

## Muslim Consumer Behavior and Purchase Decisions of Halal Cosmetic Products

Rizkyka Choirunnisa

Fakultas Ekonomi dan Bisnis, Universitas Padjadjaran, [rizkyka17001@mail.unpad.ac.id](mailto:rizkyka17001@mail.unpad.ac.id)

Egi Arvian Firmansyah

Fakultas Ekonomi dan Bisnis, Universitas Padjadjaran, [egi.firmansyah@unpad.ac.id](mailto:egi.firmansyah@unpad.ac.id)



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### Abstract

*This study aims to analyze the factors that influence the behavior of Muslim consumers in West Java in purchasing decisions of halal cosmetic products, which include factors of attitude, subjective norms, perceived behavioral control, religiosity, knowledge, and halal labeling. This study used descriptive and verification methods with a quantitative approach. The sample used in this study were 412 Muslim women with an age range of 15-64 years which were taken by purposive sampling technique. Data were collected through questionnaires and analyzed using the Partial Least Square-Structural Equation Model (PLS-SEM) method. The results of this research showed that attitude, subjective norm, religiosity, knowledge, and halal labeling have positive and significant impacts on purchasing decisions, while the perceptions of behavior control have no significant impacts on purchasing decisions. This finding showed that the purchase decision of halal cosmetic products of Muslim consumers can be influenced by several factors, and halal labeling has a greater influence. This study also reveals that some Muslim consumers do not know the halal label of a product. This research contributes to encouraging cosmetic companies that do not yet have halal certification to apply for halal certification and this finding is also a reference for the government to require halal certificates for cosmetic products.*

**Keywords:** consumer behavior, purchasing decision, halal cosmetics

### Abstrak

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mempengaruhi perilaku konsumen Muslim Jawa Barat dalam keputusan pembelian produk kosmetik halal, yang meliputi factor sikap, norma subjektif, persepsi kontrol perilaku, religiusitas, pengetahuan, dan labelisasi halal. Penelitian ini menggunakan metode deskriptif dan verifikatif yang dianalisis dengan pendekatan kuantitatif. Sampel yang digunakan dalam penelitian ini adalah sebanyak 412 perempuan Muslim berusia 15-64 tahun dan berdomisili di Jawa Barat yang diambil dengan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner dan dianalisis dengan menggunakan metode Partial Least Square-Structural Equation Model (PLS-SEM). Hasil penelitian menunjukkan bahwa faktor-faktor seperti sikap, norma subjektif, religiusitas, pengetahuan, dan labelisasi halal memiliki pengaruh yang positif dan signifikan terhadap keputusan pembelian, sedangkan persepsi kontrol perilaku tidak memiliki pengaruh yang signifikan terhadap keputusan pembelian. Temuan ini menunjukkan bahwa keputusan pembelian produk kosmetik halal dari konsumen muslim dapat dipengaruhi oleh beberapa faktor, dimana labelisasi halal memiliki pengaruh yang lebih besar. Penelitian ini juga mengungkap bahwa sebagian konsumen muslim di Jawa Barat belum mengetahui label halal dari suatu produk. Penelitian ini berkontribusi dalam mendorong perusahaan kosmetik yang belum memiliki sertifikasi halal untuk mengajukan sertifikasi halal

dan sebagai pertimbangan bagi pemerintah untuk mewajibkan produk yang beredar di Indonesia bersertifikat halal.

**Kata Kunci:** perilaku konsumen, keputusan pembelian, kosmetik halal

## Introduction

Moslem is obligated to only consume and use halal products. Allah SWT conveyed in the Qur'an Surah Al-Baqarah verse 168 "O mankind, eat what is halal and good from what is on earth, and do not follow the steps of the devil; for the devil is a real enemy to you" (Quran 2: 168). Besides that, based on the MUI fatwa of halal products,<sup>1</sup> there are also hadiths relating directly to what is halal and haram for everything that consumed: "What is halal is clear and what is haram is clear, and between the two there are things that are *musyta-bihat* (*syubhat*, vague; it is not clear if it's halal or haram), most people did not know the law. Whoever is aware of *syubhat*, indeed he has saved his religion and his pride..." (HR. Muslim). According to the Global Islamic Report 2019/2020 based on the Pew Research Center's Forum on Religion & Public Life, the world's Moslem population is growing by 29.4% from 2014-2030, from 1.7 billion in 2014 and estimated to be 2.2 billion devotees in 2030.<sup>2</sup> Based on the World Population Review data in 2020 there are around 1.9 billion Moslems in the world. This fact shows that Indonesia is the largest Moslem country in the world with a Moslem population of 229 million people.<sup>3</sup>

According to the Indonesian Ministry of National Development Planning, in the Islamic Economic Master Plan of 2019-2024, with an

increase of the Moslem population, the public demand for halal products and services will also increase. Even though Indonesia holds the largest Moslem in the world, Indonesia still hasn't done its optimal role in providing halal products and services. This is because Indonesia still lacks of halal industry, such as inadequate regulations, and a lack of literacy and awareness from the public regarding the halal products.<sup>4</sup>

According to the State of Global Islamic Report 2019/2020, there are top 10 countries in the halal pharmaceutical and cosmetic sector such as the United Arab Emirates, Malaysia, Jordan, Singapore, Egypt, Iran, Bahrain, Brunei, Turkey, and Azerbaijan.<sup>5</sup> From this data, it can be seen that even though Indonesia is the largest Moslem-majority country in the world, Indonesia is not included in the top 10 countries in the halal pharmaceutical and cosmetic sector. In this case, the cosmetic industry is considered as a promising field in the upcoming halal industry. Moslem spending on cosmetic products reached \$64 billion in 2018 and is expected to reach \$95 billion by 2024.<sup>6</sup>

According to Kemenperin.go.id data, the cosmetics industry has been placed as a main sector by the Ministry of Industry as stated in the 2015-2035 National Industrial Development Master Plan (RIPIN).<sup>7</sup> In

<sup>1</sup> MUI, (2009), *Keputusan Fatwa Komisi Fatwa Majelis Ulama Indonesia Tentang Penetapan Produk Halal*.

<sup>2</sup> DinarStandard, (2019), *State of the Global Islamic Economy Report 2019/20*, Dubai International Financial Centre, h.1-174.

<sup>3</sup> Mustar, *Peta Sebaran Data Populasi Muslim Dunia 2020: Indonesia Paling Besar*, <https://www.gomuslim.co.id/read/news/2020/04/08/18593/-p-peta-sebarandata-populasi-muslim-dunia->

[2020-indonesia-paling-besar-p.html](#), diakses tanggal 20 Oktober 2020.

<sup>4</sup> Kementerian Perencanaan Pembangunan Nasional, (2018), *Masterplan Ekonom Syariah Indonesia 2019-2024*.

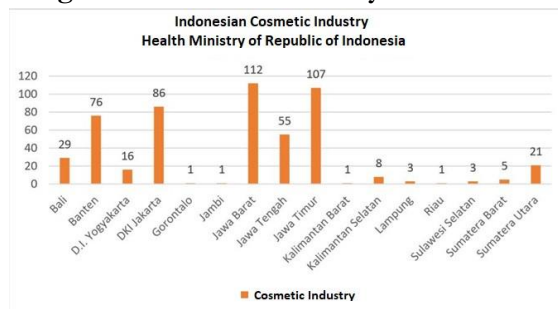
<sup>5</sup> DinarStandard, (2019), *State of the Global Islamic Economy Report 2019/20*, h.1-174

<sup>6</sup> DinarStandard, (2019), *State of the Global Islamic Economy Report 2019/20*, h.1-174.

