Determinant Factors of Purchase Intention of Halal Cosmetics

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Abstract. *Muslims are required to consume halal products. One of the halal products consumed by Muslims is cosmetics. Based on the Zap Beauty Index (2020) survey, it was found that 49.5 percent of consumers did not pay attention to halal labels when buying cosmetics. This study aims to analyze the determinant factors of purchase intention of halal cosmetics in Bogor Regency by taking a sample of 100 respondents. The sampling method was purposive-sampling and analyzed using Structural Equation Model-Partial Least Square (SEM-PLS). The results show that the factors that significantly determine purchase intention in Bogor Regency to buy halal cosmetics are attitude, subjective norm, halal awareness, and religiosity.*

Keywords: *Halal, Cosmetics, Purchase intention, Sem-pls*

Abstrak: Muslim diwajibkan untuk mengonsumsi produk halal. Salah satu produk halal yang dikonsumsi oleh muslim adalah produk kosmetik. Berdasarkan survei Zap Beauty Index (2020), ditemukan bahwa 49,5 persen konsumen tidak memerhatikan label halal ketika akan membeli kosmetik. Penelitian ini bertujuan menganalisis faktor-faktor yang memengaruhi purchase intention kosmetik halal di Kabupaten Bogor dengan mengambil sampel sebanyak 100 responden. Metode penarikan sampel yang digunakan adalah ¬purposive sampling dan dianalisis menggunakan Structural Equation Model-Partial Least Square (SEM-PLS). Hasil penelitian menunjukkan bahwa faktor yang significant memengaruhi purchase intention masyarakat Kabupaten Bogor untuk membeli kosmetik halal adalah attitude, subjective norm, halal awareness, dan religiosity.

Kata kunci: Halal, Kosmetik, Purchase intention, Sem-pls

Introduction

Islam is a religion that guides people in every aspect of life, including the rules for consuming a product. Products consumed in Islam must be free from things that are not halal. In surah Al-Baqarah verse 168, Allah commands His servants to consume halal and good products (*thayyib*). According to Endah (2014), halal refers to the law of whether or not a product is consumed, and thayyib emphasizes product quality aspects such as nutritional content, product hygiene, product safety, and other benefits. The

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existence of halal guarantees should support community needs for products. It is because halal-labeled products tend to be safer than harmful ingredients. Various halal products are widely used by consumers, one of which is cosmetic products.

Cosmetic products dominate products circulating in Indonesia. Data from BPOM (2021) in September 2021 shows 100.092 types of products that have received distribution permits. The Ministry of Industry noted that the growth of the cosmetics industry reached 7,23 percent throughout 2019 and is projected to increase above nine percent by 2020. The cosmetics industry in 2017 was 153 companies and has increased to more than 760 companies. Many cosmetic products are circulating in Indonesia, but not all have halal labels. According to data from the Institute for the Study of Food, Drugs, and Cosmetics, the Indonesian Ulema Council (LPPOM-MUI, 2021), until September 2021, the total number of cosmetic products that already have halal label are 35.541 products, or about 13,06 percent of the total cosmetic products that have obtained a distribution permit from BPOM.

Cosmetics are unique products. Besides being able to fulfill women's basic needs for beauty, cosmetics are often a means for consumers to further clarify their social identity in the eyes of society (Rahmah *et al.*, 2020). It can be seen that all humans can use cosmetics. According to Mahardika (2019), The use of cosmetics is not only used by women but can be used by men. Based on the Fatwa of Indonesian Ulema Council (MUI) Number 26 of 2013 regarding Halal Standards for Cosmetic Products and Their Use, the law on the use of cosmetics is permissible on the condition that the materials used are halal and holy, which are permitted by syar'i, and do not harm the user. Cosmetic products must be registered with the Halal Product Assurance Agency (BPJPH) to obtain a halal certificate as a form of halal assurance.

The halal label becomes important when Muslims will purchase the product. Based on a survey by *Zap Beauty Index* (2020), it was found that 49,5 percent of Indonesian consumers do not pay attention to the halal label when purchasing cosmetic products. This survey was conducted throughout Indonesia. One of the areas where the survey is located is the Bogor Regency.

