

The Effect of Halal Certification, Halal Awareness and Product Quality on Interest in Buying

The Effect of Halal Certification

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ABSTRACT

Analyzing the influence of halal certification, halal awareness and product quality on interest in purchasing halal cosmetic products from the local brand Make Over as the aim of this research. The sample used was 100 Muslim female consumers who were aware of Make Over cosmetics but had never purchased or used the brand. The survey method using a questionnaire is the technique used to collect data for this research. The instrument test results prove that all the data in this study are valid and reliable. From the results of the classical assumption test, it is shown that the data in this study is normally distributed, does not contain multicollinearity and heteroscedasticity. The research results show: (1) halal certification has no effect on interest in buying halal cosmetic products from the local brand Make Over (2) halal awareness has a positive and significant effect on interest in buying halal cosmetic products from the local brand Make Over (3) product quality has a positive and significant effect on interested in buying halal cosmetic products from the local brand Make Over. The resulting theoretical implications support and provide evidence for previous findings, namely the successful testing of the influence of halal awareness and product quality on purchasing interest as well as providing support for previous research regarding the absence of the influence of halal certification on purchasing interest. The managerial implication is provided input to Make Over's marketing department to demonstrate halal certification so that it can have an influence on purchasing interest.

Keywords: Halal Certification, Halal Awareness, Product Quality, Purchase Interest

ABSTRAK

Menganalisis pengaruh halal certification, halal awareness dan product quality terhadap minat beli produk kosmetik halal merek lokal Make Over sebagai tujuan dilakukannya penelitian ini. Penggunaan sampel sebanyak 100 konsumen perempuan muslim yang mengetahui kosmetik Make Over tetapi belum pernah membeli atau menggunakan merek tersebut. Metode survei dengan alat berupa kuesioner merupakan teknik yang digunakan untuk mengumpulkan data penelitian ini. Hasil uji instrument membuktikan keseluruhan data pada penelitian ini valid juga reliabel. Dari hasil uji asumsi klasik ditunjukkan data dalam penelitian ini normal distribusinya, tidak mengandung multikolinearitas dan heteroskedastisitas. Hasil penelitian menunjukkan bahwa halal certification tidak berpengaruh terhadap minat beli produk kosmetik halal merek lokal Make Over. Halal awareness berpengaruh positif dan signifikan terhadap minat beli produk kosmetik halal merek lokal Make Over. Product quality berpengaruh positif dan signifikan terhadap minat beli produk kosmetik halal merek lokal Make Over. Implikasi teoritis yang dihasilkan yaitu mendukung dan menjadi bukti pada hasil temuan sebelumnya yaitu berhasil terujinya pengaruh halal awareness dan product quality terhadap minat beli serta memberi dukungan penelitian sebelumnya terkait tidak adanya pengaruh halal certification pada minat beli. Implikasi manajerialnya yaitu memberi masukan bagian marketing Make Over untuk memperlihatkan sertifikasi halal agar dapat menghasilkan pengaruh pada minat beli.

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INTRODUCTION

Indonesia is a country where the majority of the population is Muslim. Based on data from katadata.co.id and reports from The Royal Islamic Strategic Studies Center (RISSC), Indonesia is one of ten other countries that have the highest Muslim population distribution in the world. This data shows that there are 231.06 million Indonesian people who are Muslim and the number represents 86.7% of the total Indonesian population. Considering the large Muslim community in Indonesia, it is important to choose the products you buy to ensure they are halal. The large Muslim population in Indonesia has also caused an increase in demand for halal-based products in line with the predicted growth of the Muslim community which continues to increase (Ernawati & Koerniawan, 2023). The high demand for halal-based products means that an effective way to attract consumers is through providing products that are guaranteed to be halal to attract the interest of Muslim and non-Muslim consumers (Latifah & Yusuf, 2024). Currently halal is increasingly developing, especially in the halal food, halal medicine and halal cosmetics sectors, so progress is needed in the halal product industry such as halal fashion, halal food including halal cosmetics (Masruroh & Rafikasari, 2022; Puspitasari & Harsoyo, 2023).

