

The Effect Of Halal Labels and Online review on Halal Cosmetic Purchasing Decision

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ABSTRAK

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Cosmetics have become a new requirement for the Muslim community in purchasing for various cosmetic products. This is due to the increasing awareness of the Muslim community to meet the demands of Islamic religious values in shopping for various products. The sale of halal products that comply with Islamic Shari'a standards has had an impact on the number of positive consumer reviews in online media on companies and their various products. However, research on the relationship between halal labels and online reviews on the purchase of halal products is still very limited. For this reason to choose a cosmetic business in the city of Palu. This study used a quantitative method with a survey approach with sample consisted of 68 people from the city of Palu used a Liker scale with five alternative choices and analyzed using SPSS version 21. The results of this study showed that halal labels and online reviews had a significant effect on the purchase of halal cosmetic products. The results of this study contribute to the knowledge that halal labels and positive reviews in the online world can influence the Muslim community to buy the halal cosmetic products. Our findings also means that currently more and more Muslim consumers are paying attention to halal issues not only with primary products such as food products, but halal issues have also increasingly penetrated into secondary products, such as fashion and cosmetic products. The implication of this research is the need for various companies engaged in fashion and cosmetics to pay more attention to halal requirements in producing various cosmetic products. This study has a limitation, where the number of samples were relatively low. In the future, there is a need for other studies involving larger and wider samples in order to increase the validity of the research results.

1. Introduction

Since Indonesia was declared the global center of Muslim fashion in 2020, the halal cosmetics business has grown at an extremely rapid rate to support it. In terms of cosmetics, it is anticipated to reach Rp. 199 trillion in 2022 and Rp. 135 trillion in 2024. Of course, it is inextricably linked to those who use cosmetics to seem lovely, chic, alluring, fragrant, and trendy. A. Miftah; Pangiuk, 2020). In particular, Muslims are fascinated with halal certifications, which are not only regarded fashionable but also affect how customers perceive and use cosmetic items. This has raised the halal element of cosmetics to the awareness of the globe. Considering the main crucial halal signal, aside from Tayyib, is in utilizing the product, Hasibuan et al. (2017) observed that consuming halal commodities strengthens the basis for a Muslim's decision to purchase an item (Q.S. 16:114) The materials listed on the package of a cosmetic can be used as a Tayyib indication. Online ratings serve as a substitute for tayyib assurances and the appropriateness of utilizing materials since they are a substitute but do not ensure that customers would choose the brand. Social media evaluations on the internet give greater details concerning user

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requirements. The social media craze gives beauty vloggers the chance to share their experiences with cosmetics in the form of films on various social media platforms (Amin & Rachmawati, 2020). Online consumer reviews for shrimp cite three factors, A factor in digital shopper reviews is beauty, which can refer to a person's social appeal or to the interpreter's own likeability based on factors including looks, charisma, and viewing environment. Trust is associated to authenticity, sincerity, and the extent to which a critic can be relied upon to impact the audience's level of competence and trust, specifically the proficiency and skill set that a commenter has in demonstrating the benefits and drawbacks of a brand in order to create a brand as a entire (Amen) & Rachmawati, 2020). The purpose of this study is to demonstrate and evaluate the impact of halal labeling and online reviews on halal cosmetics in Palu City depending on the information provided earlier.

2. Literature Review

2.1. Halal Label

Branding is the process of providing appropriate facts to users regarding the amount, quality, and composition of a commodity using labels on packaging (Lamario, 1993; Zulhan, 2016). Halal tags are details on the packaging; they must at the at latest list the package's names or logo, natural resources, extra components, nutritional details, expiry dates, composition, and regulatory details. The purpose of making a judgment call regarding a product's halal status, particularly in Indonesia, is to safeguard the Muslim society from having food that is either not halal or dubious. (A. Miftah, 2020; Pangluk). In Q.S. al-Baqarah (2): 168, it is clearly stated that foodstuff and beverage ingested must comply with the halal and thayyib standards.

