

# The Effect of Store Atmosphere and Halal Awareness on Buying Decisions through Buying Intention

Sherlia Praditasari<sup>1</sup>, Rosana Eri Puspita<sup>2</sup>

<sup>1,2</sup>Universitas Islam Negeri (UIN) Salatiga, Indonesia

---

## Article Info

### Article history:

Received Oct 14, 2025

Revised Dec 1, 2025

Accepted Dec 31, 2025

---

### Keywords:

Store Atmosphere, Halal Awareness, Purchase Decision, Buying Intention

---

## ABSTRACT

This study aims to analyze the influence of store atmosphere and halal awareness with buying intention as an intervening variable on the purchase decision of wardah products. This study used quantitative methods with data collection techniques carried out through the distribution of online Google form questionnaires. The sample was taken using the probability sampling method, with a sample of 100 respondents. Data analysis techniques were performed using SPSS tool version 22. Based on the test, the results of Store Atmosphere have a positive and significant effect on Buying Intention. Halal Awareness has a positive and significant effect on Buying Intention. Purchase intention has a positive and significant effect on Purchase Decisions. Store Atmosphere shows insignificant results on Purchase Decisions. Halal Awareness has a positive and significant effect on Purchasing Decisions. In the path analysis, the variable path of Buying Intention can mediate and influence the influence of Store Atmosphere on Purchase Decisions and Buying Intention can mediate and influence the influence of Halal Awareness on Purchase Decisions.

---

## Corresponding Author:

Rosana Eri Puspita

Universitas Islam Negeri (UIN) Salatiga, Indonesia.

Email: [rosana.eri.p@uinsalatiga.ac.id](mailto:rosana.eri.p@uinsalatiga.ac.id)

---

## INTRODUCTION

The development of beauty brands today encourages companies to launch various beauty brands. Wardah was established in 1995 and became an original halal cosmetic brand in Indonesia. In 1999 Wardah was recognized as a pioneer of halal cosmetic brands in Indonesia by the "World Halal Council". Wardah prioritizes the quality and halal aspects of products throughout the development process. Using raw materials that comply with Islamic law is defined as halal. Wardah succeeded in becoming the first Indonesian brand to be selected in the Global Fastest Growing Brands 2014-2015 category through education, innovation, and continuous collaboration with halal cosmetic inspiration ambassador brands. Wardah has also received a Halal award from LPPOM MUI since 2016.

Paragon Technology and Innovation (Paragon) won three awards in the cosmetic sector at the LPOM MUI Halal Awards 2023. At the IPB International Convention Center in Bogor, West Java, the award was handed over at the 2023 LPOM MUI Halal Award Ceremony. 3 Awards were handed over directly by LPOM MUI President Director Muti Arinthawati to Wardah Group Manager Findi Novia, Paragon General Advisor Janne

Sukumadewi, and on behalf of Paragon to Joanie Magdalena, Director of Regulation. Paragon's awards are "Long Life Achievement" (Cosmetic Category), "Best Social Contribution to Halal Ecosystem Award" and "Favorite Halal Brand" for Wardah Brand (Cosmetic Category).

**Table 1.** Top Brands 2017-2023  
Top Brand Indonesia Phase 1 2017 – 2023

Brand Name	Top Brand Index						
	2017	2018	2019	2020	2021	2022	2023
Wardah	21,30%	29,70%	26,30%	22,20%	28,60%	26,60%	14,20%
Maybelline	6,30%		15,50%	16,90%	21,60%	14%	27,60%
Revlon	12,10%	15,10%	7,70%	6,50%	7,40%	5,30%	6,70%
Oriflame	10,20%	8,90%	6,40%	5,80%	6%	2%	3,30%

Source: Top Brand 2017-2023

Based on the table above, it shows that in 2017 Wardah ranked first, which means that Wardah is the top brand that is most in demand by the public with a percentage of less than 30%. In 2018 Wardah experienced an increase in the index of 29.7% and is still in the first position of the index. In 2019 and 2020 Wardah's index value had decreased by 26.3% and 22.2%, but in 2018 it increased to 28.6%. In 2022, Wardah's index value decreased again to reach a value of 26.6%, but the Wardah brand still ranked first from 2017 to 2022. Then in 2023, Wardah decreased from an index value of 26.6% to 14.2% and took second place and Maybelline took first place with an index value of 27.6%.