<sup>7</sup> Kementerian Perindustrian Republik Indonesia, *Kemenperin: Industri Kosmetik Nasional Tumbuh 20%*,

addition, according to kemkes.go.id, there are cosmetic industries in several major provinces in Indonesia which can be seen in the following figure:

**Figure 1** Cosmetics Industry in Indonesia



**Source:** apiffarmalkes.kemkes.go.id

The data shows that in 2018 West Java Province has greater potential in developing the cosmetic industry with a total of 112 cosmetic companies.<sup>8</sup> West Java cosmetic business is a potent industry for the upcoming growing markets.

To determine the use of cosmetic products, it is influenced by several factors, one of the factors is the characteristics and behavior of the individual. To find out the behavior of a person, it can be studied through a theoretical approach from Ajzen called The Theory of Planned Behavior (TPB). In this theory, it is explained that attitudes, subjective norms, and perceived behavioral control can predict intentions to perform various types of behavior.<sup>9</sup>

According to Nur Hadiati Endah's research, consumer attitudes indicate the consumer's current satisfaction with a product. This satisfaction will arise whenever the particular products offered the consumer expectations so

the consumers will continue to buy the products based on the quality of the products offered. Besides being influenced by attitudes, consumer decisions can also be influenced by subjective norms. Consumers can be influenced by the social environment in the context of using a product, so that consumers will have proper motivation to buy and use the product. In addition, the perception of behavioral control can also influence consumer decisions in buying halal cosmetics. This could happen when consumers feel that they have the ability to buy a product.<sup>10</sup>

In this case, there are several studies from Wahyuningsih and Endah which examine to the extent to the Theory of Planned Behavior affecting consumer intentions in buying the halal cosmetic products. The results of the two studies indicate that attitudes, subjective norms, and behavioral control have a direct influence on the purchase intention. From these two studies, the use of Theory of Planned Behavior (TPB) is still the basic theory in measuring the intention of buying halal cosmetics. However, there are also several studies that do not only use the Theory of Planned Behavior, but also modify the TPB with several other variables. For example, research conducted by Haque that modifies the variable Theory of Planned Behavior by adding a variable level of religiosity. This is due to the assumption that, the higher a person brings religiosity into his personal identity, the greater his values and behavior.<sup>11</sup> In addition, from Oktaniar research which explains that the provision of halal labeling on a product is basically not

<https://kemenperin.go.id/artikel/18957/Industri-Kosmetik-Nasional-Tumbuh-2018>, diakses tanggal 21 oktober 2020.

<sup>8</sup>Kementerian Kesehatan, *Rekapitulasi Industri Kosmetika Indonesia*, <http://apiffarmalkes.kemkes.go.id/grafik-kosmetik.php>, diakses tanggal 12 Januari 2021.

<sup>9</sup>Icek Ajzen, *The Theory of Planned Behavior*, *Organizational Behavior and Human Decision Processes*, Vol. 50, Issue 2, 1991, h.179-211.

<sup>10</sup>Nur Hadiati Endah, *Perilaku Pembelian Kosmetik Berlabel Halal oleh Konsumen Indonesia*, *Jurnal Ekonomi dan Pembangunan*, Vol. 22, Issue 1, 2014, h.11-25.

<sup>11</sup>Justi Arestra Kadengkang dan Utaminingsih Liniarti, *Pengukuran Perilaku dan Niat Beli Produk Kosmetik Halal melalui Modifikasi Theory of Planned Behavior (TPB)*, *Jurnal Ilmiah Psikologi Terapan*, Vol. 8, Issue. 1, 2020, h.25.

mandatory, but in the absence of a halal label, Muslim consumers will hesitate to buy the product without halal labels.

There are previous studies show that about 64.8% of consumer intentions can be explained through the variables of attitude, subjective norms, and behavioral control. while 35.2% is influenced by other variables outside the study.<sup>12</sup> So in the context of this study, several inexistent variables from previous studies were added and were expected to affect consumer intentions in buying halal cosmetic products based on several studies that had been conducted by previous researchers. In addition, several previous studies were conducted in various major provinces in Indonesia, while this research only focused on West Java Province. Consequently, this study aims to analyze the very behavior of Muslim consumers through factors based on the Theory of Planned Behavior such as attitudes, subjective norms, and perceptions of behavioral control, as well as several variables based on several previous studies that have been tested such as religiosity, knowledge, and halal labeling in the decision to purchase halal labeled cosmetic products.

### Formulation of Problem

Based on the background described previously, several problems were formulated, as follows:

1. Does attitude significantly influence the decision of purchasing halal-labeled cosmetic products?
2. Does perceived behavior control have a significant effect on purchasing decisions for halal-labeled cosmetic products?

3. Does knowledge have a significant effect on purchasing decisions for halal-labeled cosmetic products?

4. Does halal labeling have a significant effect on purchasing decisions for halal-labeled cosmetic products?

## Theoretical Framework

### 1. Consumer Behaviour

Consumer behavior is an act that is followed by a decision to obtain certain products and services.<sup>13</sup> This consumer behavior is the behavior of individuals involved in the decision-making process, including the values that consumers have, their personal needs, perceptions, and feelings.<sup>14</sup> In addition, consumer behavior is a dynamic interaction between influence and cognition, behavior, and the environment as humans communicate on their daily basis.<sup>15</sup>

### 2. Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA). Just like the Theory of Reasoned Action (TRA) the central factor in The Theory of Planned Behavior (TPB) is the intention of the individual to perform certain behaviors.<sup>16</sup> This intention can be assumed to capture the motivational factors influencing particular behavior. For more details about the concept of Theory of Planned Behavior (TPB) it can be seen in the following figure:

<sup>12</sup> Indah Wahyuningsih, *Intensi Konsumen Terhadap Kosmetik dan Produk Skincare Halal di Indonesia: Pendekatan Theory of Planned Behavior*, JEBA (Journal of Economics and Business Aseanomics), Vol.3, Issue 1, 2019.

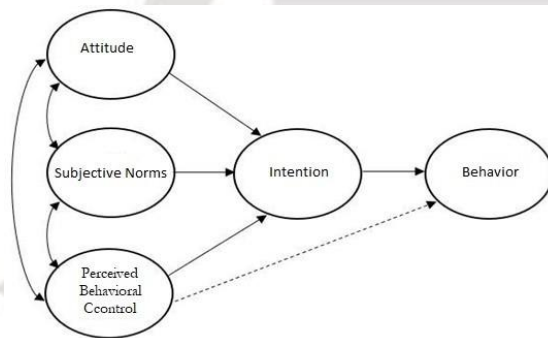
<sup>13</sup> Bilson Simamora, (2002), *Panduan riset perilaku konsumen*, Gramedia Pusaka Utama.

<sup>14</sup> Del I. Hawkins, Roger Best, dan Kenneth A. Coney, (1992), *Consumer Behavior: Implications for Marketing Strategy*, Inc. Homewood, II.

<sup>15</sup> J. Paul Peter dan Jerry C. Olson, (2005), *Consumer Behavior and Marketing Strategy*, New York: McGraw-Hill International.

<sup>16</sup> Icek Ajzen, *The Theory of Planned Behavior*, Organizational Behavior and Human Decision Processes, Vol. 50, Issue 2, 1991, h.179-211.

