

Conference Paper

The Influence of Halal Labelization, Brand Image and Product Quality Towards Consumer Purchase Decisions of Wardah Cosmetic Product

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Abstract

The purpose of this study was to find out halal labeling, brand image and quality product whether it had a simultaneous and partial effect on consumer purchasing decisions on cosmetic products. The type of research used is causal research using direct interviews with questionnaire tools to respondents. The location of this research is at Mojopahit Street 666 B Sidoarjo Campus 1 Muhammadiyah University Sidoarjo. While the sample used as many as 100 respondent. Sampling technique used is nonprobability sampling with accidental sampling technique. Data was collected through questionnaire distribution and multiple linear regression data analysis with SPSS statistic 22. From the results of research indicate that halal labeling (X1), brand image (X2) and product quality (X3) will have a good impact on the purchase decision (Y) of Muhammadiyah Sidoarjo University Students of 7,065%.

Keywords: halal labeling, brand image, quality product, purchase decision

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1. Introduction

The amount of competition of foreign production and domestic production that has been circulating in Indonesia by using halal labels, then the purchase of cosmetics must be more careful to choose the product is safe or not for health. The number of cosmetic products currently using chemicals and additives containing substances that are haram in the teachings of Islam. Everyday women are not free from cosmetics, so the huge market potential is cosmetic industry. The amount of interest of women in cosmetics and the instant desire to beautify themselves is done excessively, will cause errors in choosing to use cosmetics will have fatal consequences for the body and health.

As the above problems as Muslims before using cosmetic products, first seek information about these cosmetic products whether they have been examined by the Agency, Food, Drug and Cosmetic Supervisory Agency (BPPOM). As a Muslim community, it is unfortunate that cosmetic products only pay attention to the BPPOM test, but require

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halal-certified products. "Halal" is any object or activity that is permitted to be used or carried out, in Islamic religion.

One of the cosmetic operatives that promotes the principle of halal cosmetics is wardahkosmetik. Quoted (wardah.com) Wardah is a cosmetic beauty product brand in Indonesia. This skin and facial care cosmetics are made by PT. Mother's traditional library with various types of wardah products is dedicated to you especially women who want to get safe body care. Wardah is safe for the skin because it is made from natural ingredients that are entrusted. In addition, brand image is also halal cosmetics that have obtained halal certificates from MUI.

Based on this phenomenon, it is necessary to conduct research that links halal, brand image and product quality to purchasing decisions. The researcher wishes to write this research with the intention to find out "The Influence of Halal Labelization, Brand Image and Product Quality on Wardah Cosmetic Product Consumer Purchase Decisions (Case Study on Students of the University of Muhammadiyah Sidoarjo).

2. Theoretical Study

2.1. Lebelisasi Halal

Based on Government Regulation number 69 Year 1999 about the Halal Label is any description of a product in the form of images, text, or a combination of both other forms affixed on the packaging of the product. According to government regulations article 10 article 9, any person who produces and packages the products are packed throughout the region of Indonesia to be traded and stated that the product is kosher for Muslims responsible for the truth the statement and the mandatory mencantumkan halal description on the label (Anggraini & Suryoko, 2015).

2.2. Brand Image

Brand image is an association which is active in memory when a person thinks about a particular brand. Brand image can be defined as the perception of a brand that is reflected by the brand association is held in memory of the consumer. Brand image is composed of consumer confidence and knowledge about the brand. Consumers who have a positive perception of a brand means the brand has a powerful message of brand messages compared to competitors. Understanding brand image according to (Wijaya & Sugiharto, 2015) is a set of brand associations formed in the minds of consumers.

Consumers who are accustomed to using certain brands tend to have consistency against the brand. Some of the dimensions in the brand image is composed of: 1. Sincerity, this dimension includes the brands that are regarded as honest and what it is. 2. the Excitement of the brand is considered brave, passionate, imaginative, and up to date. Competence i.e. the brand is considered reliable, intelligent, and successful. 3. the Sophistication that is a brand that is considered classy and luxurious (Wijaya & Sugiharto, 2015)

2.3. Product Quality

According to the American Social Of Quality Control (Habibah & Sumiati, 2016) that quality is a distinctive and overall characteristics possessed by a product related to the ability to meet the needs that have been determined. According to Kotler that quality is an ability that can be judged from the brand in the exercise of its functions (Habibah & Sumiati, 2016).

From the explanation above can be taken kesimplan that quality or quality is distinctive and thoroughly quality in a product and are able to satisfy and meet the needs in want. Own quality levels in the market can be grouped into three of them is low, average, high and exceptional (Siti, 2018)

2.4. Consumer Purchasing Decisions

Marketing activities carried out by a company expected to be able to affect consumers in the purchase decision. As for the purchasing decision itself is an act of consumer behaviour towards the determination of purchasing decision to buy a product or not and based on adnya's intention to make the purchase. Purchasing decisions made by a consumer before they purchase activities and have a continuation after making a purchase. Thus, a marketer should do an analysis of consumer related what became their needs (Siti, 2018).