Halal cosmetics are products that have the function of cleaning, beautifying attractiveness, as well as beautifying the external appearance of the body with ingredients that are not prohibited (Suryowati, 2020). The number of halal cosmetics consumers in Indonesia, which is very high, contains opportunities for development, so with this great opportunity, it is important for halal cosmetics companies or producers to know more about the factors that influence purchasing interest. Interest is related to the behavior of a person who is interested in a particular object and has the power to carry out a series of behaviors that make that object obtainable, where this interest is personal in nature (Lailla & Tarmizi, 2021). In marketing activities, it is known that buying interest is something important (Ginting et al., 2022). The increasing interest in buying has a big influence on the greater the opportunity to purchase products (Luthfatul & Afandi, 2023). Based on previous research, halal certification, halal awareness and product quality are factors that encourage consumer buying interest (Ariyanti & Darmanto, 2020; Tumangger et al., 2022; Ismaya et al., 2022).

The first factor that influences purchasing interest is halal certification, the halal application that a product includes to provide information to consumers about the halal status of the product being purchased (Septiani & Ridlwan, 2020). High consumer buying interest in products can be caused by halal certification as something that can also influence buying interest (Hendradewi et al., 2021). The influence of halal certification on purchasing interest is strengthened by previous research conducted by Mahliza & Aditantri (2022), which concluded that there is a positive and significant influence of halal certification on purchasing interest. In contrast to the findings of Putra et al. (2023), halal certification does not have a positive and significant effect on purchase intentions. Halal awareness is a measure of a Muslim's understanding of things related to halal (Usman et al., 2023). Halal awareness is an important part for consumers to have, good halal awareness will create consumers who are much more careful about the products they buy so that halal awareness becomes an important thing that generates buying interest (Zahro & Sampleiling, 2021). The result was a significant positive effect of halal awareness on purchasing interest (Hrp et al., 2022). However, this is not in line with Mahliza & Prasetya (2021), where halal awareness has no influence on purchase intention.

Product Quality is a description of how capable a product is of functioning in making its users feel satisfied (Lestari & Hayuningtias, 2023). It is important for companies to highlight product quality because it can improve the company's good name (Kusumawati & Rahmawan, 2021). The importance and influence of product quality on

buying interest is strengthened through research with the results that product quality has a positive and significant influence on buying interest (Evelyna, 2023). However, this is different from research which states that product quality does not have a positive or insignificant influence on purchase intention (Yanti & Darwanto, 2021). This research related to purchasing interest will focus on local brand halal cosmetic products, namely Make Over. Make Over is one of the local halal cosmetics produced by PT. Paraghon Technology & Innovation which uses the halal concept in its products. Make Over halal cosmetics offers products such as lipstick, eye shadow and others that have received halal certification with number 00150010680899 and have a guarantee for the safety of their products from BPOM. Make Over continues to innovate and maintain its halal cosmetics concept to increase consumers' halal awareness. Based on the explanation of the background and events of this phenomenon, the researchers carried out research on the Influence of Halal Certification, Halal Awareness and Product Quality on Interest in Buying Make Over Local Brand Halal Cosmetics.

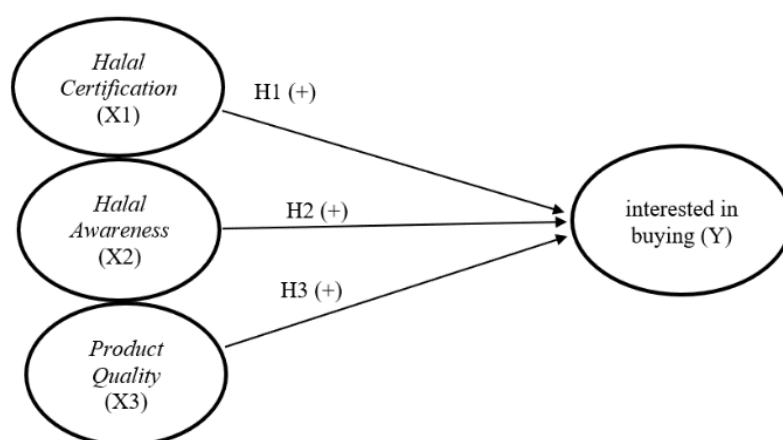


Figure 1. Hypothesis Framework

H1: Halal certification has a positive and significant effect on interest in purchasing local brand Make Over Halal cosmetic products.

