

The Effect of Halal Label and Product Quality of Purchase Decisions Halal Cosmetic Product Ms Glow

Alvia Prihatini^{*1} Muhammad Salman Al Farisi² Novingky Ferdinand³
^{1,2,3}STEBIS Bina Mandiri Cileungsi, Bogor, Indonesia

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ABSTRACT

The purpose of this study was to find out determine the effect of halal labeling on purchasing decisions at Ms Glow Jonggol and to determine the effect of Ms Glow product quality on purchasing decisions at Ms Glow Jonggol, then to determine the effect of halal labeling and Ms Glow product quality on purchasing decisions at Ms Glow Jonggol. This type of research is quantitative with a descriptive approach. The population of this study were Ms Glow Jonggol consumers. The sample in this study amounted to 71 respondents. The sampling technique used purposive sampling method. Data collection using questionnaires and data processing techniques used are multiple linear regression processed using SPSS version 22. The results showed that Halal label has a partial effect on purchasing decisions at Ms Glow Jonggol, this can be seen from the value of $t_{count} > t_{table}$ ($3.205 > 1.667$) and $sig < 5\%$ ($0.002 < 0.05$). Product quality has a partial effect on purchasing decisions at Ms Glow Jonggol, this can be seen from the value of $t_{count} > t_{table}$ ($5.783 > 1.667$) and $sig < 5\%$ ($0.000 < 0.05$). Halal labeling and product quality simultaneously affect purchasing decisions at Ms Glow Jonggol, this can be seen from the value of $F_{count} > F_{table}$ ($51.050 > 3.13$) and $sig < 5\%$ ($0.000 < 0.05$).

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Corresponding Author:

Alvia Prihatini
STEBIS Bina Mandiri Cileungsi, Bogor, Indonesia
Email: alviaprihatini@gmail.com

INTRODUCTION

Human life needs for appearance are different. Women always want to look clean and beautiful, while men want to look fresher and neater. Of course, they try to fulfill these needs to support their appearance. Cosmetics are one of the tools used to maintain an attractive appearance (Adilah, 2023). Indonesia is a country with a Muslim majority population which will clearly be interested in safe and halal products (Warto & Samsuri, 2020). A Muslim certainly knows his obligation to use and consume halal products. Halal is everything that is permitted by the Shari'a to be consumed and used. As implied in the Koran (Q.S Al-Baqarah ayat 172).

يَا أَيُّهَا الَّذِينَ آمَنُوا كُلُوا مِن طَيِّبَاتِ مَا رَزَقْنَاكُمْ وَاشْكُرُوا لِلَّهِ إِن كُنتُمْ إِيَّاهُ تَعْبُدُونَ

Meaning: "O you who believe, eat the good things that We have given you and give thanks to Allah if you truly only worship Him."

From this verse, it can be concluded that Allah SWT commands us to consume halal and good food. This can be analogous to products other than food consumed by Muslim consumers, including cosmetics and skin care. Therefore, the Muslim community is expected to pay more attention to the halalness of the products consumed as a form of compliance with the commands of Allah SWT. As a country that has a large Muslim population, Indonesia, according to the Ministry of Home Affairs (Kemendagri) has a Muslim population of 237.5 million people as of 31 December 2021, while according to BPS data for West Java province the number of Muslim residents in West Java is 42.5 million people as of 2021. Therefore, the availability of halal products is very important in meeting consumer needs. This will certainly affect the consumption of halal products among Indonesian people, one of which is beauty products. In the beauty

products sector, Indonesia itself is ranked second. The ranking data for the largest halal cosmetics consuming countries in the world is as follows:

Table 1. World Halal Cosmetics Consumer Countries

No	Countries	Using Halal Cosmetics
1.	India	5,88 Miliar Dolar
2.	Indonesia	4,19 Miliar Dolar
3.	Bangladesh	3,67 Miliar Dolar
4.	Malaysia	3,44 Miliar Dolar
5.	Rusia	3,44 Miliar Dolar

