# The Influence Of Product Quality, Halal Certification, Halal Awareness, And Prices On The Purchase Of Cosmetic Products

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**Abstract**

The market for the Muslim community in Indonesia is quite large, including the national cosmetic industry which is experiencing an increase in growth every year according to the Ministry of Industry. However, as a country with a majority Muslim population, cosmetic products with halal certification circulating in the community are lower than cosmetic products that do not have halal certification. In this study, there are several factors that are examined, namely regarding Halal Certification, Halal awareness, product quality and price which are suspected to have a relationship with consumer purchase intentions. This study aims to determine and analyze how the relationship between halal certification, halal awareness, product quality and price on interest in buying cosmetic products. The research was conducted with a quantitative approach. For primary data using a survey method, through the distribution of questionnaires or questionnaires. The subjects of this research are Muslim women who use cosmetics in the Taman Kenari Nusantara Housing complex, Cibubur with a sample of 133, where the selection of population members uses the purposive sampling method. The analytical tool used is Pearson Product Moment analysis using SPSS software. The output results of the Pearson product moment test for the multiple correlation test, t test and F test show that the independent variables of halal certification, price and product quality have a positive and significant relationship with the purchase intention variable, while the halal awareness variable does not have a positive and significant relationship with the purchase intention variable. purchase intention.

**Keywords:** Halal Certification, Halal Awareness, Product Quality and Price.

## A. Introduction

In Indonesia, the majority of the population is Muslim. The number of Muslims in Indonesia is around 207 million people or around 87.18% per year 2020 (Soesilowati & Yuliana, 2013). With the number of women's community as much as 68% or about 130 million people. Indonesia is a huge business opportunity in the cosmetic industry today. The growth of the domestic cosmetics industry has increased by 20% in 2017 which opens up opportunities to introduce the halal cosmetic industry to the public. Every year the cosmetic industry market experiences growth with an average increase of 9.67% annually according to data from the Ministry of Industry. With a very significant growth rate and potential for cosmetic sales in Indonesia, it encourages the cosmetic industry both from outside and within the country to market cosmetic products.

Women in general tend to prioritize appearance so that cosmetic needs become the main need to fulfill the emotional feelings of a woman who wants to look attractive and always wants to look beautiful. In the selection of goods to be used, including cosmetics, as a Muslim woman who obeys religious law, it is necessary to choose and consume cosmetics with halal labels. In Islamic Shari'a something that is eaten or consumed must be good, clean and halal as stated in the QS. Al-Maidah verse 3. As the teachings of Islam that all products that will be consumed must be guaranteed halal and pure, it is obligatory and according to religious orders for Muslims to consume halal, clean and safe. Something is called halal if it uses materials that are in accordance with Islamic provisions and has been certified halal from the MUI. The guarantee of halalness in cosmetics is very important, because Indonesia is a country that is generally mostly Muslim, in fact there are still many cosmetic products that do not include halal labels on the packaging circulating in the market.

Research (Stitou & Rezgui, 2012) on 223 respondents at a Muslim community meeting in France shows that 56% of respondents only buy products that they believe are halal and 87% of respondents are willing to pay more for products that are more guaranteed to be halal.

Each country has a policy in applying rules to companies that produce their products. Indonesia itself issues halal certification to every company or individual that has a business that has gone through the licensing process issued by LPPOM MUI. For a Muslim woman, it is necessary to pay attention to the goods used, this is the basis for the need for awareness of halal products that will be consumed. Of course this will have an impact on consumers who want halal-labeled products, for that the author wants to analyze whether Muslim consumers have realized the need to consume halal cosmetic products, besides being part of faith, it is also for their own health.

In addition to halal certification and halal awareness, product quality and price are also a concern for consumers in choosing the products they want to use. Most consumers prefer to buy a product if they feel it is suitable, quality but at a low price. Therefore the company must be observant in this case to meet the wishes of buyers. Relatively cheap prices are an attraction for consumers to attract buying interest in cosmetic products. In producing a product, more emphasis is placed on the wants and needs of consumers.