Figure 2. Theory of Planned Behavior



Source: (Ajzen, 1991)<sup>17</sup>

According to Ajzen, as the intention is stronger to perform a certain behavior, the more likely the behavior will occur. However, this performance depends on several non-motivational factors, such as time, money, skills, and the cooperation of others.<sup>18</sup>

#### a. Attitude

Attitude refers to the level of evaluation of a person's favorable or unfavorable preferences for a particular behavior.<sup>19</sup> An individual tends to have more intentions to do something because he or she likes it, and when someone considers to buy a particular halal cosmetics, he or she will tend to buy halal cosmetics again in the future.<sup>20</sup> According to Shirley Taylor and

Peter Todd stated that attitude means doing a behavior that will lead to certain results that can be weighed by the evaluation of desire.<sup>21</sup>

#### b. Subjective Norms

Subjective norms refer to social pressure to consider whether or not to perform a certain behavior.<sup>22</sup> This subjective norm is a person's view of the people who are important to them,<sup>23</sup> and this subjective norm is an attitude that comes from external influences.<sup>24</sup> Subjective norms are also considered as a function of beliefs that determine individuals or groups to think whether they should perform behaviors that are driven by these social pressures.<sup>25</sup>

#### c. Perceived Behavior Control

Perceived behavioral control refers to the rate of easiness or the difficulty of how an individual feels when they perform a particular behavior, it is assumed by reflecting on past experiences and anticipated obstacles.<sup>26</sup> This behavior control perception describes that as if someone thinks that they have the ability to buy halal cosmetics, then the intention to buy these products will be even greater.<sup>27</sup>

In general, the better the attitudes, subjective norms, and perceived behavioral control, the

<sup>17</sup> Icek Ajzen, 'The Theory of Planned Behavior', *Organizational Behavior and Human Decision Processes*, 50.2 (1991), 179–211 <<https://doi.org/10.4135/9781446249215.n22>>.

<sup>18</sup> Icek Ajzen, *The Theory of Planned Behavior*, *Organizational Behavior and Human Decision Processes*, Vol. 50, Issue 2, 1991, h.179-211.

<sup>19</sup> Icek Ajzen, *The Theory of Planned Behavior*, *Organizational Behavior and Human Decision Processes*, Vol. 50, Issue 2, 1991, h.179-211.

<sup>20</sup> Nur Hadiati Endah, *Perilaku Pembelian Kosmetik Berlabel Halal oleh Konsumen Indonesia*, *Jurnal Ekonomi dan Pembangunan*, Vol. 22, Issue 1, 2014, h.11-25.

<sup>21</sup> Shirley Taylor dan Peter Tod, *Decomposition and crossover effect in the theory of planned behavior: A study of consumer adoption intentions*, *International Journal of Research in Marketing*, Vol. 12, issue 2, 1995, h.137-155.

<sup>22</sup> Icek Ajzen, *The Theory of Planned Behavior*, *Organizational Behavior and Human Decision Processes*, Vol. 50, Issue 2, 1991, h.179-211.

<sup>23</sup> Rusyaida Rusyaida and Noor Fadlli Marh, 'Peranan Bundo Kandang Mengembangkan Wisata Halal Ekonomi Kreatif Berbasis Kearifan Lokal Di Tirtasari Tilatang Kamang', *EKONOMIKA SYARIAH: Journal of Economic Studies*, 4.2 (2020), 179–95.

<sup>24</sup> Nur Hadiati Endah, *Perilaku Pembelian Kosmetik Berlabel Halal oleh Konsumen Indonesia*, *Jurnal Ekonomi dan Pembangunan*, Vol. 22, Issue 1, 2014, h.11-25.

<sup>25</sup> Suddin Lada, Geoffrey Harvey Tanakinjal, dan Hanudin Amin, *Predicting intention to choose halal products using theory of reasoned action*, *International Journal of Islamic and Middle Eastern Finance and Management*, 2009.

<sup>26</sup> Icek Ajzen, *The Theory of Planned Behavior*, *Organizational Behavior and Human Decision Processes*, Vol. 50, Issue 2, 1991, h.179-211.

<sup>27</sup> Nur Hadiati Endah, *Perilaku Pembelian Kosmetik Berlabel Halal oleh Konsumen Indonesia*, *Jurnal Ekonomi dan Pembangunan*, Vol. 22, Issue 1, 2014, h.11-25.

stronger the individual's value for carrying out the behavior.<sup>28</sup>

### 3. Religiosity

Religiosity is an individual's commitment to his or her religion which can be reflected through the attitude and behavior.<sup>29</sup> This religiosity is an extent of commitment of a person that is reflected in the individual and all the things that existed in the particular religion.<sup>30</sup> According to Sadzalia, religiosity is an interpersonal relationship with its creator which is formed through religious preaching that manifested in their daily behavior.<sup>31</sup>

### 4. Knowledge

Consumers will not hesitate to buy halal products if they know about the exact product. They tend to know which products are not halal and will ignore other halal products with foreign halal logos, and when consumers know what is allowed and what is not, it will affect their assessment of purchasing halal products.<sup>32</sup>

### 5. Halal Labeling

Halal labeling is the inclusion of halal information on the packaging of a product

which indicates that the product is halal and has been certified halal by LPPOM MUI.<sup>33</sup> Halal label is a label that informs the consumers that a certain product is truly halal and the ingredients do not contain any elements that are prohibited in Islam so that the product can be consumed by Muslim consumers.<sup>34</sup>

### 6. Purchase Decision

The purchase decision is a stage that shows that the buyer determines his choice to buy and to consume a product with an awareness of his needs and desires. In making a decision, consumers tend to seek information from the particular product, which will later influence the decisions taken by the consumer itself.<sup>35</sup>

### 7. Halal Concept

Halal means allowed to consume in the Islamic law. According to LPPOM MUI, halal products are defined as products that fulfill the halal requirements of Islamic law, it is considered as products that do not contain pork or pigs, and the products without any content of alcohol.<sup>36</sup> Halal certification in Indonesia is required from 2019 through the Halal Product Assurance Law No. 33 of 2014. The extent of these halal-

<sup>28</sup> Icek Ajzen, *The Theory of Planned Behavior*, Organizational Behavior and Human Decision Processes, Vol. 50, Issue 2, 1991, h.179-211.

<sup>29</sup> Ahlam Nuwairah Ahmad, Azmawani Abd Rahman, dan Suhaimi Abd Rahman, *Assessing Knowledge and Religiosity on Consumer Behavior towards Halal Food and Cosmetic Products*, International Journal of Social Science and Humanity, Vol. 5, Issue 1, 2015, h.10-14.

<sup>30</sup> Ajeng Larasati, Sri Rahayu Hijrah hati, Anya Safira, *Religiusitas dan Pengetahuan Terhadap Sikap dan Intensi Konsumen Muslim untuk Membeli Produk Kosmetik Halal*, Esensi: Jurnal Bisnis dan Manajemen, Vol. 8, Issue 2, 2018, h.105-114.

<sup>31</sup> Shovi Sadzalia, (2015), *Pengaruh label halal dan religiusitas terhadap keputusan pembelian produk kosmetik di Kota Malang*, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

<sup>32</sup> Abd Aziz, Noreen Noor, dan Eta Wahab, *Understanding of Halal Cosmetics Products: TPB Model*, UTHM Institutional Repository, 2013, h.1-6.

<sup>33</sup> Henry Aspan, Iskandar Muda Sipayung, Ade Putri Muharrami, dan Husni Muharram Ritonga, *The Effect of*

*Halal Label, Halal Awareness, Product Price, and Brand Image to the Purchasing Decision on Cosmetic products (Case Study on Consumer of Sari Ayu Martha Tilaar in Binjai City)*, International Journal of Global Sustainability, Vol. 1, Issue 1, 2017, h.55.