Bogor Regency is the area with the most population in West Java, with a total of 5.427.068 people (BPS, 2020). The majority of the population of Bogor Regency is Muslim, as many as 4.867.370 people (BPS, 2021). One area that cares about the halal aspect is Bogor Regency. It is shown by the 2016 Halal Awards, which Bogor Regency received from LPPOM MUI as the Best Halal Region.

The purpose of this study is to analyze the influence of the characteristics of the people of Bogor Regency in choosing halal cosmetics and what factors influence the purchase intention of the people of Bogor Regency in purchasing halal-labeled cosmetics. This research is expected to be one of the considerations for cosmetic manufacturers to accelerate the provision of halal assurance in the form of halal certification and halal labels. In addition, by understanding the characteristics of consumers in buying products, producers can plan and apply appropriate marketing strategies. This research is expected to encourage consumers to prioritize halal cosmetic products.

Previous researches that discussed the behavior and intention in purchasing were as follows: Ariffin *et al.* (2019), Aufi and Aji (2021), Endah (2014), Huda (2018), and also Suryowati and Nurhasanah (2020). In contrast to previous studies, this study analyzes the intention to purchase halal cosmetics, especially in Bogor Regency, using the analysis method, namely Structural Equation Modeling-Partial Least Square (SEM-PLS). The variables used are attitudes, norms, perceptions of behavior control, halal awareness, and religiosity.

Literature Review

Halal Product, Halal Certification, and Halal Label

Based on The Law of the Republic of Indonesia Number 33 of 2014 about Halal Product Guarantees, the criteria for halal products are products that do not contain prohibited substances such as carrion, blood, haram animals (pigs), and animals slaughtered not by the Shari'a. The state's obligation to products that will be consumed and used by the community is to provide halal guarantees and security. It is supported that every product

must have a halal certificate and halal label. A halal certificate guarantees certainty for the Muslim community in consuming a product (Ardayanti *et al.*, 2013). According to RI Law Number 33 of 2014, the halal label signifies halalness on a product. Including a halal label on a product is proof that it is guaranteed to be halal, not only from the ingredients of its manufacture but from the process until the product is ready for consumption by consumers (Ishaq, 2017).

Purchase intention

Purchase intention is a person's tendency to take purchase action concerning his/her behavior towards a product (Haro, 2018). According to Ananda and Mikhratunnisa (2020), purchase intention is the tendency of consumers to a product where consumers are interested in and try to get the product. The initial stage of the emergence of intention is when consumers realize that they like the product and have a desire to have it (Widyaningrum, 2019). Thus, someone tends to display certain behaviors when they intend to purchase the product (Ajzen, 1991).

Theory of Planned Behaviour (TPB)

The behavior carried out by a person is often determined by the interests or intentions of consumers (Sumarwan, 2014). One well-known model used to examine a person's intention is the Theory of Planned Behavior (TPB). According to Ajzen (2005), TPB states that a strong will to perform a behavior can be explained through intention. TPB is a theory developed by Ajzen. The TPB model is a refinement of the Theory of Reasoned Action (TRA) model. In the TRA model, the determinants of behavior are attitudes and subjective norms. However, the TRA model has limitations, that the model does not involve the perception of behavioral control over one's behavior. Therefore, the existence of the TPB model aims to improve the limitations of the model.

Ajzen (2005) modified the TPB, called a modified theory of planned behavior, by adding individual background factors. Background factors are divided into 3, namely personal factors (general attitude, personality, life

values, emotions, intelligence), social (age, gender, race and ethnicity, education, income, and beliefs), and information (experience, knowledge, and mass media coverage) that influence individual attitudes and behavior. TPB recognizes the importance of using these background factors.

Method

This study used primary and secondary data types. Data was the primary data obtained through filling out questionnaires submitted to respondents. The secondary data was used as support and obtained from relevant literature, such as BPS, LPPOM MUI, journals, books, or theses. The research location was carried out in Bogor Regency, the most populous area in West Java with a Muslim majority, and was awarded as the Best Halal Region at the 2016 Halal Awards given by LPPOM MUI. The time of research was carried out from April to May 2021.

The population in this study is the people of Bogor Regency with sampling using purposive sampling technique with the following respondent criteria:

1. Respondents are domiciled in Bogor Regency
2. Respondents are Muslim
3. Respondents are at least 17 years old
4. Respondent ever bought or currently using cosmetics

Sampling was carried out using the Slovin formula at a real level of 10% (e). The number of respondents in this study was 100, obtained through population data based on the calculation of the Slovin formula.