2.5. Wardah Cosmetic Products

Wardah is the local brand of cosmetics in Indonesia. Wardah products containing raw materials that are safe and halal, created for comfort in meggunakannya (wardah, 2018).

3. Research Methods

The type of research used is causal research using direct interviews with the help of questionnaires to respondents to obtain the data needed. Causal research (cause and effect) is a study that explains the relationship between two or more variables (Ningrum & Nilowardono, 2016). Approaches used in research this is a quantitative approach, which emphasizes the breadth of information (not depth). This method is suitable for a broad population with limited variables, so that the results of research are considered a representation of the entire population (Ghozali, 2013).

The location of this research is at Mojopahit Street 666 B Sidoarjo Campus 1 Muhammadiyah. Collecting data in this study uses a research questionnaire instrument. This study uses survey methods and questionnaires to a sample of the population. The results of the survey and questionnaire will be processed using SPSS analysis. 22 are measured using F test and t test (Statistical Product and Service Solutions).

4. Result and Discussion

4.1. Classic Assumption Testing

4.1.1. Normality Test

Normality test to test regression, dependent variable and dependent variable, from both have normal distribution or not. Research on normality testing is done through a graphical approach. A data is said to follow the normal distribution seen from the distribution of data from the diagonal axis of the graph (Ghozali, 2013)

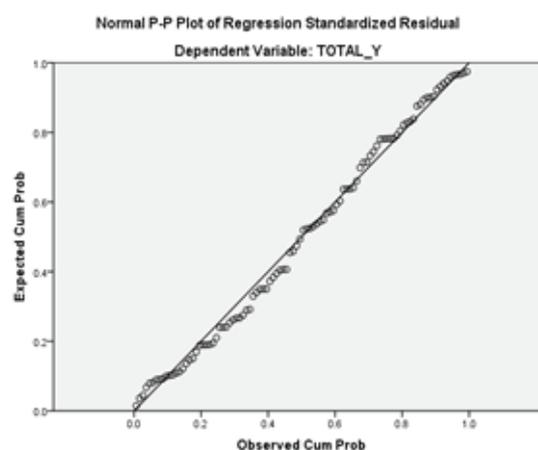


Figure 1: Normality Test.

4.1.2. Multicollonearity test

This multicollinearity test aims to examine whether the regression model found a correlation or not. A good regression does not occur correlation between independent variables. Multicolinerity uses tolerance value and variance inflation factor (VIF). Tolerance value to measure the selected independent variable and cannot be explained by other independent variables. Common values are usually used, namely tolerance values 0.10 or equal to VIF values below 10 (Ghozali, 2013).The multicollinearity test results for regression models in the study can be seen in the table below as follows:

TABLE 1: Multicollonearity test.

| No | Variabel | Tolerance | VIF | Keterangan |
|----|-----------------------|-----------|-------|------------------------------|
| 1. | Labelisasi halal (X1) | 0,993 | 1,007 | There is no multicollonality |
| 2. | Brand Image (X2) | 0,928 | 1,078 | There is no multicollonality |
| 3. | Product Quality (X3) | 0,928 | 1,078 | There is no multicollonality |

4.1.3. Heterocedasticity test

Heterocedasticity testing aims to test whether the regression model occurs in residual variance inequality, one observation to another observation. A good regression model is fulfilling the requirements of homokesdasitas or there is no heteroscedasticity. If there is a pattern such as the points that form waves spread randomly then heteroscedasticity occurs (Ghozali, 2013). Graph of heteroscedasticity test results below as follows:

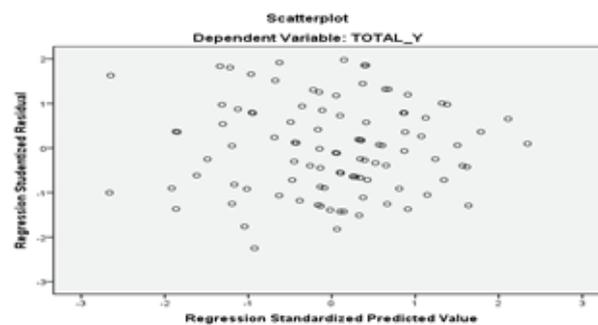


Figure 2: Heterocedasticity test.

The graph above shows a point that spreads randomly and does not form a clear pattern. Thus, it can be concluded that the regression model in this study did not occur heteroscedasticity

4.1.4. Linearity test

Linearity test aims to determine whether or not the linear variables are independent and dependent variables. Linearity testing criteria is if the significant value is greater than 0.05, the relationship between independent and dependent variables is linear. The results of the linearity test are as follows:

TABLE 2: Linearity Test.

| Sub Variabel | Koefisien Regresi (b) | t-test | Sig. |
|---------------------------------------|-----------------------|--------|-------|
| Lebelisasi Halal | 0,26 | 0,218 | 0,828 |
| <i>Brand Image</i> | 0,016 | 0,112 | 0,911 |
| Quality Product | 0,271 | 4,389 | 0,000 |
| Konstanta= 5,444 | | | |
| <i>Adjusted R²</i> = 0,155 | | | |
| F test = 7,065 | | | |
| Sig =0,000 | | | |

The test results in the table above are known as halal labeling has a significant value greater than 0.05. product quality has a significant value greater than 0.05, this shows linear product quality.

