

# The Influence of Halal Label, Halal Brand Image, Halal Lifestyle, Halal Product Quality, and Halal Awareness on the Purchase Decision of Ms Glow Products

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## ABSTRACT

This study aims to examine and analyze the effect of halal labels, halal brand image, halal lifestyle, halal product quality, and halal awareness on purchasing decisions for MS Glow products. The population in this study are all consumers who buy MS Glow products. This research is included in explanatory research. The sampling technique in this study used a purposive sampling technique. The sample in this study were 192 respondents. The analytical method used in this study is multiple linear regression analysis using SPSS version 25. The results show that halal labels affect purchasing decisions, halal brand image influences purchasing decisions, halal lifestyle influences purchasing decisions, halal product quality influences purchasing decisions purchases, halal awareness affects purchasing decisions. The halal product quality variable has the most dominant influence in determining purchasing decisions for MS Glow products, therefore, companies are required to maintain and improve overall product quality in order to maintain and add consumers amidst very tight competition.

**Keywords:** Halal Industry, Cosmetics, MS Glow.

## ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *halal label*, *halal brand image*, *halal lifestyle*, *halal product quality*, dan *halal awareness* terhadap keputusan pembelian produk MS Glow. Populasi pada penelitian ini merupakan seluruh konsumen yang membeli produk MS Glow. Penelitian ini termasuk dalam penelitian explanatory research. Tehnik pengambilan sampel pada penelitian ini menggunakan tehnik purposive sampling. Sampel pada penelitian ini sebanyak 192 responden. Metode analisis yang digunakan pada penelitian ini adalah analisis regresi linier berganda dengan menggunakan SPSS versi 25. Hasil penelitian menunjukkan bahwa *halal label* berpengaruh terhadap keputusan pembelian, *halal brand image* berpengaruh terhadap keputusan pembelian, *halal lifestyle* berpengaruh terhadap keputusan pembelian, *halal product quality* berpengaruh terhadap keputusan pembelian, *halal awareness* berpengaruh terhadap keputusan pembelian. Variabel *halal product quality* memiliki pengaruh paling dominan dalam menentukan keputusan pembelian produk MS Glow, oleh karenanya, perusahaan wajib untuk mempertahankan serta meningkatkan kualitas produk secara keseluruhan guna mempertahankan dan menambah konsumen ditengah persaingan yang sangat ketat.

**Kata Kunci:** Industri Halal, Kosmetik, MS Glow.

## INTRODUCTION

Currently experiencing very rapid development of the times. Among the population in Indonesia which is quite a lot makes the country of Indonesia is countries that have potential for a company that wants to market its products. Indonesia is currently developing a lifestyle that is connecting Islam and the present. Many phenomena, such as society that analyze the growth of halal goods consumed, the expansion of institutions based on Islamic finance, and the growth of Islamic culture, requires reference the development of modern lifestyles and Islamic principles. hijab clothes, sharia hotel connectivity, increased frequency of visits to Mecca, the growth of the halal cosmetics sector, and the emergence of Islamic entrepreneurs is an example of such a trend (Syafri et. al, 2022).

The Islamic economy and the halal industry are currently sources new economic growth. Sharia business is a product or service that branding itself as halal and carrying the concept of Islam. The development of sharia business that prioritizes religious values is growing rapidly, sharia business which is currently starting to spread to several business fields now increasingly familiar among the public, especially among Muslims and non-Islamic in Indonesia (Nasrullah, 2018). Several countries, including countries with a non-Muslim majority population, have made the economy sharia as a driving force for the economy. The report of State of Global Islamic Economy reveals that Indonesia occupies the fourth position in 2020 and in the Top 10 in all sectors (LPPOM MUI, 2021). During the period 2015 – September 2021, data from the Institute for the Assessment of Food, Drugs and Cosmetics. The Indonesian Ulema Council (LPPOM MUI) stated that there were 1,217,328 halal products with 40,732 halal determinations from 16,856 companies circulating in Indonesia. (LPPOM MUI Halal Product Data Statistics).

One of the fastest growing industrial sectors carrying the halal concept is the cosmetics industry sector, the Ministry of industry noted that in 2018 the national cosmetics business industry had grown reached 6.35% and rose to 7.36% in quarter I/2019. Industry number domestic cosmetics increased by 153 companies in 2018, so that the current total reaches more than 760 companies, (Kememperin.go.id, 2018). Referring to data released by Nielsen and Euromonitor shows beauty product sales growth has grown enormously since 2017 by 11.99 percent by contributing Rp. 19 trillion. Statistics data shows, the growth of beauty or cosmetic products globally grew again by around 6.46 percent, especially in 2021. (Goodstat.id, 2022).

