

The Effect of Halal Labels on Purchasing Decisions of Halal Cosmetic Products With Interest as Intervening Variable

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Abstract

Introduction to The Problem: Most of Indonesia's population is Muslim, the number reaches 86.9% or 237.53 million people, among their needs, especially Muslim women, is cosmetics, the data shows that there is a very high gap between the number of halal cosmetic products and non-halal cosmetics circulating in the market, so not a few Muslim women who purchase non-halal cosmetics.

Purpose/Objective Study: This study aims to determine (1) the effect of halal labels on purchasing decisions for halal cosmetic products (2) the influence of halal labels on interest in buying halal cosmetic products (3) the influence of buying interest on purchasing decisions for halal cosmetic products, and (4) the influence of halal labels on a decision to purchase halal cosmetic products through the mediation of buying interest.

Design/Methodology/Approach: The method used in this research is descriptive quantitative, with a population of all students of the modern Islamic boarding school Assa'adah, Serang Regency, users of halal cosmetics, sampling technique using purposive sampling, and data collection techniques using questionnaires. The data was processed using Smart PLS 3.2.9 software and analyzed using the method of structural equation modeling (SEM) with partial least squares (PLS) approach.

Findings: The results of this study indicate that (1) Halal labels have a positive effect on purchasing decisions for halal cosmetic products (2) Halal labels have a positive effect on interest in buying halal cosmetic products (3) Purchase intentions have a positive effect on purchasing decisions for halal cosmetic products, and (4) Halal labels have a positive effect on decisions purchase of halal cosmetic products through the mediation of buying interest.

Paper Type: Research Article

Keywords: Purchase Decision; Halal Label; Interests; Halal Products.

Introduction

Indonesia's population in mid-2020 was recorded at 270.20 million people, the number again rose to 272.68 million people in mid-2021, and increased to 275.77 million people in mid-2022 (Annur, 2022). With a total of 134.81 million women in 2021 (BPS, 2021). Of the total population of

Indonesia, the Muslim population is 237.53 million people, or equivalent to 86.9% at the end of 2021 (Bayu, 2022), if the Muslim population is half of the total Muslim population of Indonesia, then the total Muslim population is 118.76 million people, a large market share for cosmetic products.

In the last five years (2017-2021) the Food and Drug Supervisory Agency (BPOM) recorded that there were 185,290 cosmetic products from 760 cosmetic-producing companies circulating in the community. (Ayu, 2021). Of all the cosmetic products spread in the community, according to the Institute for the Study of Food, Drugs, and Cosmetics, the Indonesian Ulema Council (LPPOM MUI), only 16,844 products from 210 companies have obtained halal certificates. (MUI, 2021). This means that of the total number of cosmetic products circulating in the community, only 9% of cosmetic products have been certified halal, while 91 percent of other cosmetic products have not been certified halal. In fact, the number of Muslim women in Indonesia is very large, as the data above shows.

The purchase decision is influenced by the halal label factor, this is conveyed by Wibowo & Diah Madusari (2018), Chairina Kusumaningrum (2015), Hayet (2019), Harahap et al. (2018), Symbolon (2019), Mahendri et al. (2020), and Syihabudin & Najmudin, (2021) in their research results. In contrast to the results of this study, Desmayonda & Trenggana, (2019) conveyed in their research that the halal label did not affect purchasing decisions. Here, there is a research gap that occurred in previous research. So we need an interesting variable to mediate halal label variables and purchasing decisions. Based on research results by Najmudin & Syihabudin (2022), Windiana & Putri (2021), Hanifah et al., (2020), Nofianti & Rofiqoh (2019), Abdul Wahab Ahmad Kholil et al. (2021), and Nugraha et al. (2017) who states that the halal label has a positive and significant effect on buying interest. The research result of Yanti & Budiarmo (2020), Setiawan (2020), Sari (2020), and Utamaningsih (2021) state that buying interest has a positive effect on purchasing decisions.

Halal labeling is a permit for the installation of the word Halal on product packaging from a company by the POM (Agustin H, 2013, Syihabudin & Najmudin, 2021). Halal labeling is a series of requirements that should be met by business actors engaged in food and beverage processing products or generally termed as food (Andriansyah et al., 2019, Syihabudin & Najmudin, 2021). Halal is related to halal assurance as indicated by the existence of halal certification from LPPOM MUI which has now been transferred to the BPJPH of the Ministry of Religion. According to PP No. 69 of 1999, as cited in research (Month et al., 2018) Halal label indicators are (1) pictures and writings, (2) belief in halalness, (3) manufacturing process, and (4) main raw materials.