Source: Dinar standard, 2021

From the table above, it can be seen that Indonesia is in second place in the data of countries consuming halal cosmetics in the world with a number of users amounting to 4.19 billion dollars, the first position is occupied by India with a number of users of halal cosmetics amounting to 5.88 billion dollars, the third position occupied by Bangladesh with users of 3.67 billion dollars, the fourth position is occupied by Malaysia with users of 3.77 billion dollars and the last place is occupied by Russia with users of 3.44 billion dollars. With the amount of cosmetics used, some Indonesians who are still unfamiliar with how to distinguish halal products only stick to the halal label logo listed on the product packaging. The halal label is the inclusion of halal writing or statements on the product packaging with the words Halal in Arabic letters, other letters and a code number from the Minister to indicate that the product has the status of a halal product and serves as a legal guarantee that the product in question is halal for consumption and use. by the community in accordance with sharia provisions. (E. A. Putri, 2021). The halal label on the product packaging itself can only be included after the product has been certified halal (Sari, 2018). In Indonesia, the institution authorized by the Government in the halal certification process is the Halal Product Guarantee Organizing Agency (BPJPH). BPJPH is the body established by the Government to organize JPH.

Nowadays, many skin and facial care products with halal labels on the packaging are appearing in Indonesia. Examples include Ms Glow, Emina, Scarlett, white lab, Nbs and others. Ms Glow is a local facial and body care product that is quite successful in the Indonesian market. Founded in 2013. The name Ms Glow is also taken from the two first letters of its founders, namely Maharani Kemala Dewi and Shandy Purnamasari. The Ms Glow brand itself means magic for skin, with the hope that this Ms Glow product will be a solution for facial skin for all groups (S. H. Putri, 2022). Having a healthier and cleaner face is the desire of the general public, from teenagers to adult women, who want to have a clean and healthy face. With BPOM-approved and halal ingredients, Ms Glow's products have received a good response from the public, this can be proven by high demand and several awards received such as the Indonesia Best Brand Award (IBBA) in 2020 (S. H. Putri, 2022) . This award is also inseparable from Ms Glow's consistency in presenting products with good quality. Product quality is the ability of a product to carry out its function, including durability, reliability, accuracy, ease of operation and repair, as well as other valuable attributes (Halim & Iskandar, 2019). Apart from winning the IBBA award, MS Glow also managed to enter the top ten best-selling care brands in e-commerce.

The Ms Glow product has four of the best facial skin care products, this product package includes the first whitening package. In this package there are four facial washes, facial toner, day cream and night cream. The benefits are brightening facial skin, moisturizing the face in the long term, nourishing the skin, giving a more radiant skin effect. The two luminous packages in the package contain facial wash products, facial toner, day cream and night cream. The benefits of this package are treating spots and hyperpigmentation on facial skin, preventing the appearance of signs of premature aging and providing sufficient hydration for the skin so that it feels plumper. The third acne package in this package contains facial wash products, facial toner, day cream and night cream. The benefits of the acne package include helping kill bacteria that cause acne, reducing acne growth, controlling oil production on the face, shrinking facial pores, maintaining healthy facial skin. The four ultimates in this package include facial wash products, facial toner, day cream and night cream. The benefits of the ultimate package include disguising black spots on the face, helping reduce the growth of spots, smoothing facial skin and helping overcome signs of aging such as fine lines and wrinkles on the face.

The halal label is the inclusion of halal writing or statements on the product packaging with the words Halal in Arabic letters, other letters and a code number from the Minister to indicate that the product has the status of a halal product and serves as a legal guarantee that the product in question is halal for consumption and use. by the community in accordance with sharia provisions (E. A. Putri, 2021). Ms Glow Jonggol as a shop and distributor of Ms Glow products provides these four series of care packages. The Ms Glow products sold have been certified and notified by BPOM so that the product composition is safe and has been labeled halal to maintain product quality. Today's consumers are increasingly smart and critical in

choosing products to buy and use. They not only pay attention to price, but also product quality and halalness. A purchasing decision is a final decision that a consumer has to purchase a good or service with various certain considerations (Dessyana, 2013). A purchasing decision is a process where consumers recognize the problem, look for information about a particular product or brand and properly evaluate each alternative to solve the problem, which then leads to a purchasing decision (Amilia, 2017).

At a time when the halal label and product quality are very important factors to consider in consumer decisions when choosing a product, apart from that, it cannot be denied that with the development of skin care products in Indonesia today, there are many skin care products that do not yet include the halal label. , it has a halal label but the size is too small and there are even many skin care products whose product quality is not clear and do not have a BPOM distribution permit but are already widespread on the market, products that do not have this permit are usually marketed at quite cheap prices and with the lure of The white proof process is faster than products that are clearly labeled halal. This is certainly a special attraction for consumers who really want skin care products that have a faster whitening process and a cheaper price, although it is not necessarily clear whether the product is halal. However, in the end, after stopping use for some time, problems began to occur on the skin of users of the product. Well, from this it is evident how important it is to choose products that have clear product quality and are halal certified because they are much safer and more comfortable for use and for the results. Based on the background that has been explained, the researcher is interested in further research regarding this problem with research entitled The Influence of the Halal Label and Ms Glow Product Quality on Purchasing Decisions at Ms Glow Jonggol.