<sup>34</sup> Finka Oktaniar, Erna Listyaningsih, dan Bambang Purwanto, *The Effect of Halal Labeling, Advertisement Creativity and Lifestyle on Purchase Decisions of Wardah Products (Case Study of Students of Universitas Malabuyati)*. KnE Social Sciences, 2020, h.692-700.

<sup>35</sup> Henry Aspan, Iskandar Muda Sipayung, Ade Putri Muharrami, dan Husni Muharram Ritonga, *The Effect of Halal Label, Halal Awareness, Product Price, and Brand Image to the Purchasing Decision on Cosmetic products (Case Study on Consumer of Sari Ayu Martha Tilaar in Binjai City)*, International Journal of Global Sustainability, Vol. 1, Issue 1, 2017, h.55.

<sup>36</sup> Asri Wahyuningrum, H. Anasom, Thohir Yuli Kusmanto, *Strategi Dakwah MUI (Majelis Ulama Indonesia) Jawa Tengah Melalui Sertifikasi Halal*, Jurnal Ilmu Dakwah, Vol. 35, Issue 2, 2017, h.186.

certified products includes food, medicine, cosmetics, chemical products, biological products, genetically engineered products, and consumer goods.<sup>37</sup>

Along with the science and the processing development industry, it has made the products of the food, beverage, drug and cosmetic industries, raising the probability of haram products. The source of this prohibition comes from raw materials, additives, or auxiliary materials in an industry. The raw materials, additives, and auxiliary materials come from pigs, or animals that are slaughtered without the Sharia provision. In the industrial contexts, for example, pork skin and bones is a main component of collagen as a cosmetic ingredient and gelatin which can generally be used as an ingredient for capsule shells, soft candy, and thickening agents.<sup>38</sup>

As the main requirement, halal products must be made from halal ingredients. Halal products must be produced inside the facilities with halal criteria, which are free from contamination of haram and unclean materials.<sup>39</sup> The following are the official MUI halal labels:

Figure 3. Official MUI halal labels:



Source: [halalmui.org](http://halalmui.org)

## 8. Halal Cosmetics

According to the LPPOM MUI article, a good quality cosmetics is not good enough if it's only made from natural ingredients. However, whether a product is halal or not is no less important. Here's how to choose the proper halal cosmetics<sup>40</sup>:

1. Using only halal guaranteed cosmetic products.

Consumers can check the halal logo on the packaging of a product whenever buying cosmetic products. Also make sure it has the official MUI halal logo to ensure it is not contaminated by unclean or non-halal materials.

2. Checking the composition of the main ingredients.

In general, plant based ingredients or botanical ingredients are considered halal naturally unless they are mixed with animal enzymes.

3. Natural products are not always 100% halal.

Cosmetic ingredients usually contain several ingredients with patents. These ingredients can be categorized as *mashbooh* because it's from animals, such as allantoin, amino acids, collagen, gelatin, glycerine, hyaluronic acid, keratin, etc.

4. Legal certified

Legal certified is a registration number by the Food and Drug Supervisory Agency (BPOM).

5. Paying attention to the producer and where it's produced.

<sup>37</sup> LPPOM MUI, *Mengenal Bahan Kosmetika dan Obat-Obatan*, <http://www.halalmui.org/mui14/main/detail/mengenal-bahan-kosmetika-dan-obat-obatan>, diakses tanggal 09 November 2020.

<sup>38</sup> LPPOM MUI, *Manajemen Rantai Pasok Halal dari Perspektif Sains*, <https://www.halalmui.org/mui14/main/detail/manaje-men-rantai-pasok-halal-dari-perspektif-sains>, diakses tanggal 03 Desember 2020.

<sup>39</sup> LPPOM MUI, *Manajemen Rantai Pasok Halal dari Perspektif Sains*, <https://www.halalmui.org/mui14/main/detail/manaje-men-rantai-pasok-halal-dari-perspektif-sains>, diakses tanggal 03 Desember 2020.

<sup>40</sup> LPPOM MUI, *Kosmetik Halal, Cara Optimal untuk Cantik Luar Dalam*, <https://www.halalmui.org/mui14/main/detail/kosmetik-halal-cara-optimaluntuk-cantik-luar-dalam>, diakses tanggal 03 November 2020.

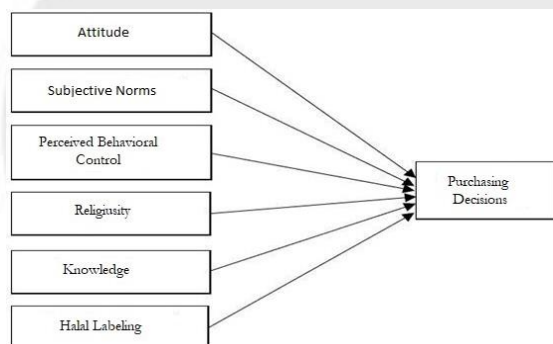
This indicates how easy the access for consumers to obtain more information about the product, including its halal.

6. Avoid a non-halal indicated product. Materials that should be avoided (has been declared haram by LPPOM MUI) are Sodium Heparin and Placenta.

### Framework

Based on the previous studies results and based on the description of each variable, in the context of this study, the Theory of Planned Behavior variables such as attitudes, subjective norms, and perceptions of behavioral control, and additional several other variables can be seen in the following framework figure:

Figure 4. Framework



### Hypothesis

Based on several reviews from previous studies, here is the following:

H1= There is a significant effect affecting attitude on the purchasing decisions for the halal cosmetic products.

H2= Significant influence of subjective norms on the purchasing decisions for the halal cosmetic products.

H3= Significant effect of perceived behavioral control on the purchasing decisions for the halal cosmetic products.

H4= Significant influence of religiosity on the purchasing decisions for the halal cosmetic products.

H5= There is a significant influence from consumers' knowledge on the purchasing decisions for the halal cosmetic products.

H6= There is a significant effect of the halal labeling on purchasing decisions for the halal cosmetic products.

### Research Methodology

The object determined in this study is Muslim consumers from West Java with the following criteria: women aged 15-64 years, and have used or are currently using halal cosmetic products. The sample in this study was obtained using the Krejcie and Morgan formula which is described as follows:

$$n = \frac{\chi^2 \cdot N \cdot P(1-P)}{(N-1) \cdot d^2 + \chi^2 \cdot P(1-P)}$$

$$n = \frac{3,841 \times N (0,5 \times 0,5)}{(N-1)0,05^2 + 3,841 (0,5 \times 0,5)}$$

$$n = \frac{3,841 \times N (0,5 \times 0,5)}{(N-1)0,0025 + 3,841 (0,25)}$$

$$n = \frac{3,841 \times N (0,25)}{(N-1)0,0025 + 3,841 (0,25)}$$

Description:

n = sample size       $\chi^2$  = chi squared value      d = error estimation  
N = population      P = population proportion

The Central Statistics Agency (BPS) confirmed that the population of women aged 15 to 64 years in West Java is around 16,586,850 lives. Based on the data above, the sample calculation in this study is in the followings:

$$n = \frac{3,841 \times N (0,25)}{(N-1)0,0025 + 3,841 (0,25)}$$

$$n = \frac{3,841 \times 16.586.850 (0,25)}{(16.586.850 - 1)0,0025 + 3,841 (0,25)} = 384,09$$

Based on the calculations, it can be seen that the minimum number of respondents that can be studied is 384 respondents. This study obtained a total of 412 respondents obtained through a questionnaire with data collection methods non-probability sampling with purposive sampling technique.