One of the skin care brands that have an extraordinary market and well known to the public, namely MS Glow, as evidenced by MS Glow's turnover in March 2022 it will reach 600 billion (cncb indonesia.com). skincare products and MS GLOW cosmetics are well-known products in Indonesia (Vanida, 2021).

Competition in the beauty industry is very high with many brands cosmetics on the market such as MS Glow, Wardah, Something, Emina, and others. This makes the company must be good at informing market their products by being more creative, innovative, and attracting the hearts of candidates consumers so that consumers buy the product. The final process of a transaction is the occurrence of buying and selling or purchasing decisions from consumers, The purchase decision is the stage of the respondent's tendency to act before the purchase decision is actually implemented. According to Tjiptono (2014: 21), the purchase decision itself is a process where consumers know the problem, looking for information about the product or brand and evaluate how well each alternative solves the problem problem, which then leads to a purchase decision.

Variables that can drive purchasing decisions are halal label (Bukhari et. al, 2019; Jaiyoeba et. al, 2019; Simbolon, 2019) The halal label is the provision of a sign or written evidence as collateral halal products with the words "halal" in Arabic letters or other letters that are issued on the basis of a halal inspection agency established by the MUI. The halal certificate from the MUI is used as a legal guarantee that the product in question is safe for consumption and use by the public in accordance with Sharia provisions (Alfian & Marpaung, 2017).

Another variable that can influence purchasing decisions is halal brand image, (Triana and Meutianingrum, 2021; Syafri et. al, 2022). According to Shimp in Herlambang (2016) expressing the brand image is an active relationship in the mind someone, when someone thinks about a particular brand that is become a phenomenon in building a brand image, namely the concept of halal, namely permissible and permissible in Islamic law (Machali, Abdullah and Razak, 2013).

Halal lifestyle also influences purchasing decisions, (Rahmawati and Fitriyani, 2021; Hoiriyah and Chrismardani, 2021). Halal lifestyle according to the Muslim Judicial Halaal Trust (MJCHT) in Adinugraha and Sartika (2019) is a person's behavior that is carried out accordingly with his ability correctly, honestly, with integrity, dignity, fairness and do not deviate from Islamic teachings.

Halal product quality also influences purchasing decisions (Jaiyoeba et. al, 2019; Azzumi, 2019). Halal products according to RI Law Number 33 of 2014 is a product that has been declared halal in accordance with Islamic law. According to Kotler and Armstrong (2012:283) the meaning of product quality is ability a product in performing its function, it includes the whole product durability, reliability, stability, ease of operation and repair as well as other product attributes, with good quality will encourage consumers to establish good relations with the company.

In addition to the four variables above, other factors can influence purchasing decision is halal awareness Hapsari et. al (2019) Machali, Abdullah, and Razak (2020). According to Randolph in Widyaningrum (2019) the word "awareness" means knowledge or understanding particular subject or situation. Awareness in the context of Halal can conceptualized as a process of informing to improve level of awareness towards what is permissible for Muslims to eat, drink and use.

## METHODS

Based on the background, research objectives, and problem formulation, then this research can be classified as explanatory research using a quantitative approach. Explanatory research is research to explain a relationship between variables through hypothesis testing (Ghozali, 2016). In this study there are six variables tested, namely five independent variables and one dependent variable. Variable independent (X) in this study is halal label, halal brand image, halal lifestyle, halal product quality, and halal awareness. The dependent variable (Y) on this research is the purchase decision. The sample in this study was 192 respondents who were taken using the Google form for data collection. The sampling technique used is purposive sampling technique. Data analysis using analytical tools multiple linear regression using SPSS as a research tool for measuring the influence between halal labels, halal brand image, halal lifestyle, halal product quality, and halal awareness of purchasing decisions.

## RESULTS AND DISCUSSION

### Validity Test

Variabel	r tabel	Keterangan
<i>Halal Label (X1)</i>	0,1409	Valid
	0,1409	Valid
	0,1409	Valid
<i>Halal Brand Image (X2)</i>	0,1409	Valid
	0,1409	Valid
	0,1409	Valid
	0,1409	Valid
<i>Halal Lifestyle (X3)</i>	0,1409	Valid
	0,1409	Valid
	0,1409	Valid
	0,1409	Valid
<i>Halal Product Quality (X4)</i>	0,1409	Valid
	0,1409	Valid
<i>Halal Awareness (X5)</i>	0,1409	Valid
	0,1409	Valid
Keputusan Pembelian (Y)	0,1409	Valid
	0,1409	Valid

Each question item in this research questionnaire starts with halal label (X1), halal brand image (X2), halal lifestyle (X3), halal product quality (X4), halal awareness (X5), and Purchase Decision (Y) on each variable indicator has rcount > rtable with a significance of <5%. It can be concluded that each statement contained in this research questionnaire sheet can be used as a data collection tool because it has been proven valid.

