purchasing decision behavior. The consistency of these findings suggests that discount promotion functions as a

powerful stimulus in shaping consumer behavior within digital marketplaces. However, within Islamic teachings, purchasing products solely due to attraction toward discounts without genuine necessity may lead consumers toward tabzir (wasteful behavior). As stated by Allah SWT in Qur'an, Surah Al-Furqan verse 67:

وَالَّذِينَ إِذَا أَنْفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ بَيْنَ ذَلِكَ قَوَامًا ﴿٦٧﴾

“And those who, when they spend, are neither extravagant nor stingy, but maintain moderation between the two” (QS. Al-Furqan: 67).

This verse emphasizes that adequacy standards in Islam are not measured by luxury but by the fulfillment of functional needs that support worship quality and public welfare (maslahah). Therefore, the material efficiency obtained from discounts should not divert consumers from the principle of moderate consumption (tawassut), considering that every expenditure of wealth carries moral accountability.

Moreover, the findings regarding the moderating role of Self-Control in the relationship between Discount Promotion and Purchasing Decisions successfully reconstruct and extend the Strength Model of Self-Control proposed by Baumeister et al. (2007) by integrating it within the framework of Islamic consumption ethics and the concept of mujahadah an-nafs. The negative coefficient identified in this study supports the argument proposed by Khan (2020), who stated that the internalization of spiritual values encourages wasathiyah (moderation), thereby mitigating israf (excessive consumption). When exposed to discount promotions, the cognitive system of religiously conscious consumers activates restraint mechanisms to avoid impulsive buying behavior. This behavioral tendency aligns with the command of Allah SWT in Qur'an, Surah Al-A'raf verse 31.

﴿ يَا بَنِي آدَمَ خُذُوا زِينَتَكُمْ عِنْدَ كُلِّ مَسْجِدٍ وَكُلُوا وَاشْرَبُوا وَلَا تُسْرِفُوا إِنَّهُ لَا يُحِبُّ الْمُسْرِفِينَ ﴿٣١﴾

" "O children of Adam, wear your proper adornment at every place of worship, and eat and drink, but do not be excessive. Indeed, He does not like those who commit excess." (QS. Al-A'raf: 31).

In this context, Self-Control functions as an internal filter ensuring that cosmetic consumption remains within the boundaries of necessity rather than wasteful behavior. The reduced effectiveness of discount promotions among consumers possessing high levels of self-control empirically demonstrates that internal spiritual and psychological factors possess protective capacities capable of mitigating distortions generated by digital market environments. Consequently, purchasing decisions remain oriented toward fulfilling legitimate needs rather than satisfying uncontrolled desires alone (Oktafianis et al. 2024; Defni & Sari, 2024). In contrast, Artadita & Firmialy (2024) found that Self-Control did not significantly moderate the relationship between shopping enjoyment and impulsive buying among Generation Z online gamers. These differences may be attributed to variations in consumption

motives and product characteristics. Within gaming ecosystems, purchasing decisions are predominantly driven by aggressive hedonic motives associated with virtual products, whereas halal cosmetic products tend to activate consumers' rational and spiritual awareness simultaneously.

CONCLUSION

This study successfully provides a comprehensive explanation regarding the behavioral dynamics of Muslim consumers within digital commerce ecosystems. The empirical findings demonstrate that halal Product Quality and Discount Promotion exert strong positive and significant influences on purchasing decisions for halal cosmetic products on e-commerce platforms. Nevertheless, the most substantial contribution of this research lies in the role of Self-Control, which was empirically proven to function as a significant negative moderator. These findings confirm that the stronger the self-regulation capacity possessed by Muslim consumers, the more effectively they are able to filter and weaken the aggressive attractiveness of discount promotions. Consequently, impulsive consumption behavior can be mitigated, ensuring that purchasing activities remain within the framework of *maslahah* and rational fulfillment of needs in accordance with *halalan thayyiban* principles. Despite these contributions, the scope of this study was limited to halal cosmetic products and therefore cannot be generalized to other product categories. Based on this limitation, future studies are recommended to expand the research scope by comparing consumer responses across various product categories and brand scales. Additionally, future research may integrate complementary variables such as Islamic financial literacy or individual religiosity levels to further explore other internal factors that potentially mitigate the distortive effects of digital promotional strategies.

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