The primary data as the main source obtained from questionnaires, and secondary data as additional data obtained from various journals, internet sites, and from the Central Bureau of Statistics. The type of data in is quantitative data, analyzed using descriptive and verification methods. In this study, the data were analyzed using the Partial Least Square-Structural Equation Modeling (PLS-SEM) method using the SmartPLS 3.3.2 software.

### Variable Operations

This study uses two variables consisting of exogen variables (X) u=including attitude variables, subjective norms, perceptions of behavior control, religiosity, knowledge, and halal labeling, as well as endogenous variables (Y) such as purchasing decisions which can be seen in the table of variables operationalization following:

**Table 1. Variable Operational**

Variable	Definition	Indicator	Indicator Code
Attitude (ATD)	Performing a certain behavior that leads to a certain outcome, which can be weighed by a	Consumers more preferred the use of halal cosmetic products <sup>42</sup>	ATD.1
		The certain feeling towards halal cosmetics uses <sup>43</sup>	ATD.2

Subjective Norms (SJN)	Referring to social peer pressure to decide whether to perform a certain behavior <sup>46</sup>	desire evaluation <sup>41</sup>	Having an exact reason to buy halal cosmetic products <sup>44</sup>	ATD.3
			Using halal cosmetic products as the own choice <sup>45</sup>	ATD.4
			Family members preferring halal cosmetic products <sup>47</sup>	NRS.1
			Peer group stigm towards halal cosmetics <sup>48</sup>	SJN.2
			The majority of friends on peer is preferred to buy halal product <sup>49</sup>	SJN.3
			Influencer influencing the use of a certain products <sup>50</sup>	SJN.4
		A certain suggestions from influencer to use halal products <sup>51</sup>	SJN.5	
		A certain suggestion from influencer to use a products with halal labels <sup>52</sup>	SJN.6	

<sup>41</sup> Shirley Taylor and Peter Todd, 'Decomposition and Crossover Effects in the Theory of Planned Behavior: A Study of Consumer Adoption Intentions', *International Journal of Research in Marketing*, 12.2 (1995), 137–55.

<sup>42</sup> Taylor and Todd.

<sup>43</sup> Azizi Yahaya, *Menguasai Penyelidikan Dalam Pendidikan: Teori, Analisis & Interpretasi Data* (PTS Professional, 2007).

<sup>44</sup> Anssi Tarkiainen and Sanna Sundqvist, 'Subjective Norms, Attitudes and Intentions of Finnish Consumers in Buying Organic Food', *British Food Journal*, 2005.

<sup>45</sup> Azmawani Abd Rahman, Ebrahim Asrarhaghighi, and Suhaimi Ab Rahman, 'Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention', *Journal of Islamic Marketing*, 2015.

<sup>46</sup> Ajzen.

<sup>47</sup> Azmi Aziz, Muslim Amin, and Zaidi Isa, 'The Perception to Choose Halal Cosmetics Products: An

Empirical Study for Malaysian Consumer', in *6th International Conference on Business, Management and Economics. Turkey: Yasar University*, 2010.

<sup>48</sup> Suddin Lada, Geoffrey Harvey Tanakinjal, and Hanudin Amin, 'Predicting Intention to Choose Halal Products Using Theory of Reasoned Action', *International Journal of Islamic and Middle Eastern Finance and Management*, 2009.

<sup>49</sup> (Mas'ud, 2012)

<sup>50</sup> Viswanath Venkatesh and Fred D Davis, 'A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies', *Management Science*, 46.2 (2000), 186–204.

<sup>51</sup> Karijn Bonne and others, 'Determinants of Halal Meat Consumption in France', *British Food Journal*, 2007.

<sup>52</sup> Bonne and others.

Behavior Control Perception (BCP)	Individual control beliefs weighed by perceived facilitation of control factors, both in inhibiting and facilitating behavior <sup>53</sup>	Halal cosmetics products at an easy reach <sup>54</sup>	BCP.1	theoretical or practical understanding of a subject <sup>63</sup>	Able to distinguish what is allowed and what is not in Islam <sup>65</sup>	KNL.2
		A variety of halal cosmetics products <sup>55</sup>	BCP.2		Understand the benefits that will be obtained <sup>66</sup>	KNL.3
		An obvious and distinct information on the product <sup>56</sup>	BCP.3		Understand the concept of halal certification in cosmetic products <sup>67</sup>	KNL.4
		Able to buy halal cosmetic products <sup>57</sup>	BCP.4			
Religiosity (RLG)	Interpersonal relationships with the creators are formed through religious teachings, manifested in their daily behavior <sup>58</sup>	Buying halal cosmetic product as a divine preferences <sup>59</sup>	RLG.1	Halal Labeling (HLB)	The guarantee on raw materials and processes <sup>69</sup>	HLB.1
		Buying cosmetic products as a muslim <sup>60</sup>	RLG.2		Halal logo is a consideration in buying halal cosmetic products <sup>70</sup>	HLB.2
		Doing the daily 5 times prayings <sup>61</sup>	RLG.3		A certain product labeling that met halal requirements, measured through safety, religious, and the health values <sup>68</sup>	HLB.3
		A daily consumption of religious content on media and television <sup>62</sup>	RLG.4		The religious need towards the use of halal products <sup>71</sup>	HLB.4
Knowledge (KNL)	Refers to someone's expertise through	Understand the concept of halal and haram <sup>64</sup>	KNL.1		LPPOM-MUI labels as products guarantee <sup>72</sup>	HLB.5
					Seeking information about a certain halal cosmetic products <sup>73</sup>	HLB.6

<sup>53</sup> Taylor and Todd.

<sup>54</sup> Bonne and others.

<sup>55</sup> Bonne and others.

<sup>56</sup> Bonne and others.

<sup>57</sup> Taylor and Todd.

<sup>58</sup> Shovi Sadzalia, 'Pengaruh Label Halal Dan Religiusitas Terhadap Keputusan Pembelian Produk Kosmetik Di Kota Malang' (Universitas Islam Negeri Maulana Malik Ibrahim Malang, 2015).

<sup>59</sup> Rodney Stark and Charles Y Glock, *American Piety: The Nature of Religious Commitment* (Univ of California Press, 1968), 1.

<sup>60</sup> Stark and Glock, 1.

<sup>61</sup> Mahiah Said and others, 'Assessing Consumers' Perception, Knowledge and Religiosity on Malaysia's Halal Food Products', *Procedia - Social and Behavioral Sciences*, 130 (2014), 120–28 <<https://doi.org/10.1016/j.sbspro.2014.04.015>>.

<sup>62</sup> Said and others.

<sup>63</sup> Abd Rahman, Asrarhaghghi, and Ab Rahman.

<sup>64</sup> Abd Rahman, Asrarhaghghi, and Ab Rahman.

<sup>65</sup> Abd Rahman, Asrarhaghghi, and Ab Rahman.

<sup>66</sup> Peter J Paul and Jerry C Olson, 'Perilaku Konsumen Dan Strategi Pemasaran', *Jakarta: Salemba Empat*, 2013.

<sup>67</sup> Abd Rahman, Asrarhaghghi, and Ab Rahman.

<sup>69</sup> Jagdish N Sheth, Banwari Mittal, and Bruce I Newman, *Customer Behavior: Consumer Behavior and Beyond* (South Western Educational Publishing, 1999).

<sup>70</sup> Wahyu Budi Utami, 'Pengaruh Label Halal Terhadap Keputusan Membeli (Survei Pada Pembeli Produk Kosmetik Wardah Di Outlet Wardah Griya Muslim An-Nisa Yogyakarta)', *Skripsi. Yogyakarta: Fak. Ilmu Sosial Dan Humaniora UIN Sunan Kalijaga Yogyakarta*, 2013.