The halal certifying body currently acts as a regulatory requirement for the halal mark in several regions. The Law of the Republic of Indonesia No. 33 of 2014 about Halal certification contains the requirements for halal certification. Before the halal sign is applied to a commodity, halal guarantee, which is confirmed by halal certification, provides statutory surety as to the package's muslim consumers. Based to Islamic sharia, goods are deemed halal if they have undergone a halal product guarantee procedure. A product's halalness is indicated by the halal label. (Halal, 2014). The Halal Product Guarantee Organizing Agency (BPJPH), which is made up of MUI and a halal center established by the Ministry of Religion of the Republic of Indonesia, is responsible for organizing the halal assurance of a product.

2.2. Online Review

The growing popularity of cosmetic goods creates a huge market for advertising to customers of both genders. Manufacturers utilize online reviews as one of their advertising tools because customer testimonials work better than company advertisements at swaying other customers. Anand and Wandebori cite Luqyana as saying that the idea of online reviews is connected to sincerity, integrity, and how someone can be trusted (Luqyana, 2019).

According to the 2018 ZAP Beauty Index poll that Aulia cited, out of 17,889 respondents, 73% of Indonesian women always check online evaluations before deciding to buy and use cosmetic goods. Of those, 41% use Youtube channels, and 55% use Instagram, which is evaluated by beauty vloggers. Even Generation Z trusts online reviews more than their friends. The beauty vlogger assessment will share what is experienced in using the product. The online review includes attractiveness, trustworthiness and expertise. (Amin & Rachmawati, 2020; Auliya & Alfi, 2021; Khofifah & Supriyanto, n.d.)

2.3. Consumer behavior

User activity is one of the factors influencing consumers' decisions to purchase a particular good or service. By considering psychological, sociological, socio-psychological, anthropological, and economic factors during decision-making processes and actions, such as searching for information about products and services and making a choice from a variety of products and services, consumer behavior develops into a dynamic of individual and group involvement. given by marketers, buy them, use them, spend them, buy more of them, repeat the process, and discard them to fulfill their needs and desires. (Setioningtyas & Wisnu, 2017)

The following elements can affect a consumer's decision to buy a good or service: (a) Cultural considerations

Wants are determined by (a) subcultures, including subcultures such as religion, ethnicity, citizenship, and geographic location, (b) social variables, and (c) preferences learned from childhood till they mature from the values and behavior of the surrounding environment. The social context of a person's family, friends, role, and position, along with (d) personal considerations and (e) psychological elements, affects their decision-making. (API, 2010; A. Miftah, 2020; Setioningtyas & Wisnu, 2017); To seem more attractive and fragrant on a daily basis, using cosmetics is a requirement. Other elements that affect the usage of cosmetics include: (a) Needs; (b) Environment. (c) The media While k-Pop musicians naturally have white skin, the popularity of k-POP enthusiasts through internet media impacts fans who want to look like their idols. In keeping with the constant media presentation of commercials for body and facial skin whitening. (Setioningtyas & Wisnu, 2017).

Consumer attitudes in choosing cosmetics can change through the behavior of the halal label on the product. The presence of the halal label provides a guarantee of certainty for consumers, especially consumers who are aware of the importance of halal over the quality of goods. Ratnasari's research shows a positive signal on the effect of the halal label for users who are not only Muslims but also non-Muslims who are interested in using halal cosmetics for reasons of safety, comfort and product cleanliness. (Ratnasari, 2022)

The hypothesis that the halal label and online review elements influence the choice to buy halal cosmetics can be inferred from the summary above.