**Reliability Test**

Variabel	Cronbach's Alpha	Keterangan
<i>Halal Label</i> (X1)	0,611	Reliabel
<i>Halal Brand Image</i> (X2)	0,718	Reliabel
<i>Halal Lifestyle</i> (X3)	0,698	Reliabel
<i>Halal Product Quality</i> (X4)	0,729	Reliabel
<i>Halal Awareness</i> (X5)	0,876	Reliabel
Keputusan Pembelian (Y)	0,819	Reliabel

The value of Cronbach's Alpha from the variable halal label (X1), halal brand image (X2), halal lifestyle (X3), halal product quality (X4), halal awareness (X5), and Purchase Decision (Y)  $> 0.60$ . So, it can be concluded that the questionnaire in this study is feasible to use as a data collection tool because it has been proven to be reliable or trustworthy.

**Normality Test**

Asym Sig (2 tailed)	Information
0,200	Normally Distributed

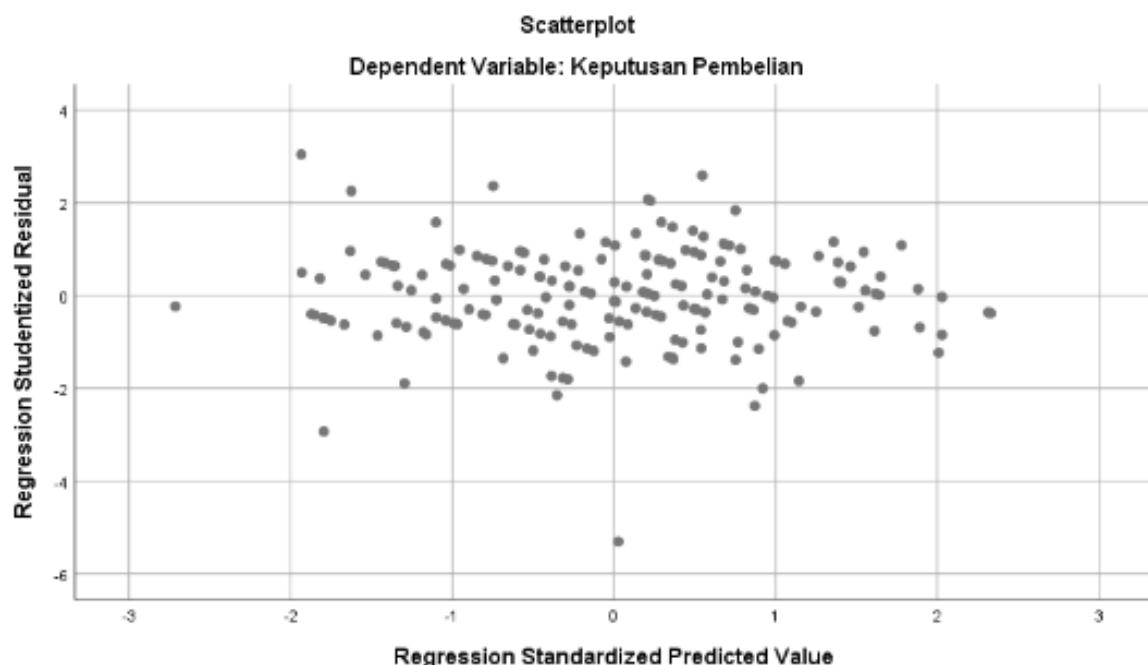
The normality test value using the Kolmogorov - Smirnov test method obtains a significance result of 0.200, the result is greater than the 0.05 significance level. So it can be concluded that the normality test in this study is normally distributed.

**Multikolinieritas Test**

Model	Collinearity Statistics	
	Tolerance	VIF
(X <sub>1</sub> )	0,592	1,689
(X <sub>2</sub> )	0,497	2,012
(X <sub>3</sub> )	0,620	1,613
(X <sub>4</sub> )	0,558	1,793
(X <sub>5</sub> )	0,935	1,070

The multicollinearity test values use Collinearity Statistics analysis, the model does not experience multicollinearity. This is evidenced by the VIF value  $< 10$  and tolerance  $> 0.1$ .

### Heteroskedastisitas Test



The results of the heteroscedasticity test using the scatter plot show that the dots generated in the image are scattered and irregular so that it can be said that there is no heteroscedasticity.