METHOD

In this research, a non-probability sampling type of quantitative method was used. Quantitative research is an approach that uses data and is identified by statistical testing, so that it can produce data in the form of numbers and is accurate (Jaya, 2020). Meanwhile, the sampling technique determined by the researcher is purposive sampling technique, purposive sampling, namely taking samples by defining special characteristics according to the research objectives, so that it is possible to answer the research problem. Population is the overall object in a study or it can be said that population is the total number of individuals whose characters will be studied. The population can be people, objects, companies, and even institutions whose numbers can be counted (Wijaya & others, 2020). The research population is Ms Glow Jonggol consumers who come and shop on average 250 people per month. The number of samples used was 71 samples from the entire population determined using the purposive sampling method. The sampling technique is based on chance, that is, anyone who meets the researcher by chance can be used as a sample, if it is deemed that the person they meet by chance is suitable as a data source.

RESULTS AND DISCUSSION

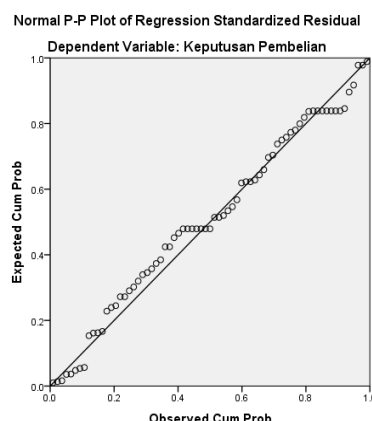
1. Results

a. Classic Assumption Test

Normality Test

The normality test aims to determine whether the dependent, independent or both variables are normally distributed, close to normal or not. It is said to be normal if the resulting residual value is above the value of 0.05, it can be stated that the residuals are normally distributed.

Normality Test



Source: Output SPSS IBM 22, 2023

Based on the table above, the Kolmogorov-Smirnov test results show a significant residual value of 0.200, which means > 0.05 , so it can be concluded that the data is normally distributed. Apart from that, it is also supported by using a P-Plot graph by looking at the distribution of data around the diagonal line and the distribution of data points in the direction following the diagonal line and can be said to be normal. However, if the distribution of data is far from the diagonal line and does not follow the direction of the diagonal line, it can be said to be abnormal.

Multiple Linear Regression Analysis

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variables Halal Label (X1) and Product Quality (X2) have on the dependent variable Purchasing Decision (Y). The following is a table of multiple linear regression equations:

$$Y = 23,885 + 0,377X_1 + 0,343X_2:$$

Table 2. Multiple Linear Regression

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	T	
1 (Constant)	14.432	1.922		7.510	.000
Halal Label	.211	.066	.306	3.205	.002
Product Quality	.340	.059	.552	5.783	.000

a. Dependent Variable: Purchase Decision

Source: Output SPSS IBM 22, 2023

From this equation it can be concluded that the regression coefficient for the halal label variable (X1) is 0.211, indicating that if the halal label increases by one unit, it will have an influence on purchasing decisions by 0.211 and that the regression coefficient for the product quality variable (X2) is 0.340, indicating that if the halal label increases unit will have an influence on purchasing decisions by 0.340. The coefficient is positive, meaning that there is a positive relationship between the halal label and the quality of Ms Glow products and Ms Glow consumer purchasing decisions.

b. Hypothesis testing

T test or Partial test

The t (partial) test was conducted to determine whether there is a partial effect of the independent variables on the dependent variable. In addition, the purpose of conducting this partially significant test is to separately measure the impact of each independent variable on the dependent variable. The t test is used to determine whether the independent variable partially has a significant effect on the dependent variable in the regression model, where if the calculated t value is greater than t table then the regression test is said to be significant. Or by looking at the significant figure. If the sig. smaller than 0.05, partially the independent variable has a significant influence on the dependent variable.