H2: Halal awareness has a positive and significant effect on interest in purchasing local brand Make Over Halal cosmetic products.

H3: Product quality has a positive and significant effect on interest in purchasing local brand Make Over Halal cosmetic products.

METHOD

This research is a type of quantitative research using survey methods via questionnaires. This research was carried out throughout Indonesia, this research was carried out using the Google Form platform as a platform for providing questionnaires and distributing research questionnaires to respondents via social media or directly. The population in this research is all Muslim female consumers who are aware of Make Over cosmetics but have never purchased or used the brand with a sample of 100 respondents from that population. The sampling method used for this research is probability sampling with a sampling technique, namely simple random sampling. Because the exact number of the population of Muslim female consumers who are aware of Make Over cosmetics but have never purchased or used this brand, the sample size determination refers to the Lemeshow formula with the total sample used being 100 respondents.

RESULT

The results of this equation are, the constant value (α) is 4.314 which is the constant value of buying interest which shows that if the independent variables (halal certification, halal awareness and product quality) are assumed to be zero then the value

of buying interest (Y) is 4.314. The regression coefficient value of the halal certification variable (β_1) is 0.136 and is positive, which means that if the halal certification variable increases by one unit, buying interest will increase by 0.136 and conversely, if the halal certification variable decreases by one unit, buying interest will decrease by 0.136. The regression coefficient value for the halal awareness variable (β_2) is 0.339 and is positive, which means that if the halal awareness variable increases by one unit, buying interest also increases by 0.339 and vice versa, when the halal awareness variable decreases by one unit, buying interest also decreases by 0.339. The regression coefficient value for the product quality variable (β_3) is 0.313 and is positive, which means that when the product quality variable increases by one unit, buying interest also increases or increases by 0.313, and vice versa, if the product quality variable decreases by one unit, buying interest also decreases by 0.313.

Table 1. Multiple Linear Regression

Model	Unst. Coef. β	Std Error	Std. Coef. β	T	Sig.	Tolerance	VIF
(Constant)	4.314	1.998		2.159	033		
Halal Certification	158	111	136	1.417	160	599	1.669
Halal Awareness	281	085	339	3.326	001	528	1.894
Product Quality	360	122	313	2.947	004	488	2.048

Table 1, it can be seen that the overall value of the independent variable's halal certification, halal awareness and product quality is a tolerance greater than 0.10 and VIF <10, therefore there is no multicollinearity between the independent variables. Looking at the test results listed in table 1 above, the hypothesis results are obtained, namely: The first hypothesis, the halal certification variable has a significance value of $0.160 > 0.05$, namely H_01 is accepted and H_{a1} is rejected (hypothesis is not proven), so halal certification has no effect on interest in buying halal cosmetic products. local brand Make Over. The second hypothesis, the halal awareness variable with a significance value of $0.001 < 0.05$, means that H_02 is rejected. H_{a2} is accepted (the hypothesis can be proven) and this means that halal awareness has a positive and significant effect on interest in purchasing halal cosmetic products from the local brand Make Over. The third hypothesis, the product quality variable, has a value of $0.004 < 0.05$ (the hypothesis can be proven) because H_03 is rejected. H_{a3} is accepted and means that product quality has a positive and significant effect on interest in purchasing halal cosmetic products from the local brand Make Over.

From the description above, it can be concluded that the independent variable halal certification (X1) does not show any influence on buying interest (Y) and halal awareness (X2) as well as product quality (X3) partially produces a positive and significant influence on buying interest (Y).