Data analysis in this study is descriptive analysis and Structural Equation Modeling Partial Least Square (SEM-PLS). The software used in managing the data is Ms. Excel, smartPLS 3.3.3, and Statistical Package for the Social Sciences (SPSS) 22. SEM-PLS is an analysis used to obtain research models and test hypotheses. SEM-PLS aims to help researchers test the relationship between latent variables based on the influence or relationship between these latent variables. SEM-PLS is not based on many assumptions, such as the assumption of data normality. In research on human attitudes or

behavior, the normality of the data will be difficult to fulfill (Haryono, 2016). This study uses six variables: attitudes, subjective norms, perceived behavioral control, halal awareness, religiosity, and purchase intention.

Results and Discussion

Measurement Model Analysis (Outer model)

The outer model analysis is used to measure indicators in presenting latent variables. The outer model can be evaluated with three tests: the convergent validity test, the discriminant validity test, and the reliability test. (Ghozali & Latan, 2015).

1. Convergent Validity Test

The convergent validity test was evaluated based on the loading factor value of each variable indicator. According to Ghozali and Latan (2015), the indicator is valid if the loading factor value is > 0,7. However, according to Haryono (2016), the loading factor value ranging from 0,5 to 0,6 is still acceptable. The results of the loading factor are in Figure 1.
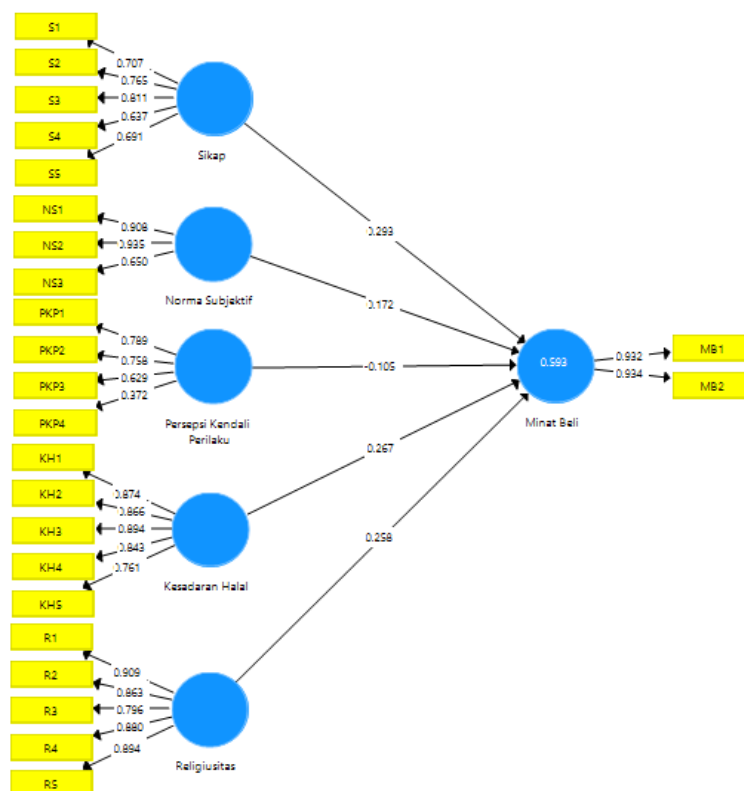