3. Methodology

Based on the problems and objectives to be achieved in the research, the type of research including quantitative research is causal associative. The location of the research was carried out in Palu City on Safi products produced by neighboring Malaysia. Changes in each period of Safi cosmetics users cause the total population to be unknown with certainty, therefore, the determination of the sample using the Isaac Michael formula can be found in the number of samples as much as 68 people. The sampling technique is non-probability sampling by determining purposive sampling with the provision that the age is 17-60 years, has used Safi products, can read and write and has knowledge of Safi products. Data that has been collected through observations to sellers of safi products, questionnaires to users and documentation. The collected data were analyzed through validity and reliability tests. The validity test is to measure whether the question instrument is valid or not and is considered valid if the significance value is <0.05 or the calculated r value is more than r table, while the reliability test serves to determine whether the question instrument that is made is always constant and is considered reliable with a value > 0.60 Cronbach alpha value. In addition, the classical assumption test, normality test, multicollinearity test, heteroscedasticity and multiple regression test and hypothesis testing. Hypothesis test using T test, F test and coefficient of determination test.

4. Results and Discussion

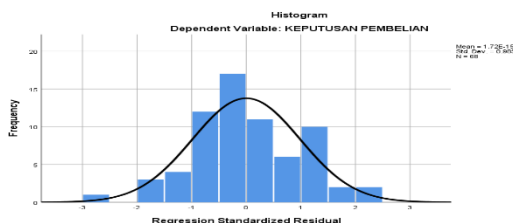
According to research findings, the Safi Research Institute—the first halal organization in the world—developed Safi's cosmetic goods. Safi offers halal skin care products that are clinically proven, created from natural components, and certified halal by halal procedures and certificates. Since his business's founding in 1984, he has carried out research and created products that are kind to Asian skin, notably Indonesian skin, because they are devoid of alcohol and haram gelatin and don't employ any testing on animals. The Malaysian Islamic Progress Department (JAKIM) and the Indonesian Ulema Council, two separate organizations, provided halal certification (Safii Document, MUI undated).

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Assessing the data derived from the outcomes of disseminating surveys reveals that it passed the validity and reliability tests, and that the classical assumption test satisfied the criteria for normalcy, heterodetic, and multicollinearity.

The following histogram illustrates how the normality test utilizing a histogram graph analysis model works to determine the normality of the residuals by contrasting the observation data with a distribution that is like a normal

Figure 1 : Histogram Graph on The Normality Test.



The histogram graph above shows that the data is normally distributed with its diagonal aligned and there is no slope. So that the research is considered to have met the normality test requirements. To show the correlation between independent variables, the data must go through a multicollinearity test by looking at the data coefficient values.

Table 1. Coefficient Value on Multicollinearity Test

| Coefficients ^a | | | |
|---------------------------|---------------|-------------------------|-------|
| Model | | Collinearity Statistics | |
| | | Tolerance | VIF |
| 1 | LABEL HALAL | .604 | 1.655 |
| | ONLINE REVIEW | .604 | 1.655 |

The coefficient value shows the independent variable that there is no multicollinearity with a tolerance value of less than 0.68 and the value of VIF (variant inflating factor) is less than 10. This indicates that the model meets the requirements of good regression because there is no correlation between variables.

The heterodacty test is used to find out the regression model does not have the same variance from one observation residual to another observation. The test results were obtained through the Spearman rank value > 0.1, a sign that the research data did not have heterodactasticity problems. Processed data generated through SPSS obtained the results of multiple regression analysis as follows:

Table 2. Multiple Regression Test Results

| Coefficients | | | | | | |
|--------------|---------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.579 | 2.142 | | 3.072 | .003 |
| | LABEL HALAL | .202 | .122 | .195 | 1.656 | .103 |
| | ONLINE REVIEW | .455 | .101 | .532 | 4.510 | .000 |

SPSS Output Data Source 26.2022

Based on the results of the multiple regression test, the constant value is 6.579 and the Halal label coefficient is positive at 0.202 with a significant value of 0.103. This shows that the halal label has a positive relationship with the purchase decision variable of safi products which increases by 0.202. The online review variable (x2) has a positive value of 0.455, meaning that the purchase decision variable for safi products (Y) will increase by 0.455.

Halal Label Variable (X1) obtained Tcount 1.656 > Ttable 1.294 and the significance value (sig) 0.103 is greater than the alpha value (a) 0.1 meaning 0.103 > 0.1, this indicates that the Halal Label variable has a positive effect on

purchasing decisions (Y). The Online Review variable (X2) is obtained Tcount 4.510 > Ttable 1.294 and the significance value (sig) 0.000 is smaller than the alpha value (a) 0.1, meaning 0.000 < 0.1, hereby indicates that the Online Review variable has a positive effect on purchasing decisions. (Y).