Table 3. Partial test

Model	Coefficients ^a				
	Unstandardized		Standardized		Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta	T	
1 (Constant)	14.432	1.922		7.510	.000
Halal Label	.211	.066	.306	3.205	.002
Product Quality	.340	.059	.552	5.783	.000

a. Dependent Variable: Purchase Decision

Source: Output SPSS IBM 22, 2023

Based on table above, it can be seen that the halal label variable (X1) produces a calculated t value of 3.205 and the t table value (df=71-2) is 1.667 so that $t_{\text{calculated}} > t_{\text{table}}$ ($3.205 > 1.667$) and $\text{sig} < 5\%$ ($0.002 < 0.05$) then it can be concluded that H_0 is rejected and H_a is accepted. This means that the halal label variable partially influences the purchasing decisions of Ms Glow Jonggol consumers.

The product quality variable (X2) produces a calculated t value of 5.783 and a t table value (df=71-2) is 1.667 so that $t_{\text{calculated}} > t_{\text{table}}$ ($5.783 > 1.667$) and $\text{sig} < 5\%$ ($0.000 < 0.05$) so it can be it is concluded that H_0 is rejected and H_a is accepted. This means that the product quality variable partially influences consumer purchasing decisions for Ms Glow Jonggol.

c. Simultaneous test (Test F)

To find out whether the marketing strategy variables (product, price, place, promotion, people, process and physical evidence) simultaneously affect purchase intention, it can be said by testing using the ANOVA table. If the sig value < 0.05 then the two independent variables simultaneously have a significant effect on interest.

Table 4. Simultan test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	730.441	2	365.221	43.376	.000 ^b
Residual	395.739	47	8.420		
Total	1126.180	49			

Dependent Variable: Purchase Decision

Predictors: (Constant), Product Quality, Halal Label

Source: Output SPSS IBM 22, 2023

Based on table above, it is known that the calculated F value is 51.050, because the calculated F value is $51.050 > F_{\text{table}} 3.13$ and $\text{sig} < 5\%$ ($0.000 < 0.05$), it can be concluded that H_0 is rejected and H_a is accepted or in other words on the other hand, the halal label and product quality simultaneously influence purchasing decisions (Y) of Ms Glow Jonggol consumers.

Coefficient of Determination (R^2)

The coefficient of determination aims to measure how far the model's ability to explain the dependent variable. The value of the coefficient of determination is $0 < 1$. The coefficient of determination that is close to or the independent variable provides almost all the information needed to predict the dependent variable. The use of R square is biased towards the number of independent variables included in the model. Each additional independent variable to the model, the R square must increase regardless of whether the independent variable has a significant effect or not.

Table 5. R² Test

Model Summary ^b							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.775 ^a	.600	.588	1.52552	.649	43.376	2

Predictors: (Constant), Product Quality, Halal Label

Dependent Variable: Purchase Decision

Source: Output SPSS IBM 22, 2023

Based on table above, it is known that the coefficient of determination (R²) is 0.600. This means that 60.0% of the dependent variable in the form of purchasing decisions can be explained by the independent variables, namely the halal label and product quality. Meanwhile, the remaining 40.0% is explained by other variables not examined in this study.

CONCLUSION

Berdasarkan hasil penelitian yang telah dilakukan kepada 71 konsumen Ms Glow Jonggol mengenai pengaruh label halal dan kualitas produk Ms Glow terhadap keputusan pembelian di Ms Glow Jonggol, maka dapat disimpulkan sebagai berikut Label halal berpengaruh secara parsial terhadap keputusan pembelian di Ms Glow Jonggol, hal tersebut bisa dilihat dari nilai t hitung > t tabel (3,205 > 1,667) dan sig < 5 % (0,002 < 0,05) maka dapat disimpulkan bahwa Ho ditolak dan Ha diterima. Artinya label halal berpengaruh parsial terhadap keputusan pembelian konsumen Ms Glow Jonggol. Kualitas produk berpengaruh secara parsial terhadap keputusan pembelian di Ms Glow Jonggol, hal tersebut bisa dilihat dari nilai t hitung > t tabel (5,783 > 1,667) dan sig < 5 % (0,000 < 0,05) maka dapat disimpulkan bahwa Ho ditolak dan Ha diterima. Artinya kualitas produk berpengaruh parsial terhadap keputusan pembelian konsumen Ms Glow Jonggol. Label halal dan kualitas produk secara simultan berpengaruh terhadap keputusan pembelian di MS GLOW Jonggol, hal ini dapat di lihat dari nilai F hitung 51,050 > F tabel 3,13 dan sig < 5 % (0,000 < 0,05) maka dapat disimpulkan bahwa Ho ditolak dan Ha diterima artinya label halal dan kualitas produk secara simultan berpengaruh terhadap keputusan pembelian konsumen Ms Glow Jonggol.

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