Figure 3. *Loading factor* in each indicator

In the results of the loading factor test above, one indicator must be eliminated because it has a loading factor value of <0,5. The latent variable of behavioral control perception indicates that halal cosmetics have an affordable price (PKP4) with a loading factor value of 0,372. After the indicators are issued, retesting is carried out to ensure that all indicators are valid. Here are the results of the final loading factor.
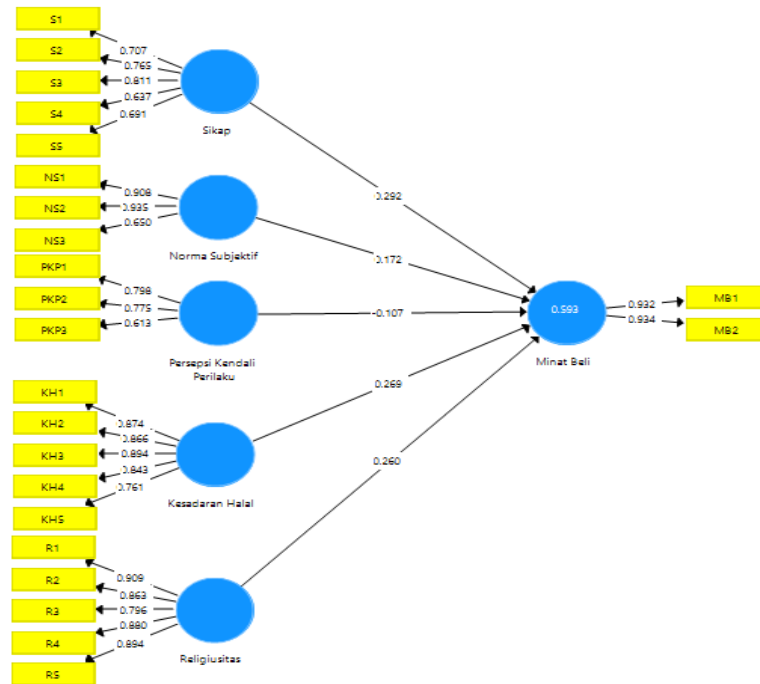

Figure 2. Final loading factor of each indicator

In Figure 2, it can be seen that the loading factor value for each indicator is >0.5. The next test step is calculating the Average Variance Extracted (AVE) value. The AVE value in the model must be > 0.50 as a condition for the model to be said to have good validity (Hair et al., 2019). The AVE test is presented in Table 1.

Table 1. *Average Variance Extracted (AVE) value*

Latent Variable	AVE
Attitude	0,525
Subjective norm	0,707
Perceived behavioral control	0,537
Halal awareness	0,721
Religiosity	0,756
Purchase intention	0,871

The AVE test results show a value > 0,50 for each latent variable. So it can be said that the model meets good convergent validity.

2. Validity Discriminant Test

The discriminant validity test is one of the requirements of the outer model. The discriminant validity test was checked based on the cross-loading value between the indicators and their constructs (Ghozali & Latan, 2015). The value of the cross-loading indicator on the variable itself must be greater than the value of the cross-loading of other variables. The results of the cross-loading value are presented in Table 2.

Table 2. Cross loading value

Indicator	Attitude	Subjective norm	Perceived behavioral control	Halal awareness	Religiosity	Purchase intention
S1	**0,707**	0,343	0,344	0,552	0,474	0,415
S2	**0,765**	0,478	0,394	0,613	0,460	0,577
S3	**0,811**	0,394	0,303	0,482	0,507	0,642
S4	**0,637**	0,462	0,375	0,454	0,402	0,346
S5	**0,691**	0,284	0,378	0,373	0,435	0,401
NS1	0,511	**0,908**	0,463	0,587	0,369	0,551
NS2	0,508	**0,935**	0,533	0,609	0,330	0,477
NS3	0,291	**0,650**	0,462	0,347	0,158	0,231
PKP1	0,355	0,477	**0,798**	0,424	0,423	0,324
PKP2	0,385	0,407	**0,775**	0,529	0,172	0,261
PKP3	0,246	0,336	**0,613**	0,368	0,082	0,214
KH1	0,655	0,519	0,517	**0,874**	0,624	0,636
KH2	0,517	0,557	0,508	**0,866**	0,374	0,532
KH3	0,608	0,512	0,604	**0,894**	0,548	0,522
KH4	0,466	0,469	0,428	**0,843**	0,422	0,521
KH5	0,628	0,615	0,478	**0,761**	0,488	0,587
R1	0,520	0,285	0,340	0,456	**0,894**	0,456
R2	0,444	0,196	0,239	0,389	**0,863**	0,389
R3	0,503	0,198	0,340	0,365	**0,796**	0,365
R4	0,598	0,374	0,289	0,632	**0,880**	0,632
R5	0,625	0,452	0,335	0,626	**0,909**	0,626
MB1	0,622	0,443	0,265	0,652	0,564	**0,932**

MB2	0,653	0,552	0,425	0,589	0,605	**0,934**

The results of the cross-loading value of this study have met the requirements, and it can be interpreted that all indicators of the variables themselves have a higher correlation than other variables. It means that this research model can be said to be good.