Cosmetic stores appeared because of the importance of beauty for women. Cosmetics stores targeting the lower-middle class market are increasing from time to time. Many approaches attract consumers to try it. The focus is not only on the product and its price but also on the convenience of service to attract the attention of customers. In the cosmetics industry itself, sellers can do a lot to maintain and win the competition by knowing how customers buy the product. The company is very eager to generate high purchasing decisions from customers about cosmetic products.

Store atmosphere is an important component in the marketing mix that can influence customer purchasing decisions. Designing a store environment can create a comfortable and unique atmosphere by choosing a design, and arranging the layout of the room (Sianturi et al., 2019). This arrangement is designed to attract the attention of customers and influence their emotions so that they want to buy goods in the store. According to (Arianto, 2020), Store Atmosphere can create additional value for goods sold and a pleasant buying experience for consumers. In other words, the store atmosphere is used as a marketing communication tool to meet customer needs and wants as well as understand customer behavior in modern retail stores and encourage them to shop. The atmosphere of the store is made attractive to influence the feelings of consumers that they may not realize while shopping there.

In addition to a comfortable store atmosphere, consumers will also pay attention to the halal products they buy, because now it is rife that cosmetic products sold in the market are guaranteed halal. Halal certificates/logos are very important and must be considered when buying an item/product. With the existence of a halal certificate, it adds confidence to the products sold. Products must be certified halal to ensure that they are halal for consumption and as an effort by the government to help people follow Sharia. The

government and the business world actively cooperate to ensure the safety and information rights of consumers by obtaining halal certificates for food products, medicines, cosmetics, and other related goods. This ensures that consumers are protected from the consumption of non-halal products while providing them with the necessary knowledge about which products are halal. Economic actors also play an important role in ensuring that the products they buy are produced according to halal standards, thus ensuring the safety of consumption and use.

Based on the above background, Wardah's products in 1999 have been crowned as the "World Halal Council" pioneer of Indonesian halal cosmetic brands. In 2014–2015, Wardah became the world's leading brand in the Global Fastest Growing Brands category. In this study, the dependent variables chosen by the researcher were store atmosphere and halal awareness. Both variables can influence purchasing decisions. A comfortable store atmosphere will be able to increase consumer intention in deciding to buy goods/products in the store. The majority of Indonesian people are Muslims so they will look for and buy goods/products that have been certified halal. By ensuring that the products sold are halal-certified, stores can expect increased sales and increased consumer confidence when purchasing goods from their stores. But now people who want to buy goods/products are very concerned about the halal products they buy, especially if they have seen a comfortable and attractive store environment, the halal products purchased will be greatly ignored. Although the store provides a comfortable atmosphere, it is important for consumers to still pay attention to the halal products purchased.

According to research, (Tansala et al., 2019), (Arianto & Satrio, 2020), (Savira & Putro, 2020) and (Winarsih et al., 2022), store atmosphere has a positive and significant effect on purchasing decisions. Meanwhile, research conducted by (Dewi, 2021) shows that store atmosphere does not influence purchasing decisions.

According to research conducted by (Wijaya & Padmanty, 2023), (Rizky, 2020), and (Millatina & Sayyaf, 2019) halal awareness has a positive and significant effect on purchasing decisions. Meanwhile, research conducted by (Esa & Mas'ud, 2021) shows that halal awareness does not affect purchasing decisions.

## LITERATURE REVIEW

This research uses the theory of planned behavior, this theory to study, and examine customer attitudes, subjective norms, and human behavior. The theory of planned behavior also has a belief in beliefs that can influence a person to perform certain actions. This theory has been widely used to understand and predict human behavior due to its nature. A person's subjective attitudes and norms are not the only factors that influence their decision to do something, but also their perception of control, which comes from their beliefs.

Three factors influence behavioral intentions, attitude towards behavior is a person's readiness to perform an action that leads to a behavior, subjective norms can form perceptions of social environmental pressures or subjective norms, and perceived behavior control is a person's behavior cannot control his behavior (Ajzen, 1991).