Table 2. Validity test

	Indicator	Criteria	Significance	Decision
Halal Certification (X1)	X1.1	0.05	0.000	Valid
	X1.2	0.05	0.000	Valid
	X1.3	0.05	0.000	Valid
	X1.4	0.05	0.000	Valid
	X1.5	0.05	0.000	Valid
Halal Awareness (X2)	X2.1	0.05	0.000	Valid
	X2.2	0.05	0.000	Valid
	X2.3	0.05	0.000	Valid
	X2.4	0.05	0.000	Valid
	X2.5	0.05	0.000	Valid
	X2.6	0.05	0.000	Valid
Product Quality (X3)	X3.1	0.05	0.000	Valid
	X3.2	0.05	0.000	Valid
	X3.3	0.05	0.000	Valid
	X3.4	0.05	0.000	Valid
Purchase Interest (Y)	Y.1	0.05	0.000	Valid
	Y.2	0.05	0.000	Valid
	Y.3	0.05	0.000	Valid
	Y.4	0.05	0.000	Valid
	Y.5	0.05	0.000	Valid

Table 2, that for each instrument item, all the existing variables have a significance value of 0.000, which is lower than 0.05, so all instrument items for all research variables are worthy of being called valid.

Table 3. Reliability Test

Variable	Criteria	Cronbach's Alpha	Decision
Halal Certification (X1)	0.60	0.615	Reliable
Halal Awareness (X2)	0.60	0.798	Reliable
Product Quality (X3)	0.60	0.762	Reliable
Purchase Interest (Y)	0.60	0.721	Reliable

The results Table 3, it is known that all variables in the study produced Cronbach's alpha values that exceeded 0.60, so it can be concluded that all statement items made can be called reliable.

Table 4. Normality Test

Model	Unstandardized Residual
Mean	100
Std. Deviation	0000000
Absolute	1.40524520
Positive	101
Negative	098
Test Statistic	-101
Asymp. Sig. (2-tailed)	101
Exact Sig. (2-tailed)	014
Point Probability	247

Analysis of model residuals shows that the average unstandardized residual is 100, with a standard deviation of 0, indicating no variability. The average absolute residual is

1.405, while the positive and negative residuals are 101 and 98 respectively. The test statistic is -101, with an asymptotic significance (2-tailed) of 101, and an exact significance (2-tailed) of 0, 14. The point probability was calculated as 247. These values indicate a high degree of precision in the model predictions, as reflected by a standard deviation of zero, although their exact significance suggests potential for further investigation of the residual distribution. From the data table with Exact, the significance value is 0.247, where the value obtained exceeds 0.05, so this research data is appropriate because it is normally distributed.

DISCUSSION

The results of hypothesis testing indicate that halal certification has no influence on interest in purchasing halal cosmetic products from the local brand Make Over. This shows that whether or not halal certification is available for Make Over halal cosmetics has no influence on interest in buying local Make Over brand halal cosmetic products. The results of the descriptive statistical analysis of the halal certification variable also explain that the existence of halal certification at Make Over is considered very well, but is not able to influence interest in purchasing Make Over products. According to Setiawan & Mauluddi (2019) and Nur et al (2021), in countries where the population is generally Muslim, consumers assume that if a product is definitely halal, it will make consumers no longer look at halal certification even though consumers already clearly understand the certification and other halal aspects are also taken into consideration. According to Putra et al. (2023) existing halal certification is good for products, but not all consumers are easily able to find information about the product's halal certification so it may not have an effect on purchasing interest. In this case, Make Over can continue to use halal certification in marketing its halal cosmetics but not focus on halal certification as its main focus because the existence of halal certification has proven to have no impact on purchasing interest.