3. Reliability Test

The next stage of testing the outer model is the reliability test. This test was conducted to see the reliability (consistency) and accuracy of the indicators used in describing the latent variables. The reliability test is based on the value of Cronbach's alpha and composite reliability with each variable's value> 0,7; then, it can be declared reliable (Ghozali & Latan, 2015). Based on Table 3, each latent variable has good reliability because the variable reliability test is >0,7.

Table 3. *Cronbach's alpha* and *composite reliability value*

Latent Variable	*Cronbach's alpha*	*Composite reliability*
Attitude	0,778	0,846
Subjective norm	0,798	0,876
Perceived behavioral control	0,702	0,775
Halal awareness	0,902	0,928
Religiosity	0,920	0,939
Purchase intention	0,851	0,846

Structural Model Analysis (Inner model)

In the analysis of the inner model, there are several types of measurements, namely the R-Square test and the significance test. The significance test was carried out with a bootstrapping procedure to see the original sample value, t-statistics, and p-value.

1. R-Square test

The R-Square test aims to see the predictive power of the structural model. Changes in the value of R-Square can be used to explain the substantive effect of certain exogenous latent variables on endogenous latent variables. According to Hair et al. (2019), the R-

Square value is classified into three categories, namely the weak category (0,25), the moderate category (0,50), and the strong category (0,75). The results of the R-Square values are in Table 4.

Table 4. R-Square value

Variable	R-Square
Purchase intention	0,593

The results of the R-Square test of this study have a value of 0,593, which means the research model is moderate. So it can be interpreted that the variables of attitude, subjective norms, perceived behavior control, halal awareness, and religiosity can explain the effect on purchasing intention by 59,3%, and other variables outside the model explain the remaining 4,7%.

2. Test of Significance

The significance test was carried out through the bootstrapping method. This test was conducted to see the value of the original sample and the value of t-statistics used to measure the significance of the effect between latent variables. Bootstrapping results are shown in Figure 3.
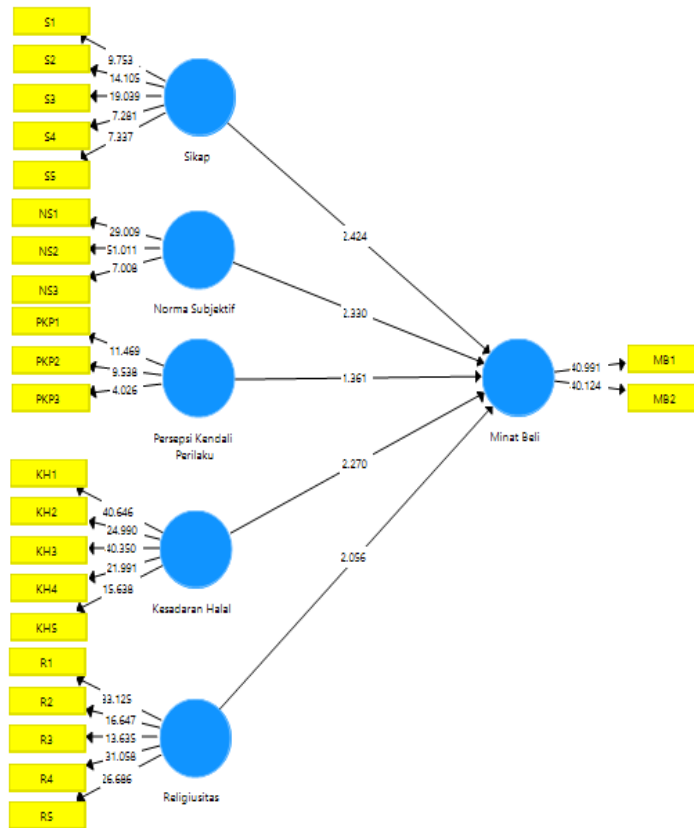
Figure 3. Bootstrapping model structural result

The hypothesis is accepted if the value of t-statistics > t-table. Based on α = 5%, the t-table value is 1,96 (t-statistic > 1.96) and vice versa. The results of the hypothesis test are in Table 5