4.1.5. Autocorrelation Test

This method is used to detect autocorrelation is to use Durbin-Watson. If there is a correlation, it is called an autocorrelation problem (Ghozali, 2013). Following are the steps for autocorrelation testing as follows:

TABLE 3: Autocorrelation.

| Change Statistics | | |
|-------------------|---------------|---------------|
| df2 | Sig. F Change | Durbin-Watson |
| 96 | .000 | 1.762 |

In this study there are 3 independent variables with a total sample of 100 respondents, and a significant value of 5%. So that obtained DW is 1.762, the value in the table $dL = 1.6039$ and $dU = 1.7326$. Then, $du < d < 4-du$. Thus, Dw is between dU and 4-dU, namely $1.7326 < 1.762 < 4-1.7326$. Then it can be concluded that there is no positive or negative autocorrelation.

5. Results of Multiple Linear Regression Analysis

Multiple linear regression is an analysis to measure the state of the dependent variable (criterion), if two independent variables as predictor factors are manipulated (raised by value) (Sugiyono, 2010). Multiple linear regression analysis is used to determine how much influence the independent variable is Halal Labelisasi (X1), Brand Image (X2), and Quality Product (X3), on Purchase Decisions (Y). The results of the analysis can be seen in the table below:

TABLE 4: Multiple Linear Regression Analysis Test results.

| No | Variable | F _{hitung} | Sig | Information |
|----|-------------------------|---------------------|-------|-------------|
| 1. | Halal Labelization (X1) | 0,238 | 0,000 | Linear |
| 2. | Brand Image (X2) | 0,065 | 0,000 | Linear |
| 3. | Product Quality (X3) | 0,946 | 0,000 | Linear |

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 5,444 + 0,26 + 0,016 + 0,271 + e$$

Regression equation shows a positive relationship between Halal Labelisasi (X1), Brand Image (X2) and Product Quality (X3) with purchasing decisions (Y) which means that the higher the halal labelization variable, brand image and product quality, then the purchasing decision also increases. Based on the above, it can be concluded that the better the implementation of halal labeling (X1), brand image (X2) and product quality (X3) will have a good impact on the purchase decision (Y) of Muhammadiyah Sidorjo University Students of 7,065.

Based on the calculation of the results of the regression analysis from the table above it can be seen that:

1. Effect of halal labelisasi (X1) on purchasing decisions (Y). The t_{count} value is 0.218 where t_{count} < t_{table} (0.218 < 1.984498) and sig.t 0.828 where sig.t > alpha (0.828 > 0.05) then H₀ is accepted and H_a is rejected, namely halal labeling has no partial effect on purchasing decisions. So that it can be concluded that the halal labeling variable does not affect the purchasing decision of cosmetics in the Muhammadiyah University of Sidoarjo student.
2. The influence of brand image (X2) on purchasing decisions (Y). The t_{count} value is 0.112 which is t_{count} < t_{table} (0.112 < 1.984498) and sig.t 0.911 where sig.t >

alpha ($0.911 > 0.05$) then H_0 is accepted and H_a is rejected, namely the brand image has no partial effect on purchasing decisions. So it can be concluded that the brand image variable does not affect the purchasing decision of cosmetics in the students of the Muhammadiyah University of Sidoarjo.

3. Effect of product quality (X3) on purchasing decisions (Y). The t_{count} value is 4,389 where $t_{count} < t_{table}$ ($4,389 < 1,984498$) and $sig.t > 0,000$ where $sig. T < \alpha$ ($0,000 < 0,05$) then H_0 is rejected and H_a is accepted that is the product quality has partial effect on purchasing decisions. So that it can be concluded that the product quality variable partially influences the purchasing decision of cosmetics for students of Muhammadiyah University Sidoarjo.

6. Conclusion

Based on the results of this analysis, it is proved that the halal lebelization variable, brand image and product quality have a simultaneous and partial effect on consumers' purchasing decisions on cosmetic products in the Student University of Muhammadiyah Sidoarjo. Based on the data analysis, it can be seen that the respondents' perceptions about the influence of halal lebelisasi, brand image and product quality can predict an increase in cosmetic purchasing decisions for students of Muhammadiyah University of Sidoarjo. Consumers are interested in buying cosmetic products because of cosmetic products good for long-term use, lots of consumer interest to make purchasing decisions. Halal labeling variables do not have an impact on purchasing decisions because consumers do not prioritize halal information. Brand image variables were not affected by cosmetic purchasing decisions for female students of the University of Muhammadiyah Sidoarjo because of the more products that the brand image is better than ward, while the quality of products from cosmetics is very much appreciated by consumers.

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