In the theory of planned behavior, there is a perception of behavioral control where a person's behavior is not only controlling, but control within himself is also needed, so one's perception of a product's buying intention can be influenced by the store atmosphere in the store. This includes control from within a person to buy products in the store. Store atmosphere can be the reason customers choose an item or service. The atmosphere of the store largely determines the survival of a store. Businessmen tend to spend more money than expected to create an attractive store atmosphere. Although the main purpose of customers

coming to a store is to buy products, they also want a comfortable entertainment atmosphere. Consumers will be more intentioned in buying goods with every change made and the atmosphere of this store improves. The better the atmosphere of the store, the greater the intention of customers to buy something. This is in line with research conducted by (Wulandari & Ariyanti, 2019) which states that store atmosphere has a significant effect on buying intention. This research is also supported by statements made by (Rejeki & Hadi, 2020), (Sandala et al., 2021), and (Wardinata & Alam, 2022) that store atmosphere has a significant positive effect on buying intention. From the above statement, it can be concluded that:

H1: store atmosphere has a significant effect on buying intention

In planned behavior theory there are beliefs about human actions, one of the beliefs related to the influence of halal awareness on buying intention is the perception of behavioral control where a person's ability to control his behavior in a way that how someone has confidence in doing or not doing that behavior. Where someone believes that buying intention through controlling their behavior by looking at products that are already halal will greatly affect the perception of that person. Halal awareness in products is very important because it provides safety when choosing products that meet halal requirements. During the process, products that meet their safety and hygiene standards are considered halal. Products that are certified halal have passed halal testing and can be consumed by Muslims. Products that have a halal logo on their packaging indicate that they have been certified halal. So products that are sold and are guaranteed to be halal will gain more trust in consumers, so they can cause intention in buying products at the store. This is in line with research conducted by (Hamdani et al., 2021) which states that halal awareness has a significant effect on buying intention. This research is also supported by statements stated by (Hendradewi et al., 2021) and (Lailla & Tarmizi, 2020) that halal awareness has a significant positive effect on buying intention. From the statement above, it can be concluded that:

H2: halal awareness has a positive effect on buying intention

In certain situations, a person has to decide to buy something. The desire or intention to buy something desired, even if it does not seem much needed, is usually defined as buying intention. If the intention or urge to buy is absent, the consumer will not decide to buy or may not even do so. The buying decision will increase if there is a higher buying impulse, and conversely, if there is a lower buying impulse then the buying impulse will decrease. This research is also supported by statements made by (Sriyanto et al., 2019), (Sari, 2020) and (Purwati & Cahyanti, 2022) and that buying intention has a significant positive effect on purchasing decisions. From the statement above, it can be concluded that:

H3: buying intention has a significant positive effect on purchasing decisions.

A store should have a unique atmosphere that keeps customers satisfied while shopping. To keep customers loyal and outperform its competitors, the design of the store must be attractive. If a customer is uncomfortable with the store they visit, they are more likely to switch to another store. But for customers, a comfortable store atmosphere is an important factor before deciding to visit a particular store. The atmosphere of the store is the impression that the company wants to convey to customers through factors such as layout, location, interior and exterior appearance, facilities, atmosphere, service, music, display of goods, and others so that customers feel comfortable and experienced. decided to purchase in such stores. Related to the theory of planned behavior when someone acts will definitely adjust to the intentions they have, in this theory not only focuses on one's behavior but also emphasizes that a person before acting is based on the control of the consciousness created, where there are three concepts, namely suggested behavioral control, subjective norms, and attitudes. This is in line with research conducted by (Tansala et al., 2019) which states that

store atmosphere has a significant effect on buying intention. This research is also supported by statements stated by (Agustine, 2023), (Arianto & Satrio, 2020), (Savira & Putro, 2020), and (Winarsih et al., 2022) that store atmosphere has a significant positive effect on purchasing decisions. From the statement above, it can be concluded that:

H4: store atmosphere has a significant positive effect on purchasing decisions.

Halal certification provides security for Muslim buyers to choose items that are according to their religious beliefs. Products that have halal certification are guaranteed to be consumed and used by Muslims without worrying about their safety and cleanliness during the processing and manufacturing process. Thus, customer confidence will increase if, In the theory of planned behavior, there are beliefs about human actions. One of these beliefs is related to how halal awareness influences purchasing decisions, namely attitudes where a person's actions towards behavior are obtained from behavior or the term behavioral beliefs. This is in line with research conducted by (Wijaya & Padmanty, 2023), which states that store atmosphere has a significant effect on buying intention. This research is also supported by statements stated by (Rizky, 2020) and (Millatina & Sayyaf, 2019) that halal awareness has a significant positive effect on purchasing decisions. From the statement above, it can be concluded that:

H5: halal awareness has a significant positive effect on purchasing decisions.