Purchase intention according to Schiffman & Kanuk (2010) as cited by Anggraini & Dewanti, (2020) and Najmudin et al., (2021) is choosing one of two or more alternative options to buy a product. Oentoro (2012) as quoted by Binalay et al., (2016) Consumer Buying Interest is the respondent's initiative in deciding to buy a product. The detailed model of consumer behavior explains that marketing stimuli consist of marketing mix variables, namely product, price, place, and promotion as the main component in marketing. The main component is also influenced by the presence of other external stimuli, namely economic, technological, political, and cultural. Assael (2001) as quoted by Nurcahyo & Hudrasyah, (2017) and Najmudin & Shihabudin, (2022) believes that buying interest is a consumer's tendency to buy something or make a purchase action that can be measured by the consumer's desire to make a purchase (Nurcahyo & Hudrasyah, 2017). Kotler (2009) in Puspita A et al (2020) state that buying interest grows after consumers get a stimulus from the product they see, then there is a desire to try until finally there is a desire to buy and own a product. (Puspita et al., 2020). Indicators to measure buying interest are (1) decision to buy (2) recommending the product to others (3) desire to buy (4) Satisfaction (Widyanto & Irfanur, 2019)

Purchase decisions are actions taken by consumers to purchase a product (Chairina Kusumaningrum, 2015, Syihabudin & Najmudin, 2021). According to Schiffman and Kanuk (2009) as quoted by Mahendri et al., (2020) A purchasing decision is the selection of two or more alternative purchasing decision choices. The decision to buy can influence how the decision-making process is carried out. Consumer purchasing decisions are influenced by consumer behavior. Five stages of purchasing decisions according to Kotler and Keller (2011) as quoted by Dewi & Sindarko, (2018) namely: (1) Problem Recognition (2) Disbursement of information, (3) Evaluation of alternatives, (4) Purchase decisions, and (5) Post-purchase behavior. According to Kotler and Armstrong (2012), as quoted by (Vania et al., 2019, Syihabudin & Najmudin, 2021), there are four indicators of purchasing decisions, namely (1) stability in a product. (2) Habits in buying products, (3) Providing recommendations to others, and (4) Making repeat purchases

Based on the market reality, which shows a fairly high gap between the number of halal and Non-halal cosmetic products and research gaps that have been carried out previously, as shown above, this research needs to be carried out. This study aims to determine (1) the effect of halal labels on purchasing decisions for halal cosmetic products (2) the influence of halal labels on interest in buying halal cosmetic products (3) the influence of buying interest on purchasing decisions for halal cosmetic products, and (4) the influence of halal labels on a decision to purchase halal cosmetic products through the mediation of buying interest.

Methodology

The method used in this research is the descriptive quantitative method. According to Arikunto (2010) Quantitative research is research whose data is expressed in the form of numbers or numbers that can be calculated systematically, while according to Sugiono, (2019) Quantitative research is defined as a research method based on the philosophy of positivism, used to examine certain populations or samples, collect data using research instruments, and analyze quantitative/statistical data, to test predetermined hypotheses. According to Narbuko & Achmadi, (2015) Descriptive research is research that tries to answer the existing problems based on the data. The analysis process in descriptive research is presenting, analyzing, and interpreting. The population of this study was female students of the Modern Assa'adah Islamic Boarding School, Serang Regency, which amounted to 480. Determination of the number of samples in this study refers to the opinion of Ferdinand (2002), which states that the sample size depends on the number of indicators used in all variables. The number of samples is equal to the number of indicators multiplied by 5-10. So the number of samples in this study was set at 84 respondents, which was obtained from all indicator variables in this study which amounted to 12, then multiplied by 7 ($12 \times 7 = 84$). The data in this study were obtained by sending questionnaires directly to the respondents. The data was processed using Smart PLS software version 3.2.9., the data was then analyzed using the structural equation modeling (SEM) method with a partial least square (PLS) approach

Results and Discussion

Research result

Structural Model Testing (Outer Model)