Aiming at halal certification is also less effective if the halal awareness of consumers formed by Make Over is not successful. The findings of this research strengthen previous research where halal certification had no effect on purchase intention (Putra et al., 2023). However, this contradicts research by Aprilia & Saraswati (2021), which concluded that halal certification has a significant and positive effect on purchase intention. The results of the hypothesis test show that halal awareness has a positive and significant effect on interest in purchasing halal cosmetic products from the local brand Make Over. Revealing that the greater a person's halal awareness of Make Over halal cosmetics, the more someone's interest in purchasing Make Over will also increase. The results of the descriptive statistical analysis of halal awareness with an overall average of 4.24 are also in the strongly agree category where it is proven that halal awareness with its 6 indicators influences interest in purchasing Make Over. According to Suryowati (2020), increasing consumer awareness of halal has led to increased confidence, willingness and interest in buying halal cosmetics. It can be seen that consumers' halal awareness regarding their responsibility in ensuring that Make Over products are halal, ensuring that cosmetics are made from halal ingredients, ensuring that products are truly halal and made from halal ingredients and methods forms a positive response from consumers.

When there is halal awareness in consumers, they realize that they also have the motivation to choose halal cosmetics because they are considered good for themselves, which has an influence on their interest in buying Make Over. From these results, halal awareness has an influence on purchasing interest so that Make Over can continue to focus on creating greater consumer halal awareness so that their purchasing interest does not decrease. Halal awareness is also an independent variable that has a more dominant influence on the dependent variable with the highest standardized coefficient beta value in multiple linear regressions, which means that the influence of halal awareness is stronger on interest in purchasing Make Over halal cosmetics. The results of the same research are that halal awareness has a significant positive influence on

purchase intention (Santika et al., 2021; Hrp et al., 2022; Pratiwi et al., 2022; Sara, 2022).

The results of the hypothesis test, it is known that product quality has a positive and significant influence on interest in purchasing halal cosmetic products from the local brand Make Over. Showing that when the quality of Make Over's halal cosmetic products is higher or better, it will increase someone's buying interest in Make Over's halal cosmetics. The overall average for the product quality variable in descriptive statistical analysis was 4.26, including strongly agree. Where it has been proven is that product quality which includes 4 indicators has an influence on interest in buying Make Over halal cosmetics. According to Hussain (2022), to determine buying interest, product quality is the main factor where high product quality will have an impact on higher buying interest. Product quality is closely related to consumer buying interest in Make Over, where by fulfilling the quality of cosmetic products, products will emerge that are in line with what buyers need and want. All aspects of product quality, both in terms of appearance and packaging, are a source of triggering buying interest for Make Over cosmetics. The results of this research are in line with several studies which reveal that product quality has a significant positive influence on purchase intentions (Fuadi et al., 2022; Sabar et al., 2022; Fahraini et al., 2022; Evelynyna, 2023).

CONCLUSION

Regarding the factors that influence interest in purchasing halal cosmetic products from the local brand Make Over. Halal certification has no effect on interest in purchasing halal cosmetic products from the local Make Over brand. This can also show that the Make Over brand already has strong enough trust among consumers so that the presence of halal certification is not a determining factor in purchasing. Halal awareness has a positive and significant effect on interest in purchasing halal cosmetic products from the local brand Make Over. The higher a person's awareness of the importance of using halal products, the higher their interest in purchasing halal cosmetic products from Make Over. This halal awareness includes consumers' understanding and knowledge regarding the importance of choosing products that meet halal criteria, which includes halal aspects of the materials used and production processes that meet halal principles. Consumers with high halal awareness tend to be more selective and careful in choosing cosmetic products, and are more likely to choose brands that are believed to meet these standards, such as Make Over. Product quality has a positive and significant influence on interest in purchasing halal cosmetic products from the local brand Make Over. This shows that the higher or better the quality of the product offered by Make Over, the greater the consumer's interest in buying the product. Product quality covers various aspects, such as product effectiveness, safety, materials used, durability, and product conformity with consumer expectations. When consumers feel that Make Over products provide satisfactory and quality results, they will tend to make repeat purchases and even recommend them to others. Make Over needs to continue to increase halal awareness among its consumers and ensure that the products they offer are of high quality to maintain and increase consumer buying interest. This shows that an effective Make Over marketing strategy must prioritize education about the importance of halal products and a commitment to maintaining high product quality standards. In this way, Make Over can continue to compete in the halal cosmetics market and attract more consumers who care about halal aspects and product quality.

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