In planned behavior theory there are beliefs about human actions, one of the beliefs related to the influence of store atmosphere on purchasing decisions through buying intention is the attitude (attitude) where a person's actions towards behavior are derived from behavior or the term behavioral beliefs. This attitude of a person ultimately results in a purchase decision where a person through conscious control is created before taking into account the store atmosphere contained in the product and the buying intention of the product sold. How to get certain satisfaction from a product, of course, consumers see from the atmosphere of the store given to the store, if the store visited has a good atmosphere, visitors/consumers will feel comfortable with spoiled eyes. So that it can cause intention in buying products in the store.

H6: Store atmosphere has a significant positive effect on purchasing decisions through purchase intention

Theory of planned behavior is a person's action in doing something such as a purchase decision, of course, they are in a state of consciousness and conscious control not just obeying desires, where a person's actions are based on three things, namely perceived control behavior, subjective norms and attitudes where a person's decision to buy something can be influenced by the halal products sold. If the products sold are guaranteed halal, it will gain more consumer trust. So that it can cause intention in buying these items.

H7: Halal awareness has a significant positive effect on purchasing decisions through buying intention

## **METHODS**

In this study, we used quantitative types used to make conclusions using statistical methods after collecting data in the form of numbers (Paramita et al., 2021). Primary data collected directly from the research site can be a source of data for this study. The purpose of this study was to find out how the atmosphere of the store and knowledge about halal affect purchasing decisions with buying intention as an intervening variable. To get accurate data in this study, the author conducted direct research on the field and spread it online by providing a Google form in the form of a questionnaire to customers who use Wardah products in Boyolali Regency. The population of this study is consumers of Wardah products

in Boyolali Regency. This study used a sample of consumers who use wardah products in Boyolali Regency. With a population aged 20 -24 years old 79,910 in 2022 with a precision set of 10%.

## RESULT AND DISCUSSION

How valid a research questionnaire can be is used to determine this validity test. If the number  $r$  count is calculated  $> r$  table and if the number  $r$  is calculated  $< r$  table, then the result is invalid. An  $r$  table with a significance level of 5% is defined.

$Df = N - k = 30 - 2 = 28$ , the  $r$  value of the table is 0.361

**Table 2.** Validity Test Results

Variabel	Items	r Count	r Table	Information
Store Atmosphere	X1.1	0,762	0,361	Valid
	X1.2	0,701		Valid
	X1.3	0,852		Valid
	X1.4	0,790		Valid
	X1.5	0,730		Valid
Halal Awareness	X2.1	0,812	0,361	Valid
	X2.2	0,842		Valid
	X2.3	0,799		Valid
	X2.4	0,838		Valid
Purchase Decision	Y1	0,739	0,361	Valid
	Y2	0,711		Valid
	Y3	0,658		Valid
	Y4	0,690		Valid
	Y5	0,674		Valid
Buying Intention	Z1	0,853	0,361	Valid
	Z2	0,764		Valid
	Z3	0,577		Valid
	Z4	0,803		Valid

Source: Processed primary data, 2024

The Reliability Test is used to test the data obtained from questionnaires distributed to respondents. The reliability decision is taken from the Cronbach Alpha number if it is  $> 0.60$ .

**Table 3.** Reliability Test Results

Variable	Cronbach Alpha	Information
Store Atmosphere	0,820	Reliable
Halal Awareness	0,841	Reliable
Purchase Decision	0,723	Reliable
Buying Intention	0,735	Reliable

Source: Processed primary data, 2024

Table 3. using the One-Sample Kolmogorov-Smirnov Test gives its significance value of  $0.065 > 0.050$ . This means that the results of the normality test in this study are normally distributed