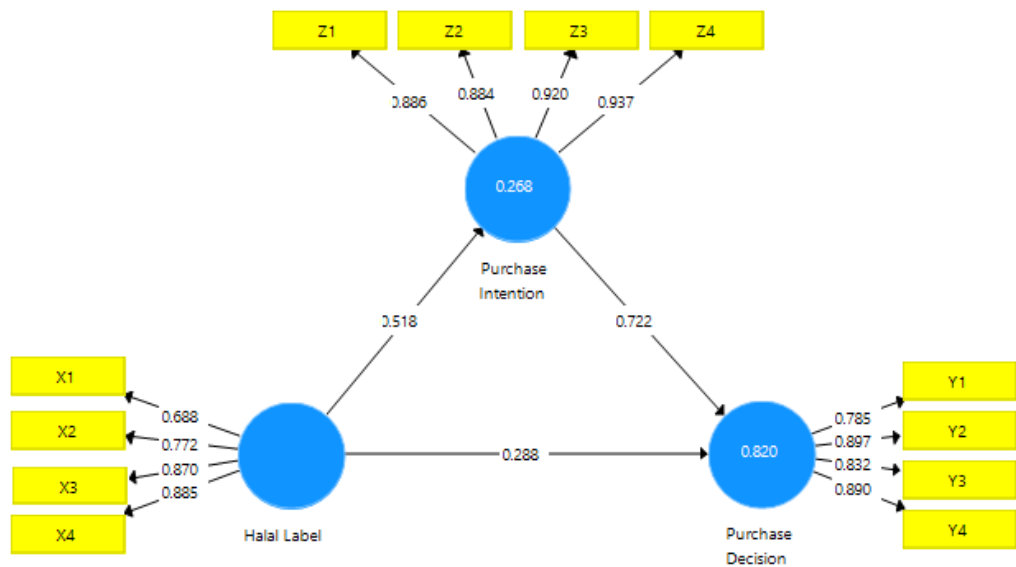


Figure 1. Outer Model

Construct Validity Test

The construct validity test in SEM-PLS consists of two stages, namely convergent validity, and discriminant validity.

Convergent Validity

In convergent validity, two value criteria are evaluated, namely the value of the loading factor, and the value of the average variance inflation factor (AVE).

Table 1. Outer Loading Value

	Halal Label	Purchase Decision	Purchase Intention
X1	0.688		
X2	0.772		
X3	0.870		
X4	0.885		
Y1		0.785	
Y2		0.897	
Y3		0.832	
Y4		0.890	
Z1			0.886
Z2			0.884
Z3			0.920
Z4			0.937

Source: Smart PLS Data Processed 2022

Table 1 above shows that the outer loading value for the halal label variable with four indicators $x_1 = 0.688$, $x_2 = 0.722$, $x_3 = 0.870$, and $x_4 = 0.885$, the value of outer loading for the purchase decision variable with four variables $y_1 = 0.785$, $y_2 = 0.897$, $y_3 = 0.832$, and $y_4 = 0.890$, and the value of the outer model of the purchase intention variable with four indicators $z_1 = 0.886$, $z_2 = 0.884$, $z_3 = 0.920$, and $z_4 = 0.937$. All indicators of the Hala label variable, purchase decision and purchase intention already have a loading factor value above 0.60. Thus, the indicators for constructing the halal label construct, purchase decision, and purchase intention are in the valid category.

Table 2. Average Variance Extracted (AVE) Value

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Halal Label	0.825	0.856	0.881	0.652
Purchase Decision	0.873	0.883	0.914	0.726
Purchase Intention	0.928	0.937	0.949	0.823

Source: Smart PLS Data Processed 2022

Table 2 above shows that the AVE values for each construct are halal label = 0.652, purchase decision = 0.726, and purchase intention = 0.823. The three constructs have a value of 0.50, that means the three constructs are categorized as valid.

Discriminant Validity

The discriminant validity test assessed based on cross loading must show a higher value indicator from each construct compared to indicators in other constructs.

Table 3. Cross Loading Value

	Halal Label	Purchase Decision	Purchase Intention
X2	0.772	0.571	0.620
X3	0.870	0.577	0.396
X4	0.885	0.586	0.333
Y1	0.643	0.785	0.572
Y2	0.705	0.897	0.733
Y3	0.399	0.832	0.773
Y4	0.521	0.890	0.865
Z1	0.355	0.759	0.886
Z2	0.666	0.850	0.884
Z3	0.421	0.740	0.920
Z4	0.384	0.792	0.937
X1	0.688	0.319	0.190

Source: Smart PLS Data Processed 2022

Table 3 above shows that the cross-loading value of all indicators of one construct is greater than the cross-loading value of all other construct indicators, that means the three constructs are categorized as valid.

Reliability Test

Table 4. Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Halal Label	0.825	0.856	0.881	0.652
Purchase Decision	0.873	0.883	0.914	0.726
Purchase Intention	0.928	0.937	0.949	0.823

Source: Smart PLS Data Processed 2022

Table 4 above shows that the composite reliability value of the halal label construct = 0.881, purchase decision = 0.914, and purchase intention = 0.949. All composite reliability values are above 0.70. So, the constructs of halal labels, purchase decisions, and purchase intentions are reliable or have good reliability.