Halal certification is the acquisition of permits for the right to put halal labels on products. Halal certification is issued by a special institution, namely LPPOM MUI (Institute for the Study of Food, Drugs and Cosmetics) of the Indonesian Ulema Council. This institution has the task of researching, reviewing, analyzing and deciding that products, be it food, medicines and cosmetics, are safe to use in terms of health and Islam, which have been declared halal and may be used. RI Religion, 2003).

The government has issued Law Number 33 of 2014 concerning guarantees for halal products. The law states that goods traded in Indonesia must be halal-certified starting five years after the law was enacted. In addition, there are several opinions regarding halal certification,

namely the official recognition of the preparation, slaughter, handling, cleaning, and other related management practices by an authorized institution such as JAKIM in Malaysia. Indicators of halal certification are accreditation of certification bodies, halal certification (logos) and legality of certification bodies (Shaari & Arifin, 2009). Based on the definition mentioned above, it can be concluded that halal certification is halal legality that has gone through an inspection process as a guarantee of the safety of a product that will be used.

Halal awareness is an understanding of the knowledge to use halal products in accordance with Islamic religious provisions (Shaari & Arifin, 2009). Measurement of halal awareness indicators, namely knowledge and understanding, awareness of halal and product safety and hygiene (Yunus, Rashid, Arifin, & Rashid, 2014).

Product is something that is produced from the production process by a company. Product quality is a function of a product including strength, ease of use, accuracy and repair and other things that have value. Most consumers prefer to buy a product if they feel it is suitable, quality but at a low price. Therefore the company must be observant in this case to meet the wishes of buyers. Product quality indicators can be seen from product results, have additional advantages, are reliable, appropriate specifications, durability, usability, aesthetics, recommended quality (Tjiptono, 2014).

Price is the amount paid to the seller for goods or services. Indicators of price are prices that match the quality, affordable prices, prices that match the benefits, and prices that are proportional to the ability or purchasing power (Kotler & Armstrong, 2012).

## B. Method

Research Design This research is a quantitative research. For data collection using a questionnaire/questionnaire. This research is classified as associative research to determine the causal relationship between the X variable and the Y variable (Sugiyono, 2017). Population and Research Sample The population in this study were Muslim women who use cosmetics in the Taman Kenari Nusantara Cibubur housing complex, amounting to 200 people with a vulnerable age between 15-55 years. The sample used is 133 respondents. In taking samples using non-probability sampling. To select the population using purposive sampling method. Multiple Correlation Analysis This analysis is used to determine the relationship related to the four variables X with variable Y. The research hypothesis is that the four independent variables have a positive and significant relationship to the dependent variable. In this study, the authors want to know and analyze how the relationship between halal certification, halal awareness, product quality and price on buying interest in cosmetic products.

## C. Results And Discussion

### Respondent

From the age factor, most of the respondents are 15-25 years old, as many as 8 people (6%). The next number is 26-35 years, 28 people (21.1%), 36-45 years (50 people or 37.6%), while 46-55 years old (29 people or 21.8%), the highest age has the most knowledge about halal cosmetics. and consuming halal cosmetics are aged 36-45 years, and it can be interpreted that at the age of around 36-45 years, the use of halal cosmetics is more dominant.

### Validity and Reliability Test

The validity test uses the Pearson Product Moment test, provided that the item is declared valid if it has a value of rcount > rtable. The test results show that all statements have a value of rcount > rtable, thus all items in the questionnaire are valid and can be used in measuring the variables studied. Reliability test shows the test results of all variables have Cronbach's Alpha values> 0.6 which means the instrument is reliable.