**Table 4.** Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters,b	Mean	.0000000

	<b>Std. Deviation</b>	2.02045546
<b>Most Extreme Differences</b>	<b>Absolute</b>	.086
	<b>Positive</b>	.057
	<b>Negative</b>	-.086
<b>Test Statistic</b>		.086
<b>Asymp. Sig. (2-tailed)</b>		.065c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Table 4. using the One-Sample Kolmogorov-Smirnov Test gives its significance value of  $0.065 > 0.050$ . This means that the results of the normality test in this study are normally distributed

**Table 5.** Multicollinearity Test Results (X, Z to Y)

<b>Model</b>	<b>Collinearity Statistics</b>	
	<b>Toleranc</b>	<b>VIF</b>
TotalX1	.412	2.426
TotalX2	.417	2.400
TotalZ	.388	2.579

a. Dependent Variable: TotalY

Source: Processed primary data, 2024

**Table 6.** Multicollinearity Test Results (X to Z)

<b>Model</b>	<b>Collinearity Statistics</b>	
	<b>Tolerance</b>	<b>VIF</b>
TotalX1	.51	1.948
TotalX2	.51	1.948

a. Dependent Variable: Total Z

According to table research, there is no multicollinearity because the VIF value is less than 10 and the tolerance is more than 0.10. Based on the two equations above, it can be concluded that each variable in equation I or II has a VIF value of less than 10 and a tolerance of more than 0.10, so there is no multicollinearity in this study.

**Table 7.** Heteroscedasticity Test Results

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>		<b>t Sig.</b>
	<b>B</b>	<b>Std. Error</b>	<b>Beta</b>		
1 (Constant)	2.794	.891			3.135 .002
TotalX1	.054	.061	.135	.871	.386
TotalX2	-.018	.070	-.039	-.252	.802
TotalZ	-.130	.078	-.266	-1.663	.100

a. Dependent Variable: ABS RES

Source: Processed primary data, 2024

The Sig value of X1 is 0.386, X2 is 0.802, and Z is 0.100. The results of the glejser test show that the value of the coefficient is more than 0.05. So it can be concluded that the assumption of homoscedasticity in this mode cannot be rejected because the regression model in the study does not show heteroscedasticity.

## Discussion

In the T Test table, the store atmosphere variable (X1) in individual parameter testing gets values of  $4,879 > 1,985$ . This means that the store atmosphere variable (X1) shows positive and significant results on the Buying Intention (Z) variable so that H1 can be accepted. In the theory of planned behavior, there are subjective norms that play an important role in influencing a person's behavior, which is influenced by environmental factors around him. For example, the atmosphere of the store can affect the feelings or mood of customers who come to the store and increase intention in shopping. The atmosphere of the store serves to create a comfortable place for customers. This makes customers want to stay in the store longer and indirectly stimulates them to buy something. Intention in shopping in-store is related to a person's attitude, where the person is intentioned in an item and has a motivation or desire to perform various actions to approach the item. Creating a safe and comfortable store environment is one of the marketing strategies that companies can use to attract the attention of customers and encourage them to buy the items sold by the company. This research is the same as what was said by (Wulandari & Ariyanti, 2019), (Rejeki & Hadi, 2020), and (Sandala et al., 2021) that store atmosphere has a significant positive effect on buying intention.

In the T Test table, the halal awareness variable (X2) in individual parameter testing gets a value of  $4,748 > 1,985$ . This means that the halal awareness variable (X2) shows positive and significant results on the Buying Intention (Z) variable so that H2 can be accepted. In the theory of planned behavior, there is a belief in the existence of one's actions and beliefs. Halal Awareness is the level of understanding of a Muslim in choosing halal products to Islamic teachings. Awareness of halal products can be seen from a Muslim's understanding of the stages of production of a product to meet halal requirements according to Islamic teachings. They feel confident and believe that the products sold in the store are guaranteed halal, thus making them intentioned in buying the product. Increasing sales of products that have paid attention to halal awareness, can affect consumer intention in buying Wardah products that have been guaranteed halal. The intention to buy is the impulse that arises from a person's desire to have an attractive good or service. It can be concluded that when a product is halal, it will increase consumer confidence in buying the item. This research is in line with (Novita et al., 2022), (Hendradewi et al., 2021), and (Laila & Tarmizi, 2020) that halal awareness has a significant positive effect on buying intention.