### Hypothesis Testing

Variabel	t hitung	Sig.
Konstanta	-2,076	0,039
<i>halal label</i> ( $X_1$ )	2,949	0,004
<i>halal brand image</i> ( $X_2$ )	5,116	0,000
<i>halal lifestyle</i> ( $X_3$ )	4,638	0,000
<i>halal product quality</i> ( $X_4$ )	5,833	0,000
<i>halal awareness</i> ( $X_4$ )	4,751	0,000

Halal label has a positive and significant effect on purchasing decisions. Halal brand image has a positive and significant effect on purchasing decisions. Halal lifestyle has a positive and significant effect on purchasing decisions. Halal product quality has a positive and significant effect on purchasing decisions. Halal awareness has a positive and significant effect on purchasing decisions.

### Coefficient Determination Test

R	R Square	Adjusted R Square
0,756 <sup>a</sup>	0,566	0,554

From the primary data that has been processed, the Adjusted R-Squared (Adjusted R<sup>2</sup>) value is 0.554, which means the influence of the independent variables consisting of halal labels, halal brand images, halal lifestyle, halal product quality, and

halal awareness on the dependent variable, namely purchase decision of 55.4%, while 44.6% purchase decision is influenced by other variables outside of this study.

## Discussion

### The Effect of Halal Label on Purchase Decisions

Halal label has a positive and significant effect on purchasing decisions, meaning that a sign of the halalness of an MS Glow product can increase consumers to make purchasing decisions for MS Glow products. This is based on the t hypothesis test which results that tcount (2.949) is greater than ttable (1.9724) and the significance level (0.004) is smaller than 0.05. Therefore, the halal label on MS Glow products is vital in the midst of the rise of MUI halal certified cosmetic products. This is in line with research conducted by Bukahri et. al (2019) and research conducted by Jaiyoeba et. al (2019) which states that halal labels have an effect on purchasing decisions.

The halal label on the product packaging will make it easier for consumers to identify the product (Melati, 2022). Giving halal labels to products will more or less reduce consumer doubts about the halalness of products labeled halal because beauty products that are declared halal tend to be safer and avoid harmful substances, especially female consumers who always consume beauty products every day to increase their self-confidence. in appearance (Rafita, 2017).

### The Effect of Halal Brand Image on Purchase Decisions

Halal brand image has a positive and significant effect on purchasing decisions, this is based on the partial hypothesis analysis test which gets the result that tcount (5.116) is greater than ttable (1.9724) and the significance level (0.000) is less than 0.05. So it can be said that the halal brand image of MS Glow cosmetic products can increase purchasing decisions for MS Glow products. In the midst of the rise of halal cosmetic products, brand image is very important, because currently many cosmetic products are starting to glorify halal rather than their respective products such as Wardah and Eminah. This is supported by research conducted by Triana and Meutianingrum (2021) and research conducted by Syafri et. al (2022) which states that halal brand image influences purchasing decisions.

Consumers feel that MS Glow Products have halal commitments related to the products being marketed, have a good halal reputation than their competitors, make consumers often buy halal cosmetic products, and MS Glow Products are guaranteed to be halal. This is what makes respondents feel that purchasing MS Glow products is the right choice compared to other cosmetic products that also have a halal brand image. The rise and fall of demand for goods and services is influenced by the value of a product's brand image. Thus it can be said that brand image can influence.

### The Effect of Halal Lifestyle on Purchase Decisions

Halal lifestyle has a positive and significant effect on purchasing decisions. This is based on the hypothesis testing that has been carried out which results that tcount (4.638) is greater than ttable (1.9724), and the significance level (0.000) is less than 0.05. This is in line with research conducted by Rahmawati and Fitriyani (2021) and research conducted by Hoiriyah and Chrimardani (2021) which states that halal lifestyle has a positive and significant effect on purchasing decisions. The halal industry currently has enormous potential, because if the logic of Indonesia being a society with a majority Muslim population certainly really needs everything that is halal or in

accordance with Islamic law, then the halal lifestyle will increasingly mushroom and can become a lifestyle habit for Indonesian people.

Halal lifestyle owned by consumers includes that consumers fulfill their daily needs in a simple way, buy halal products because they are the largest part of dirt and diseases that damage the body, have the generosity to share with others, and buy halal products because they do not conflict with Islamic law, this is what makes consumers choose MS Glow halal cosmetic products to be the product of choice for treatment.

By carrying out the Islamic concept, it is considered to prioritize religious values so that consumers are more interested in consuming these products compared to conventional products and services, this is because consumers are currently more selective in choosing their life needs because sharia products have been confirmed as halal, clean and quality (Ismailia, 2018).