Structural Model Testing (Inner Model)

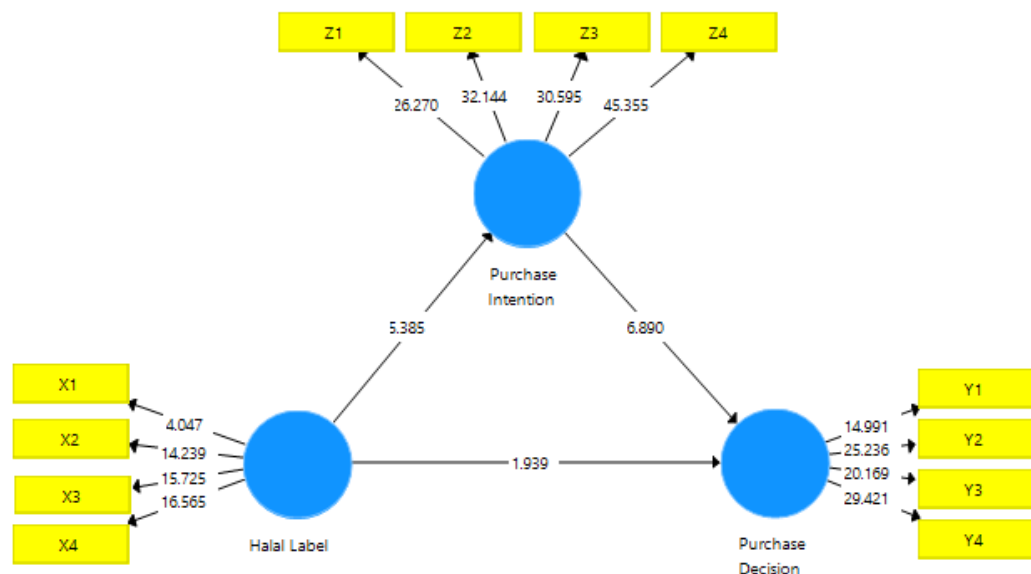


Figure 2. Inner Model

R-Square Nilai Value

Table 5. R-Square. Value

	R Square	R Square Adjusted
Purchase Decision	0.820	0.816

Purchase Intention	0.268	0.259
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Source: Smart PLS Data Processed 2022

Based on table 5 above, it is known that the R-Square value for the purchase decision variable is 0.820, and the purchase intention is 0.268. Thus it can be concluded that the R-Square value for the purchase intention variable is 0.268, which means that the purchase intention variability can be explained by the halal label variable in the model of 26.8% including the weak category, while the R-Square value for the purchase decision variable is 0.820 which means that the variability of the purchase decision can be explained by the halal label variable and the purchase intention in the capital is 82%, including the strong category.

Table 6. Path Coefficients. Test Results

			Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Halal Label	->	Purchase Decision	0.288	0.251	0.149	1,939	0.026
Halal Label	->	Purchase Intention	0.518	0.552	0.096	5,385	0.000
Purchase Intention	->	Purchase Decision	0.722	0.747	0.105	6,890	0.000

Source: Dial 2022 Smart PLS Data

Based on table 6 above, it is known that the halal label has a significant positive effect on purchase decisions, it is indicated by the p-value smaller than 0.05 ($0.025 < 0.05$) and the statistical t-value greater than the t-table value ($1.939 > 1.667$). The halal label has a significant positive effect on purchase intention, it is indicated by the p-value smaller than 0.05 ($0.000 < 0.05$) and the t-statistical value greater than the t-table value ($5.385 > 1.667$). And purchase intention has a significant positive effect on purchase decisions, as indicated by the p-value value being smaller than 0.05 ($0.000 < 0.05$) and the t statistic value being greater than the t table value ($6.890 > 1.667$).

Table 7. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Halal Label -> Purchase Decision	0.374	0.410	0.101	3,722	0.000
Halal Label -> Purchase Intention					
Purchase Intention -> Purchase Decision					

Source: Smart PLS Data Processed 2022

Table 7 above shows that the indirect effect value for the influence of halal labels on purchase decisions through purchase intention is 0.374 with a statistical t value greater than the t table ($3.722 > 1.667$) and a significance value smaller than the alpha value ($0.000 < 0.05$), which means that the purchase intention variable can play a good role in mediating the influence between the halal label variable and the decision to purchase halal cosmetic products

Discussion of Research Results

Effect of Halal Label on Purchase Decision

The results of the study above show that the halal label has a significant positive effect on the decision of female students to buy halal cosmetic products, it is indicated by a significance value (p-value) smaller than the alpha value ($0.025 < 0.05$) and the t-statistical value greater than the t table ($1,939 > 1,667$). Thus, the more halal-certified cosmetic products, the higher their decision to buy these cosmetic products.