In the T Test table, the buying intention (Z) variable in individual parameter testing gets a value of  $3.379 > 1.985$ . This means that the buying intention variable (Z) shows positive and significant results on the purchase decision variable (Y) so H3 can be accepted. In the theory of planned behavior, there is a perception that control of one's behavior is needed in determining the decisions to be taken in any case. Based on how to choose and use which products are of quality and useful to a person. When a customer finds out about a product and decides to buy it, they are referred to as a purchase decision. The attractiveness of a product can influence a buyer's decision to buy it. Customers are more intentioned in buying products with more benefits it offers. A very important purchasing decision is influenced by many factors. When choosing to buy something, consumers should consider the various options available such as product quality, product brand, place, and other options. Often consumers feel confused in choosing a product before buying it. It is worth considering

what product to buy. Measuring consumer buying intention is important to know whether customers will remain loyal or stop using the product. Consumers who feel satisfied and happy with the products they buy will be more likely to buy them again in the future. Before potential buyers decide to buy a product, they must first be intentioned in the product. When customers are not intentioned, they will not buy the goods sold. This research is also supported by (Sriyanto et al., 2019), (Sari, 2020) and (Purwati & Cahyanti, 2022) who said that buying intention has a significant positive effect on purchasing decisions.

In the T Test table, the store atmosphere variable (X1) in individual parameter testing gets a value of  $0.916 > 1.985$ . This means that the store atmosphere variable (X1) shows insignificant results against the Purchase Decision variable (Y), so H4 is rejected. In theory planned behavior explains that behavior or actions taken by individuals can also be influenced by the surrounding environment. The atmosphere of the store also influences the buying behavior of customers. The purpose of the store atmosphere is to attract customers to come, give them the convenience of searching for goods, make them feel at home, encourage them to make sudden purchase plans, influence them to shop, and provide satisfaction when shopping. With an attractive and unique store atmosphere, it can attract consumers to come and buy products. However, the study found that store atmosphere did not have a significant influence on consumer purchasing decisions; In other words, the atmosphere of the store does not have a significant influence on their decision to buy something. Decision making in purchasing can also be influenced by external factors, such as quality/price/guarantee of halal products provided and by consumer needs. Therefore, the atmosphere of the store does not have a big impact on the purchase decision. This is similar to research (Tansala et al., 2019), (Arianto & Satrio, 2020) and (Savira & Putro, 2020) that store atmosphere has no significant effect on purchasing decisions.

In the T Test table, the halal awareness variable (X2) in individual parameter testing gets a value of  $3,941 > 1,985$ . This means that the halal awareness variable (X2) shows positive and significant results on the Purchase Decision variable (Y) so that H5 can be accepted. If halal awareness increases, it will increase purchasing decisions. This is related to the Theory of Planned Behavior (TPB) because knowledge and understanding of the halal characteristics of products consumed can influence consumer behavior in decision making. It can be said that it is included in the category of perceived behavior control, where a person has a perception of his ability to control himself in doing good and bad behavior. Behavioral control is what links halal awareness with purchasing decisions influenced by halal knowledge. The importance of halal awareness in the use of products can be seen when Muslim consumers check the halal label before buying. People who care about halal in shopping will choose products that have been guaranteed halal by official institutions as a preventive measure and guard themselves against consuming products that are not halal. Therefore, it can be concluded that halal awareness greatly influences product purchasing decisions. This is in line with research put forward by (Wijaya & Padmantlyo, 2023), (Rizky, 2020) and (Millatina & Sayyaf, 2019) that halal awareness has a significant positive effect on purchasing decisions.

Based on the Sobel test, it is known that the value of  $t \text{ count} = 2.987 \geq t \text{ table} = 1.985$ , so it is concluded that Buying Intention (Z) can mediate and influence the influence of Store Atmosphere (X1) on Purchase Decision (Y) in this case H6 is accepted. In Theory Planned Behavior (TPB) or Theory of Behavior explains how behavioral intentions arise. Attitudes, subjective norms, and perceived behavioral control are the three main factors that determine this. Most likely someone will be intentioned in buying something in an intentioning store. In addition, lighting, visual environment design, music, aroma, and color can shape the

atmosphere of the store, which can affect the purchase choices of customers. They can still provide a pleasant buying experience in addition to adding value to the items sold. In addition, the atmosphere of the store will describe the store itself, making customers' intentioned and intentioned in shopping. A better store atmosphere will increase customers' intention in buying something, which in turn will influence their buying decisions. The higher the customer's intention in buying something, the more likely they are to make their next purchase. The results of this study are in line with previous research which showed that store atmosphere has a positive and significant impact on purchasing decisions due to buying intention.