### **The Effect of Halal Product Quality on Purchase Decisions**

Halal product quality has a positive and significant effect on purchasing decisions. These results are based on the hypothesis testing that has been carried out which results that  $t_{count}$  (5.833) is greater than  $t_{table}$  (1.9724) and the significance level (0.000) is smaller than 0.05. These results are supported by research conducted by Azzumi (2019) and research conducted by Jaiyoeba et. al (2019) which states that halal product quality affects purchasing decisions. A halal product quality is of course a very vital thing in the process of purchasing a MS Glow cosmetic product.

Respondents believe that MS Glow's products do not contain pork, do not contain blood, use halal raw materials, are stored in sterile storage from pigs, and do not contain khamr, which makes respondents choose MS Glow's cosmetic products over competitors who previously sought information related to MS products. Newberry, Klemz and Boshoff, (2003) said that quality food is considered as a parameter to determine the decision to purchase the product. According to Aziz and Chok (2013), halal products should be recognized as having good quality according to non-Muslim consumers, which is where they feel the impact on purchasing decisions.

### **The Effect of Halal Awareness on Purchase Decisions**

Halal awareness has a positive and significant effect on purchasing decisions. These results are based on the hypothesis testing that has been carried out which results that  $t_{count}$  (4.751) is greater than  $t_{table}$  (1.9724) and the significance level (0.000) is smaller than 0.05. These results are supported by research conducted by Hapsari et. al (2019) and research conducted by Machali, Abdullah, and Razak (2019) which states that halal awareness influences purchasing decisions. The huge potential of the sharia lifestyle at the global level, especially in Indonesia, has proven that the opportunity to develop the sharia lifestyle industry is enormous. Because logically all Muslims who live on this earth definitely need everything that is halal. So it is only natural that currently several countries in various parts of the world are starting to aggressively compete to get the potential for this huge sharia lifestyle industry. It's simple why many consumers are interested in the sharia sector because something that is halal is definitely good, clean, hygienic and definitely healthy and avoids bad things, so this statement supports the rise of the sharia lifestyle in Indonesia.

Respondents realized that the MS Glow products purchased were definitely halal, realized that buying halal products was a religious obligation, realized that MS Glow products were very clean, had knowledge about MS Glow products from the internet, and had knowledge of the halalness of MS Glow products domestically and abroad.

overseas. This is what makes respondents or consumers have halal knowledge of MS Glow products, sorts and selects MS Glow products and makes MS Glow products the product of choice and recommends them to others as well. Halal awareness is an awareness that should exist in a Muslim (Hapsari, et. al, 2019).

## CONCLUSION

1. Halal label (X1) has a positive and significant effect on purchasing decisions (Y) for MS Glow products. These results were obtained from the results of partial hypothesis analysis tests, which yielded the result that  $t_{count}$  (2.935) was greater than  $t_{table}$  (1.9724) and the significance level (0.004) was smaller than 0.05. So it can be concluded that the halal label increases consumer purchasing decisions on MS Glow Products.
2. Halal brand image (X2) has a positive and significant effect on purchasing decisions (Y) for MS Glow products. These results were obtained from the results of the partial hypothesis analysis test, which obtained the result that  $t_{count}$  (5.161) was greater than  $t_{table}$  (1.9724) and the significance level (0.000) was smaller than 0.05. So it can be concluded that halal brand image increases consumer purchasing decisions on MS Glow Products.
3. Halal lifestyle (X3) has a positive and significant effect on purchasing decisions (Y) for MS Glow products. These results were obtained from the results of partial hypothesis analysis tests, which yielded the result that  $t_{count}$  (4.638) was greater than  $t_{table}$  (1.9724) and the significance level (0.000) was smaller than 0.05. So it can be concluded that the halal lifestyle increases consumer purchasing decisions on MS Glow Products.
4. Halal product quality (X4) has a positive and significant effect on purchasing decisions (Y) for MS Glow products. These results were obtained from the results of the partial hypothesis analysis test, which obtained the result that  $t_{count}$  (6.274) was greater than  $t_{table}$  (1.9724) and the significance level (0.000) was smaller than 0.05. So it can be concluded that halal product quality increases consumer purchasing decisions on MS Glow products.
5. Halal awareness (X5) has a positive and significant effect on purchasing decisions (Y) for MS Glow products. These results were obtained from the results of the partial hypothesis analysis test, which obtained the result that  $t_{count}$  (4.751) was greater than  $t_{table}$  (1.9724) and the significance level (0.000) was smaller than 0.05. So it can be concluded that halal awareness increases consumer purchasing decisions on MS Glow Products.

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