<sup>68</sup> NADYA WIWIN MEIRITA, 'Analisis Pengaruh Perilaku Konsumen, Marketing Mix, Dan Label Halal Terhadap Keputusan Pembelian Produk Di Indomaret Kota Salatiga' (IAIN SALATIGA, 2019).

<sup>71</sup> Sheth, Mittal, and Newman.

<sup>72</sup> Sheth, Mittal, and Newman.

<sup>73</sup> Sheth, Mittal, and Newman.

		74				
Buying Decision (BYD)	An action of deciding in order to fulfil the desires on buying a certain products <sup>75</sup>	Realizing the needs of halal-label cosmetic products <sup>76</sup>	BYD.1	Kab. Bandung	29	7
		Decided to buy halal cosmetic products as an obligation of the Islamic law <sup>77</sup>	BYD.2	Kab. Bandung Barat	10	2,4
		Halal labeled cosmetics is the main priority products to buy <sup>78</sup>	BYD.3	Kab. Bekasi	17	4,1
		Willing to buy halal labeled cosmetic products <sup>79</sup>	BYD.4	Kab. Bogor	13	3,2
		Deciding to buy halal cosmetic products as it informed and suggested by family, friends, advertisements, and mass media <sup>80</sup>	BYD.5	Kab. Ciamis	10	2,4
				Kab. Cianjur	10	2,4
				Kab. Cirebon	16	3,9
				Kab. Garut	10	2,4
				Kab. Indramayu	10	2,4
				Kab. Karawang	5	1,2
				Kab. Kuningan	9	2,2
				Kab. Majalengka	3	0,7
				Kab. Pangandaran	4	1
				Kab. Purwakarta	2	0,5
				Kab. Subang	4	1
				Kab. Sukabumi	8	1,9
				Kab. Sumedang	68	16,5
				Kab. Tasikmalaya	3	0,7
				Kota Bandung	72	17,5
				Kota Banjar	12	2,9
				Kota Bekasi	11	2,7
				Kota Bogor	12	2,9
				Kota Cimahi	21	5,1
				Kota Cirebon	7	1,7
				Kota Depok	9	2,2
				Kota Sukabumi	28	6,8
				Kota Tasikmalaya	9	2,2
				<b>Total</b>	<b>412</b>	<b>99,9</b>

## Results and Discussion

### Characteristics of Respondents

Respondents in this study is consisted as 412 West Java Muslim consumers aged 15-64 years who have bought or used cosmetic products labeled halal recently. The characteristics of the respondents in this study can be seen in the following table:

**Table 2. Respondent Demographics**

Category	Frequency	Percentage
<b>Age</b>		
15–25 years	240	58,2
26–35 years	49	11,9
36–45 years	60	14,6
>45 years	63	15,3
<b>Total</b>	<b>412</b>	<b>100</b>
<b>Origin</b>		

<b>Marital Status</b>		
Not married	252	61,1
Married	128	31,1
Widow	32	7,8
<b>Total</b>	<b>412</b>	<b>100</b>
<b>Average income</b>		
≤ Rp1.000.000	184	44,7
Rp1.000.001–Rp3.500.000	84	20,4
Rp3.500.001–Rp5.500.000	77	18,7
>Rp5.500.000	67	16,2
<b>Total</b>	<b>412</b>	<b>100</b>
<b>Occupation</b>		
PNS	37	8,9
Private Sector Employee	46	11,1
Businessman	44	10,7
teacher	25	6,1
Scholar	168	40,8
Health workers	32	7,8
Housewife	32	7,8
Others	28	6,8
<b>Total</b>	<b>412</b>	<b>100</b>
<b>Last Education</b>		

<sup>74</sup> Hayat M Awan, Ahmad Nabeel Siddiquei, and Zeeshan Haider, 'Factors Affecting Halal Purchase Intention—Evidence from Pakistan's Halal Food Sector', *Management Research Review*, 2015.

<sup>75</sup> Philip Kotler and Kevin Lane Keller, 'Manajemen Pemasaran, Edisi 13', *Jakarta: Erlangga*, 14 (2009).

<sup>76</sup> Kotler and Keller.

<sup>77</sup> Kotler and Keller.

<sup>78</sup> Kotler and Keller.

<sup>79</sup> Kotler and Keller.

<sup>80</sup> Kotler and Keller.

SD/MI	0	0
SMP/MTs	19	4,6
SMA/MA	183	44,4
Diploma	79	19,2
S1	105	25,5
Pasca sarjana	26	6,3
<b>Total</b>	<b>412</b>	<b>100</b>

Source: Primary Processed Data (2020)

### Halal Cosmetic Products Used

Based on the results of data collection, it can be concluded that the level of halal cosmetic products used by respondents is in the following table:

Table 3. Halal Cosmetic Products Used

Cosmetic Products	Frequency (1.204)	Percentage
Wardah	190	15,8
Sariayu	75	6,2
Safi	81	6,7
MakeOver	125	10,4
Emina	160	13,3
Silkygirl	66	5,5
Garnier	119	9,9
Pixy	97	8
Mustika Ratu	56	4,7
L'Oreal	54	4,5
Viva	84	7
Lainnya	97	8

Source: Primary Processed Data (2020)

### Halal Cosmetics Information Source

Based on the results of data collection, it was concluded that the sources of information on halal cosmetics were obtained by respondents in the following table:

Table 4. Halal Cosmetics Information Source

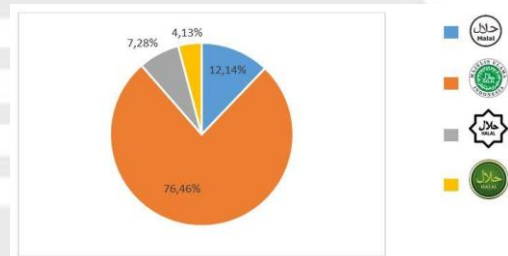
Information Source	Frequency (758)	Percentage
Television	139	18,3
Social Media	282	37,2
Friends	159	21
Family	115	15,2
Others	63	8,3

Source: Primary Processed Data (2020)

### MUI Official Halal Label acknowledgement

Based on the results of data collection, it can be seen that the respondents' acknowledgement about the official halal label of MUI is in the following picture:

Figure 5. Halal Label Acknowledgement

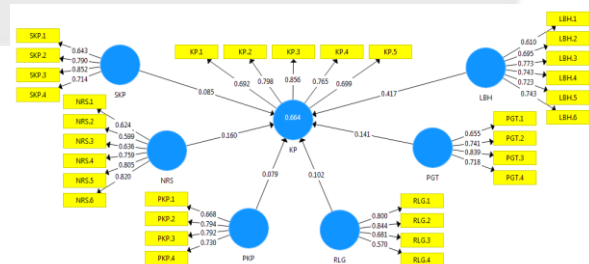


Source: Primary Processed Data

### Outer Model Analysis Results

In PLS-SEM the outer model or what is called this measurement model describes the relationship between the latent variable and the indicator variable.<sup>81</sup> The results of the outer model using the SmartPLS 3.3.2 software in this study are as follows:

Figure 6. Outer Model Results



Source: Data processed by SmartPLS 3.3.2 (2020)

### Convergent Validity Test

This convergent validity test aims to determine the relationship between indicators and other constructions or other variables. This convergent validity test can be seen with the Average Variance Extracted (AVE) value and the Outer Loadings value.

<sup>81</sup> Azuar Juliandi, (2018) *Structural Equation Model Partial Least Square (SEM-PLS)*, h.1-6.