Based on the Sobel test, it is known that the value of  $t \text{ count} = 23.351 \geq t \text{ table} = 1.985$ , so it is concluded that Buying Intention (Z) can mediate and influence the influence of Halal Awareness (X2) on Purchase Decisions (Y) so that H7 is accepted. Halal Awareness is an understanding of how well a Muslim can know the concept of halal. The linkage of halal awareness to purchasing decisions through purchase intention is by the Theory of Planned Behavior (TPB) because halal awareness is included in perceived behavioral control factors where consumers have control over their own positive and negative behavior. The decision to buy goods enters into consumer behavior or behavior that is influenced by various factors.

## CONCLUSION

This study concludes that store atmosphere and halal awareness play important roles in shaping buying intention, which subsequently has a significant effect on purchasing decisions for Wardah cosmetic products. Both store atmosphere and halal awareness have a positive and significant influence on buying intention; however, only halal awareness has a direct effect on purchasing decisions, while the influence of store atmosphere is mediated through buying intention. These findings highlight that halal considerations are a crucial factor for Muslim consumers and support the Theory of Planned Behavior, particularly the roles of attitudes and perceived behavioral control. Therefore, halal cosmetic companies are encouraged to strengthen halal awareness through clear certification, transparent product information, and educational marketing strategies, while also continuously improving store atmosphere to stimulate buying intention. Future research is recommended to include additional variables such as price perception, brand image, religiosity, and digital contexts to provide a deeper understanding of consumer behavior.

## REFERENCES

- Agustine, R. I. (2023). *Pengaruh Logo Halal, Store Atmosphere, Dan Service Quality Terhadap Keputusan Pembelian Di Restoran Mie Gacoan Salatiga Dengan Pengetahuan Konsumen Sebagai Variabel Moderating*. Universitas Islam Negeri (UIN) Salatiga.
- Arianto, D. P. H., & Satrio, B. (2020). Pengaruh Produk, Harga, Kualitas Pelayanan, Lokasi, Store Atmosphere Terhadap Keputusan Pembelian Kopisae. *Jurnal Ilmu Dan Riset Manajemen*, 9(6), 1–23.
- Dewi, M. P. (2021). Pengaruh Store Atmosphere, Social Media Promotion, Word of Mouth Terhadap Keputusan Pembelian Di Habbit Eatery Coffee Malang. *Jurnal Manajemen Dan Profesional*, 2(2), 26–36. <https://doi.org/10.32815/jpro.v2i2.846>
- Esa, I., & Mas'ud, F. (2021). Pengaruh Faktor Kesadaran Halal, Harga, Pelayanan Dan Religiusitas Terhadap Keputusan Pembelian Orichick Di Kota Semarang. *Liquidity*, 10(2), 147–160. <https://doi.org/10.32546/lq.v10i2.1038>
- Hamdani, A., Sari, N., & Umuri, K. (2021). Pengaruh Kesadaran Halal dan Sertifikat Halal