The F (simultaneous) test was used to determine whether the independent variables halal label (X1) and online review (X2) really contributed jointly or simultaneously had a significant effect on Safi's purchase decision variable (Y). or not. The results of the data can be seen in the following table

Tabel 3. ANOVA Uji F (Simultan)

| ANOVA ^a | | | | | | |
|---|------------|----------------|----|-------------|--------|-------------------|
| | Model | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | 166.738 | 2 | 83.369 | 26.862 | .000 ^b |
| | Residual | 201.733 | 65 | 3.104 | | |
| | Total | 368.471 | 67 | | | |
| a. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | | | |
| b. Predictors: (Constant), ONLINE REVIEW, LABEL HALAL | | | | | | |

SPSS Output Data Source 26.2022

In determining the level of significance using = 10% (significance of 10% or 0.1 is the standard measure used in the study) provided that it is said to be significant if the value of sig < 0.1. While determining the F table using a 95% confidence level, a = 10%, df 1 (number of variables – 1) = 2, and df 2 (n-k-1) or 68-2-1 = 65 (n is the number of samples and k is the number of independent variables), the results obtained for Ftable are 2,386 using MS Excel in the formula =Finv(0.1,2,65), then the F table in this study is 2,386. Based on the results of the data obtained, the Fcount value is 26,862 > Ftable 2,386 and the sig value is 0.000 < 0.1 so it can be said that (X1) and (X2) have a positive and significant influence on (Y).

The contribution of the influence of the independent variable on the dependent variable can be seen in the following table:

Table 4. Summary . Model Coefficient Test

| Model Summary ^b | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .673 ^a | .453 | .436 | 1.76170 |
| a. Predictors: (Constant), ONLINE REVIEW, LABEL HALAL | | | | |
| b. Dependent Variable: KEPUTUSAN PEMBELIAN | | | | |

SPSS Output Data Source 26.2022

According to the table in the Summary model, the percentage generated in the Adjusted R Square column is 0.436, which is translated as 43.6% as the percentage or variation of the contribution of the halal label variable and online review to the purchase decision of 43.6%, while the rest is (100% - 43.6% = 56.4%), so 56.4% are other variables in which these variables were not examined in this study. This indicates that the dependent's combined effect on the independent is 43.6%. The effect of the halal label has a positive effect on the purchase of halal cosmetics. Users of Safi products give confidence in Safi products with halal labels, especially the strong reason that Safi products have been produced by a sharia-based country, namely Malaysia. Likewise, online reviews show a positive and significant influence on the purchase of safi products. Users of this product witnessed sharing experiences with other consumers on the suitability of the product for use by Indonesian women's skin.

This research is in line with the research of Ika Luqyana that before the decision to purchase halal cosmetics by consumers, of course, some consumers have searched for information, either through social media such as YouTube, browsing written information about products that have been purchased and used by other consumers. Another determining factor, however, is that the halal label and online review add more appeal because it involves halal assurance which is mandatory for Muslims and after seeing video uploads that include the expression of honest reviews by other consumers.

Consumers who make halal conditions for consumption will of course choose production that has included a halal label on the packaging. As stated by Allah in Q.S. al = Baqarah (2) : 168 that eat or consume on earth that is lawful and thayyib. One of the efforts for halal and thayyib products is the MUI halal certification which states that the product is in accordance with the Shari'a.

5. Conclusion

The buying of Halal cosmetics by Safi consumers in Palu is significantly influenced by halal labelling and online review. Online review are more influential than halal labelling in influencing consumers to buy halal cosmetics. According to study, consumers of consumer goods are highly concerned about the assurance of the product's halalness and the assurance of *thayyib*, or safety/safety for the user's skin. It is anticipated that future study will and variables to increase the variety of elements that consumers might consider when making cosmetic product purchases.

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