### Outer Loadings

According to Marko Sarstedt, Christian M. Ringle, and Joseph F. Hair stated that the value of outer loadings  $> 0.50$  indicates that the indicator has a sufficient level of reliability.<sup>82</sup> Thus in this study, the loading factor limit  $> 0.50$ , which can be seen in the following table:

**Table 5. Outer Loadings (>0,50)**

	BYD	HLB	SJN	KNL	BCP	RLG	ATD
BYD.1	0,692						
BYD.2	0,798						
BYD.3	0,856						
BYD.4	0,765						
BYD.5	0,669						
HLB.1		0,610					
HLB.2		0,695					
HLB.3		0,773					
HLB.4		0,743					
HLB.5		0,723					
HLB.6		0,743					
SJN.1			0,624				
SJN.2			0,599				
SJN.3			0,636				
SJN.4			0,759				
SJN.5			0,805				
SJN.6			0,820				
KNL.1				0,655			
KNL.2				0,741			
KNL.3				0,839			
KNL.4				0,718			
BCP.1					0,668		
BCP.2					0,794		
BCP.3					0,792		
BCP.4					0,730		
RLG.1						0,800	
RLG.2						0,844	
RLG.3						0,681	
RLG.4						0,570	
ATD.1							0,643
ATD.2							0,790
ATD.3							0,852
ATD.4							0,714

Source: Data processed by SmartPLS 3.3.2 (2020)

### Average Variance Extracted (AVE)

An indicator is declared valid if the Average Variance Extracted (AVE) value is 0.50 or higher. In short, an AVE of 0.50 indicates that

the construct explains more than half of the indicator's variance. The Average Variance Extracted (AVE) value can be seen in the following table:

**Table 6. Average Variance Extracted (AVE)**

Variable	Average Variance Extracted (AVE)	Information
BYD	0,584	Valid
HLB	0,513	Valid
SJN	0,508	Valid
KNL	0,549	Valid
BCP	0,559	Valid
RLG	0,535	Valid
ATD	0,568	Valid

Source: Data processed by SmartPLS 3.3.2 (2020)

### Discriminant Validity Test

Discriminant validity shows to the extent of which construction is empirically different from other constructs or in other words the construct measures what it wants to measure.<sup>83</sup> The discriminant validity test can be seen with the cross loading value. In the criteria of cross loading indicators and other indicators must have a difference of  $> 0.10$ .<sup>84</sup> The value of cross loading in this study can be seen in the following table:

**Table 7. Cross Loading Value**

	BYD	HLB	SJN	KNL	BCP	RLG	ATD
BYD.1	<b>0,692</b>	0,530	0,448	0,444	0,254	0,467	0,272
BYD.2	<b>0,798</b>	0,626	0,473	0,528	0,390	0,509	0,357
BYD.3	<b>0,856</b>	0,637	0,544	0,524	0,513	0,521	0,550
BYD.4	<b>0,765</b>	0,582	0,482	0,482	0,463	0,424	0,536
BYD.5	<b>0,699</b>	0,548	0,458	0,450	0,442	0,390	0,467
HLB.1	0,438	<b>0,610</b>	0,385	0,474	0,241	0,381	0,271
HLB.2	0,461	<b>0,695</b>	0,415	0,448	0,250	0,541	0,347
HLB.3	0,642	<b>0,773</b>	0,489	0,476	0,467	0,537	0,528
HLB.4	0,572	<b>0,743</b>	0,430	0,483	0,501	0,404	0,498
HLB.5	0,554	<b>0,723</b>	0,510	0,484	0,358	0,458	0,372
HLB.6	0,592	<b>0,743</b>	0,417	0,490	0,438	0,475	0,404
SJN.1	0,381	0,367	<b>0,624</b>	0,348	0,229	0,358	0,258
SJN.2	0,334	0,341	<b>0,599</b>	0,265	0,216	0,340	0,268
SJN.3	0,386	0,369	<b>0,636</b>	0,280	0,362	0,321	0,335
SJN.4	0,522	0,532	<b>0,759</b>	0,393	0,508	0,414	0,572
SJN.5	0,500	0,486	<b>0,805</b>	0,418	0,411	0,381	0,452
SJN.6	0,529	0,501	<b>0,820</b>	0,431	0,384	0,444	0,458
KNL.1	0,321	0,345	0,240	<b>0,655</b>	0,217	0,348	0,227
KNL.2	0,366	0,398	0,259	<b>0,741</b>	0,322	0,409	0,303
KNL.3	0,662	0,645	0,531	<b>0,839</b>	0,501	0,495	0,498
KNL.4	0,421	0,479	0,370	<b>0,718</b>	0,405	0,331	0,368
BCP.1	0,345	0,331	0,285	0,351	<b>0,668</b>	0,289	0,305

<sup>82</sup> Marko Sarstedt, Christian M. Ringle, dan Joe Hair, (2017), *Partial Least Square Structural Equation Modeling*, Handbook of Market Research, Issue 9.

<sup>83</sup> Joe F. hair, Sarstedt Marko, Hopkins Lucas, G. Kuppelweiser Volker, *Partial Least Squares Structural Equation Modeling (PLS-SEM): An emerging tool in business*

*research*. European Business Review, Vol. 26, Issue 2, 2014, h.106-121.

<sup>84</sup> David Gefen, dan Detmar Straub, *A Practical Guide to Factorial Validity Using PLS-Graph: Tutorial and Annotated Example*, Communications of the Association for Information System, Vol. 16, issue 7, 2005.

BCP.2	0,457	0,423	0,405	0,392	<b>0,794</b>	0,315	0,447
BCP.3	0,421	0,436	0,458	0,424	<b>0,792</b>	0,302	0,450
BCP.4	0,399	0,413	0,357	0,372	<b>0,730</b>	0,282	0,471
RLG.1	0,504	0,527	0,408	0,464	0,230	<b>0,800</b>	0,328
RLG.2	0,493	0,547	0,434	0,438	0,355	<b>0,844</b>	0,427
RLG.3	0,396	0,431	0,343	0,347	0,398	<b>0,681</b>	0,377
RLG.4	0,361	0,375	0,361	0,325	0,179	<b>0,570</b>	0,228
ATD.1	0,386	0,360	0,382	0,343	0,285	0,336	<b>0,643</b>
ATD.2	0,452	0,457	0,432	0,397	0,419	0,347	<b>0,790</b>
ATD.3	0,498	0,497	0,490	0,419	0,507	0,422	<b>0,852</b>
ATD.4	0,394	0,403	0,393	0,339	0,475	0,301	<b>0,714</b>

Source: Data processed by SmartPLS 3.3.2 (2020)

### Reliability Test

Reliability testing in PLS-SEM is by doing a test called composite reliability. The instrument of a study can be said to be reliable if it gives Cronbach's Alpha and Composite Reliability values above 0.70.<sup>85</sup> The value of Cronbach's Alpha and Composite Reliability in this study can be seen in the following table:

Table 8. Cronbach's Alpha and Composite Reliability value

Variable	Cronbach's Alpha	Composite Reliability	Informatio n
BYD	0,820	0,875	Reliabel
HLB	0,810	0,863	Reliabel
SJN	0,803	0,859	Reliabel
KNL	0,738	0,829	Reliabel
BCP	0,736	0,835	Reliabel
RLG	0,702	0,818	Reliabel
ATD	0,742	0,839	Reliabel

Source: Data processed by SmartPLS 3.3.2 (2020)

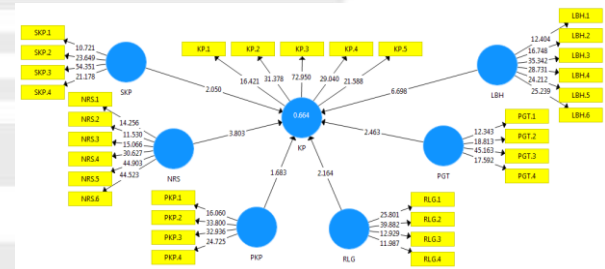
### Inner Model Analysis Results

In the PLS-SEM analysis, the inner model consists of path coefficients, hypothesis testing, and coefficient of determination (R-Square).