### Multiple Correlation Analysis Test

Halal certification has a significant relationship to the buying interest variable (sig. 0.00 < 0.05). The correlation coefficient value between halal certification and buying interest is 0.548 in the range of 0.4 – 0.599 or shows the level of closeness of the relationship which is in the medium category. Halal awareness has a significant relationship with the purchase intention variable (sig. 0.021 < 0.05). The value of the correlation coefficient between halal awareness and buying interest is 0.200 in the range of 0.2 - 0.399 or shows the level of closeness of the relationship which is in the low category. Product quality has a significant relationship with the purchase intention variable (sig. 0.00 < 0.05). The value of the correlation coefficient between product quality and purchase intention is 0.574 in the range of 0.4 - 0.599 or shows the level of closeness of the relationship which is in the medium category. Price has a significant relationship with the variable of buying interest (sig. 0.00 < 0.05). The value of the correlation coefficient between price and buying interest is 0.486 in the range of 0.4 - 0.599 or shows the level of closeness of the relationship which is in the medium category.

### Partial Hypothesis Test (t Test)

Based on the results of the analysis that Halal certification has a positive effect on buying interest because it has tcount (3,108) greater than ttable (1,656), and significantly because it has a sig value. 0.002 which is below the level of significant 0.05. Based on the results of the analysis that halal awareness does not have a positive relationship because it has tcount (0.489) smaller than ttable (1.656), and significantly because it has a sig value. 0.626 which is above the level of significant 0.05. Based on the results of the analysis that product quality has a positive relationship because it has tcount (2,596) greater than ttable (1,656), and significantly because it has a sig value. 0.011 which is below the level of significant 0.05. Based on the results of the analysis that the price of the product has a positive relationship because it has tcount (3.175)

greater than ttable (1.656), and significantly has a sig value. 0.002 which is below the level of significant 0.05.

**Simultaneous Hypothesis Testing (F Test)**

Based on the results of the analysis, it can be explained that halal awareness, halal certification, product quality, and price simultaneously on buying interest resulted in an Fcount greater than the Ftable number, with a value of 23,890 > 2.442 and a sig value of 0.000 < 0.05. From the results of these tests and interpretations, it is concluded that simultaneously (simultaneously) there is a positive and significant relationship between the four independent variables on buying interest in halal cosmetic products. So that the correlation model is suitable to be able to explain the buying interest variable, because the variables of halal certification, halal awareness, product quality, and price have an average value of conditions.

**The Relationship Between Halal Certification And Interest In Buying Cosmetic Products**

From the analysis test results for the halal certification variable (X1) with buying interest (Y) for cosmetic products, the results obtained are tcount (3.108) which is greater than ttable (1.656), and significantly has a sig value. 0.002 which is below the level of significant 0.05 so it can be decided that Ho is rejected and Ha is accepted. This means that Halal Certification (X1) has a positive and significant relationship with buying interest (Y) for cosmetic products, which means that with products that have halal certification/halal logos, it will have an impact on increasing consumer buying interest.

This result is supported by previous research that halal certification has a positive effect on buying interest (Waskito, 2015). The results of other studies also state that the use of halal labels will provide a large stimulus to consumer perceptions of buying cosmetics (Widyaningrum, 2016).

Based on the results of research that is supported by previous research, it can be concluded that the halal certification/halal logo of a product has an impact on consumer buying interest in cosmetic products. Because in addition to providing a sense of security for oneself for using the product, it also complies with Islamic law which has set what is allowed and not allowed to use/consume a product.

**The Relationship between Halal Awareness and Interest in Buying Cosmetic Products**

From the analysis test results for the halal awareness variable (X2) with buying interest (Y) cosmetic products, the results obtained tcount (0.489) is smaller than ttable (1.656), and significantly has a sig value. 0.626 which is above the significance value of 0.05 so it can be decided that Ho is accepted and Ha is rejected. This means that halal awareness (X2) does not have a positive and significant relationship with buying interest (Y) for cosmetic products, which means that there is a lack of consumer awareness of halal products. Lack of attention to the materials used and the manufacturing process of the product. The results of this study are different from the results of previous studies which concluded that halal awareness has a significant influence

on people's buying interest (Nofianti & Rofiqoh, 2019; Waskito, 2015). Based on the results of the author's research and previous studies, there are differences in results. Thus, this can be used as a reference for re-research with a larger number of respondents.