- Terhadap Minat Beli Produk Kentucky Fried Chicken ( KFC ). *Jurnal Al Buhuts*, 17, 198–212.
- Hendradewi, S., Mustika, A., Darsiah, A., Tinggi, S., & Trisakti, P. (2021). Pengaruh Kesadaran Halal dan Label Halal Terhadap Minat Beli Mie Instan Korea Pada Remaja Sekolah di Jakarta. *Jurnal Ilmiah Pariwisata*, 26(2), 204–212.
- Lailla, N., & Tarmizi, I. (2020). Pengaruh Kesadaran Halal Dan Bahan Makanan Terhadap Minat Beli Makanan Di Food Court Umj. *Prosiding Konferensi Nasional Ekonomi Manajemen Dan Akuntansi (Knema)*, 1177, 1–14.
- Millatina, A. N., & Sayyaf, R. T. F. (2019). Makanan Halal Pada Street Food: Halal Awareness, Halal Knowledge, Label Halal Terhadap Keputusan Pembelian (Studi Kasus Di Kota Malang). *Jurnal Ilmiah Ekonomi Islam*, 9(2), 2610–2619.
- Novita, Y., Annisa, A. A., Bawono, A., Umar, A. U. A. Al, Rachmawati, K., & Safaah, N. (2022). The Effect of Halal Awareness and Halal Certification on Interest in Buying Halal Products During Covid-19 Pandemic. *Ekuitas*, 3(3), 415–419. <https://doi.org/10.47065/ekuitas.v3i3.1173>
- Paramita, R. W. D., Riza, N., & Sulistyan, R. B. (2021). *Metode penelitian kuantitatif*. Widya Gama Press.
- Purwati, A., & Cahyanti, M. M. (2022). Pengaruh Brand Ambassador Dan Brand Image Terhadap Minat Beli Yang Berdampak Pada Keputusan Pembelian. *Jurnal Ilmiah Ekonomi Kita*, 11(1), 32–46.
- Rejeki, S., & Hadi, S. (2020). Pengaruh Store Atmosphere Terhadap Minat Beli Konsumen (Studi Kasus Di Kedai Giyong Kekalik Mataram). *Journal of Applied Business and Banking*, 1(1), 65–84.
- Rizky, R. N. (2020). Awareness Terhadap Keputusan Pembelian Produk Kosmetik Impor Pada Konsumen Pengguna E-Commerce. *Jurnal Ilmiah Mahasiswa FEB*, 9(1), 1–14.
- Sandala, F. D., Tumbel, A. L., & Tampenawas, J. L. . (2021). Pengaruh Kelompok Referensi, Persepsi Harga Dan Store Atmosphere Terhadap Minat Beli Konsumen Pada Umkm Beenji Cafe Di Sario Kecamatan Sario. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(1), 878–886. <https://doi.org/10.35794/emba.v9i1.32600>
- Sari, S. P. (2020). Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen. *Jurnal Psikoborneo*, 8(1), 147–155.
- Savira, Y., & Putro, A. (2020). Pengaruh Store Atmosphere (Suasana Toko) terhadap Keputusan Pembelian Konsumen Toko Bangunan UD Triputra Selaras. *Jurnal Penelitian Manajemen Terapan*, 5(1), 81–93.
- Sriyanto, A., Kuncoro, A. W., Sarsito, A., & Istikomah, K. (2019). Pengaruh Brand Ambassador, Minat Beli, Dan Testimoni Terhadap Keputusan Pembelian (Studi Pada Situs Jual Beli Online Shop Shopee Indonesia di Universitas Budi Luhur Periode Februari – April 2018). *Jurnal Ekonomika Dan Manajemen*, 8(1), 21–34.
- Tansala, D., Tumbel, T. M., & Walangitan, O. F. C. (2019). Pengaruh Store Atmosphere Terhadap Keputusan Pembelian di Gramedia Manado. *Jurnal Administrasi Bisnis*, 8(1), 21–27. <https://doi.org/10.35797/jab.v8.i1.21-27>
- Wardinata, G., & Alam, I. A. (2022). Store Atmosphere Terhadap Minat Beli Di Masa Pandemi Covid-19. *Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(5), 677–688. <https://doi.org/10.54443/sibatik.v1i5.78>
- Wijaya, S. A., & Padmanty, S. (2023). Pengaruh Labelisasi Halal dan Halal Awareness Terhadap Keputusan Pembelian Produk Makanan Impor Dalam Kemasan. *Primanomics : Jurnal Ekonomi & Bisnis*, 21(2), 161–168.

<https://doi.org/10.31253/pe.v21i2.1843>

- Winarsih, R., Mandey, S. L., & Wenas, R. S. (2022). Pengaruh Persepsi Harga, Kualitas Makanan, Dan Store Atmosphere Terhadap Keputusan Pembelian Konsumen Pada Dabu – Dabu Lemong Resto Dan Coffee Kawasan Megamas Di Manado. *Jurnal EMBA*, 1(3), 388–399.
- Wulandari, D. P., & Ariyanti, M. (2019). Pengaruh Store Atmosphere Terhadap Minat Beli Konsumen Pada Sejiwa Coffe. *Jurnal Mitra Manajemen (JMM Online)*, 3(1), 57–71.