The results of this study are in line with research by Edi Wibowo & Diah Madusari (2018) which states that halal labeling has a significant positive effect on Muslim consumers' decisions to buy food products in Pekalongan City, Chairina Kusumaningrum (2015) who states that halal labeling has a positive and significant effect on the decision of the people of Lowokwaru District, Malang City to buy packaged food products, Hayet (2019) who states that halal labeling has a positive and significant effect on the Pontianak people's decision to buy cosmetic products, Harahap et al. (2018) who states that halal labeling has a positive effect on the decisions of Islamic economics students at IAIN Padangsidimpon to buy instant noodle products, Symbolon (2019) who states that the halal label has a positive and significant effect on people's decisions to buy Wagyu Meatballs in Cibubur Tourism City, Mahendri et al. (2020) who states that halal labeling has a positive and significant impact on the decision to buy KFC products in Jombang, and Shihabudin & Najmudin (2021) who states that halal labeling has a positive and significant effect on people's decisions to buy MSME products during the covid-19 pandemic.

The Effect of Halal Label on Buying Interest

The results of the above study also show that the halal label has a significant positive effect on the interest of female students to buy halal cosmetic products, which is indicated by a significance value (p-value) smaller than the alpha value ($0.000 < 0.05$) and the t-statistical value greater than the value of t table ($5,385 > 1,667$). Thus, the more halal-certified cosmetic products, the higher their interest in buying these cosmetic products

The results of this study are in line with research by Najmudin & Syihabudin (2022) which states that halal labeling has a positive and significant effect on interest in buying traditional food, Kang Cepi milkfish satay, Serang City, Windiana & Putri (2021) who states that the halal label has a positive effect on consumer interest in buying halal products at UMM Bakery, Hanifah et al., (2020) who states that halal labels have a positive effect on interest in buying cosmetic products, Nofianti & Rofiqoh (2019) who states that the halal logo has a positive and significant effect on interest in buying MSME products in Gresik, Abdul Wahab Ahmad Kholil et al. (2021) who states that halal labeling has a positive and significant effect on consumer interest in buying Naf'a bread in Kepung Kediri sub-district, and Nugraha et al. (2017) who states that labeling has a positive and significant effect on consumer buying interest in Mie Samyang with the halal logo. Korean Muslim Federation in Malang City.

The Influence of Buying Interest on Purchase Decisions.

The results of the study above also show that purchase intention has a significant positive effect on the decision of female students to buy halal cosmetic products, it is indicated by a significance value (p-value) smaller than the alpha value ($0.000 < 0.05$) and the statistical t value greater than the value of t table ($6.890 > 1.667$). Thus, the better the interest of the female students to buy halal cosmetic products, the higher their decision to buy halal cosmetic products.

The results of this study are in line with research by Yanti & Budiarmo (2020) who states that buying interest has a direct and significant positive effect on consumer purchasing decisions at Gelael Ciputra Mall, Setiawan (2020) who states that buying interest has a positive and significant effect on the purchasing decisions of Aprilia Bakery customers, Sari (2020) who states that there is a relationship between buying interest and consumer purchasing decisions for Amplang Crackers at the Karya Bahari Samarinda Store and Utamaningsih (2021) who states that buying interest has a positive and significant effect on purchasing decisions at DS Café Aceh.

The Effect of Halal Label on Purchase Decisions Through Purchase Intention

The results of the study above show that the indirect effect value for the influence of halal labels on purchase decisions through purchase intention is 0.374 with a statistical t value greater than the t table ($3.722 > 1.667$) and a significance value smaller than the alpha value ($0.000 < 0.05$)., which means that the purchase intention variable can play a good role in mediating the halal label variable and the decision to purchase halal cosmetic products. In other words, the better the consumer's buying interest, the better the role of buying interest in mediating the halal label variable and the decision to purchase halal cosmetic products. The results of this study are in line with research conducted by Rakhmawati (2018) which states that the halal label has a positive and significant effect on consumer decisions to buy Wardah cosmetics at Wardah Beauty House Surabaya

Conclusion

Based on the results of the research and discussion above, it can be concluded that halal labels have a positive and significant effect on students' decisions to buy halal cosmetic products, and halal labels have a positive and significant effect on students' interest in buying halal cosmetic products, buying interest has a positive and significant effect on students' decisions to buy halal cosmetic products, and halal labels have a positive effect on students' decisions to buy halal cosmetic products through the mediation of buying interest.

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