**Product Quality Relationship with Interest in Buying Cosmetic Products**

From the analysis test results for the product quality variable (X3) with buying interest (Y) cosmetic products, it is obtained with the results of tcount (2,596) greater than ttable (1,656) and significantly has a sig value. 0.011 which is below the significance value of 0.05 so it can be decided that Ho is rejected and Ha is accepted. This means that product quality (X3) has a positive and significant relationship with buying interest (Y) for cosmetic products, which means that product quality that is in accordance with the ability/usage/benefit to meet consumer needs greatly affects consumer buying interest.

The results of this study are supported by research (Nurfitriana & Iriani, 2018; Salamah, 2015), which concludes that product quality variables have a positive effect on Purchase Interest. This result is also in accordance with the theory (Kotler & Armstrong, 2012) that product quality is a product service that is in accordance with the ability to meet implied customer needs. Based on the results of research supported by previous research, it can be concluded that the quality of the product has the performance/privilege/reliability/conformity with the specifications, as well as the durability of the product in serving consumer needs so that consumers feel satisfied and will repeat purchases so that it becomes an impact. positive on consumer buying interest.

**Price Relationship with Interest in Buying Cosmetic Products**

From the results of the analysis test for the price variable (X4) with buying interest (Y) for cosmetic products, the results obtained tcount (3,175) is greater than ttable (1,656), and significantly has a sig value. 0.002 which is below the significance value of 0.05 so it can be decided that Ho is rejected and Ha is accepted. This means that the price (X4) has a positive and significant relationship with buying interest (Y) of cosmetic products, which means that the price of the product is affordable with purchasing power, is able to compete with other products, but still pays attention to the quality of this product, has an impact on the high buying interest of consumers towards the cosmetic product.

This result is in accordance with previous research by (Kumalasari, 2019) which concluded that the price variable was able to influence the purchase intention of cosmetic products. This result is also in accordance with the theory (Kotler & Armstrong, 2012) that there are four measures that characterize price, namely price suitability with quality, price affordability, price suitability with benefits, and price according to ability or purchasing power.

Based on the results of research that is supported by previous research, it can be concluded that the price of an affordable product in accordance with the quality and benefits is able to have a positive impact on buying interest.

The Relationship of the Four Independent Variables with the Dependent Variable, namely Interest in Buying Cosmetic Products

From the analysis test results for the four independent variables simultaneously with the dependent variable buying interest (Y) cosmetic products, the results obtained that the Fcount value is greater than Ftable, namely with a value of 23,890 > 2.442 and significantly has a sig value of 0.000 which is smaller than the significance value. 0.05 so that it can be decided that Ho is rejected and Ha is accepted. These results also show that the correlation model is fit to be able to explain the buying interest variable, because the variables of halal certification, halal awareness, product quality, and price have an average value of conditions. The results of this study are supported by previous research by (Kumalasari, 2019), that simultaneously the price and halal label variables are able to influence the purchase intention of cosmetic products. Likewise, the results of research (Waskito, 2015), found that food ingredients, halal awareness and halal certification simultaneously had a positive effect on buying interest. Based on research results that are supported by previous studies, it can be concluded that together the four variables X have a positive relationship with variable Y.

## D. Conclusion

From the results of the analysis and discussion that have been described, the researchers draw the following conclusions: 1). Halal certification, product quality and price have a positive and significant relationship with purchase intention, while Halal awareness does not have a positive and significant relationship with purchase intention. 2). The four variables above simultaneously have a positive and significant relationship with buying interest.

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