Table 5. Hypothesis test results

Hypothesis	Original sample	T-statistics	P-value	Hypothesis
Attitude → Purchase intention	0,292	2,424	0,016	Significant
Subjective norm → Purchase intention	0,172	2,330	0,020	Significant
Perceived behavioral control → Purchase intention	0,013	1,361	0,174	Not significant
Halal awareness → Purchase intention	0,269	2,270	0,024	Significant
Religiosity→ Purchase intention	0,260	2,056	0,040	Significant

The Influence of Attitude on Purchase Intention

Attitude influences purchase intention. Based on Table 5, it is found that attitude has a positive and significant effect on purchase intention. The

attitude variable has a t-statistic value of 2,424 > 1,96 (α= 5%) and a p-value of 0,016 <0,05. In addition, the original sample, which has a positive value of 0,292, means that the higher person's attitude, the higher person's purchase intention of halal cosmetic products.

According to Ariffin et al. (2019), the attitude positively and significantly affects the intention to purchase halal cosmetics. The attitude of consumers who believe that halal cosmetics are safe and have benefits when used, then consumers will have a high intention toward halal cosmetics. In this study, a positive attitude is an important factor influencing the intention to purchase halal cosmetics.

The Influence of Subjective Norm on Purchase Intention

Based on Table 5, it is found that subjective norm has a positive and significant influence on purchase intention. The subjective norm variable has t-statistic value of 2,330 > 1,96 and p-value of 0,020 <0,5. The positive value of the original sample of 0,172 means that the more the subjective norm increase, the more someone's purchase intention of halal cosmetic products.

These results follow Huda (2018) and Endah (2014), showing similar results; subjective norm has a positive and significant effect on the intention to purchase halal cosmetics. Social environment factors or people around consumers become a big influence for someone to buy halal cosmetics. Someone will be interested and motivated to buy halal cosmetics if social environment factors support it. In this study, the social environment factors influencing the interest in buying halal cosmetics are the family environment, friends, and the influence of beauty consumers see.

The Influence of Perceived Behavioral Control on Purchase Intention

The relationship between perceived behavioral control and purchase intention was not significant with the original sample value of 0,013, the t-statistic value of 1,361 < 1,96, and the p-value of 0,174 > 0,05. So it can be interpreted that the direction of the relationship between perceived behavioral control and purchase is positive, or the increasing perception of

behavioral control will increase the intention to buy halal cosmetics but not significantly.

According to Haro (2018), perceived behavioral control does not affect consumer purchase intention in halal cosmetics because respondents in this study feel they lack the resources and obstacles to purchase them, such as opportunities, information, and money. One factor that hinders respondents from buying halal cosmetics is that there are still few halal cosmetics circulating in the surrounding environment.

The Influence of Halal Awareness on Purchase Intention

The results in Table 5 show that halal awareness positively and significantly influences purchase intention. The halal awareness variable has t-statistic value of 2,270 > 1,96 and a p-value of 0,024 < 0,05. In addition, the original sample, which has a positive value of 0,269, indicates that the higher the halal awareness, the higher a person's purchase intention for the product.

According to Suryowati and Nurhasanah (2020), halal awareness positively and significantly affects an interest in buying halal cosmetics. A person's halal awareness increases when someone has the belief, desire, and interest in consuming halal cosmetics. Someone who consumes halal cosmetics is considered something good according to their needs.

The Influence of Religiosity on Purchase Intention

Based on Table 5, it is found that religiosity has a positive and significant effect on purchase intention. The religiosity variable has t-statistic value of 2,056 > 1,96 and a p-value of 0,040. In addition, the original sample, which has a positive value of 0,260, means that the higher one's religiosity, the higher one's purchase intention for the product.

According to Suryowati and Nurhasanah (2020), religiosity positively and significantly affects the intention to buy halal cosmetics. One's religiosity is not only worshiping Allah but consuming halal cosmetics is also directly related to one's religiosity.

Conclusion

Based on the results of the SEM analysis using the PLS method, the independent variables influencing the intention to purchase halal cosmetics in Bogor Regency are attitude, subjective norms, halal awareness, and religiosity. Cosmetic manufacturers need to understand the characteristics of consumers who will buy their products by conducting MUI halal certification and labels on each type of cosmetic product that will be circulated. Muslim consumers have a high purchase intention when cosmetic products already have a halal label. In addition, producers need to apply the right marketing strategy. Friendship environment is the most influential factor in purchase intention, so it is expected for producers to carry out community-based marketing that can increase buying interest in halal cosmetics.

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