#### The Path Coefficient

The path coefficient explains how strong the influence of one variable on another variable is.<sup>86</sup> This structural model or path coefficient can be evaluated using R-Square for the dependent variable, and T-statistical test to test the significance of the indicator on the latent variable. The path coefficient in this study can be seen in the following figure:

Figure 7. Bootstrapping Result Path Coefficient



Source: Data processed by SmartPLS 3.3.2 (2020)

### Hypothesis Testing

In this study, hypothesis testing was conducted by comparing T-statistics with T-tables. The hypothesis is accepted if the T-statistic value > T-table. Hypothesis testing uses a significance level of 5% with a T-table of 1.96.<sup>87</sup> The value of Bootstrapping results in this study can be seen in the following table:

Table 9. Bootstrapping Result

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistic	P-Values
H1 ATD->BYD	0,085	0,091	0,041	<b>2,050</b>	<b>0,041</b>
H2 SJN->BYD	0,160	0,155	0,042	<b>3,803</b>	<b>0,000</b>
H3 BCP->BYD	0,079	0,079	0,047	<b>1,683</b>	<b>0,093</b>
H4 RLG->BYD	0,102	0,105	0,047	<b>2,164</b>	<b>0,011</b>
H5 KNL->BYD	0,141	0,151	0,057	<b>2,463</b>	<b>0,014</b>
H6 HLB->BYD	0,417	0,407	0,062	<b>6,698</b>	<b>0,000</b>

Description:  
Significant      Not Significant

Source: Data processed by SmartPLS 3.3.2 (2020)

#### 1. The influence of attitudes on purchasing decisions for halal cosmetic products

The results of the hypothesis indicates that the path coefficient value of the attitude variable towards purchasing decisions is 0.085 with a T-statistic value of 2.050 which is greater than the T-table (2.050 > 1.96) so that it can be seen that H1 is accepted. This means that attitudes have a positive and significant effect on purchasing

<sup>85</sup> Marko Sarstedt, Christian M. Ringle, dan Joe Hair, (2017), *Partial Least Square Structural Equation Modeling*, Handbook of Market Research, Issue 9.

<sup>86</sup> Ken Wong-Kay Wong, *Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques using SmartPLS*, Marketing Bulletin, Vol. 24, Issue 1, 2013, h.1-32.

<sup>87</sup> Ananda Sabil Hussein, *Penelitian Bisnis dan Manajemen Partial Least Squares dengan SmartPLS 3.0.*, Universitas Brawijaya, Vol. 1, 2015, h.1-19.

decisions for halal cosmetic products for Muslim consumers in the West Java Province. This attitude refers to a favorable or unfavorable judgment of a behavior.<sup>88</sup> So in this case whenever an individual feels a happy feeling in buying and using halal cosmetics, the individual will tend to re-buy the certain halal cosmetics in the future. According to Nur Hadiati Endah, a positive attitude is a sense of satisfaction from consumers towards cosmetic products, where halal cosmetics will bring two consumer expectations, namely from the cosmetic side and from the halal labeling side. In addition, consumers of halal products will also expect that halal products are quality, safe, and healthy products.<sup>89</sup>

## **2. The influence of subjective norms on purchasing decisions of halal cosmetic products**

The results of the hypothesis test shows that the path of coefficient value of the subjective norm variable on purchasing decisions is 0.160 with a T-statistic value of 3.803 which is greater than the T-table ( $3.803 > 1.96$ ) so that it can be seen that H2 is accepted. This means that subjective norms have a positive and significant effect on purchasing decisions for halal cosmetic products for Muslim consumers in West Java Province.

In this study, subjective norms explain that Muslim consumers in West Java have an encouraging environment in halal cosmetic products using, including friends, family, and some inner peer people. This means that the social environment influences a person in purchasing decisions, so that someone will have the motivation and encouragement from the

surrounding environment to buy a product. This subjective norm is a belief that can be influenced by another person or group of individuals on the decisions made.<sup>90</sup>

## **3. The effect of perceived behavioral control on purchasing decisions for halal cosmetic products**

The results of the hypothesis test show that the path coefficient value of the behavioral control perception variable on purchasing decisions is 0.079 with a T-statistic value of 1.683 which is smaller than the T-table ( $1.683 < 1.96$ ) so it can be seen that H3 is rejected. This means that the perception of behavioral control from an individual has not succeeded in proving the relationship to the purchase decision of halal cosmetic products for Muslim consumers in West Java Province.

Nadia Umair Ansari and Hanif Mohammed stated that the perceived behavioral control variable in the Theory of Planned Behavior (TPB) was not found to be a valid predictor of intention. The study analyzed that this could be due to the fact that Muslim consumers perceive personal care products available in the market as mostly halal. Therefore it seems that there is no intention for Muslim consumers to buy it actively, in other words there is no need for a conscious intention to decide because they have a subconscious belief that some of the personal care and cosmetic products available are halal.<sup>91</sup>

In this study, consumers believe in the perception that they are able to buy halal cosmetic products, and they already know about various aspects of halal cosmetic products such as halal cosmetics which have

<sup>88</sup> Icek Ajzen, *The Theory of Planned Behavior*, Organizational Behavior and Human Decision Processes, Vol. 50, Issue 2, 1991, h.179-211.

<sup>89</sup> Nur Hadiati Endah, *Perilaku Pembelian Kosmetik Berlabel Halal oleh Konsumen Indonesia*, Jurnal Ekonomi dan Pembangunan, Vol. 22, Issue 1, 2014, h.11-25.

<sup>90</sup> Indah Wahyuningsih, *Intensi Konsumen Terhadap Kosmetik dan Produk Skincare Halal di Indonesia: Pendekatan*

*Theory of Planned Behavior*, JEBA (Journal of Economics and Business Aseanomics), Vol.3, Issue 1, 2019.

<sup>91</sup> Nadia Umair Ansari, dan Hanif Mohammed, *Factors Affecting the Intent to Purchase Halal Personal Care Products: Emirical Evidence from Pakistan*, International Journal of Islamic Marketing and Branding, Vol. 1, issue 2, 2015, h.199.

many choices and are easy to obtain, but this does not affect consumers to buy halal cosmetic products. So it can be said that there is no need for a conscious intention to decide to buy halal cosmetics because it is an obligation for a Muslim to use halal products.

#### **4. The influence of religiosity on purchasing decisions for halal cosmetic products**

The results of the hypothesis test show that the path coefficient value of the religiosity variable on purchasing decisions is 0.102 with a T-statistic value of 2.164 which is greater than the T-table ( $2.164 > 1.96$ ) so that it can be seen that H4 is accepted. This means that religiosity has a positive and significant effect on purchasing decisions of halal cosmetic products for Muslim consumers in West Java Province.

Religiosity is a commitment from a devotee to their religion, reflected through their attitudes and behavior.<sup>92</sup> In this study, religiosity is described by consumers' obedience to their particular religion such as obeying the commands of Allah SWT. This also means that the more obedient consumers are to their religion, the more they will be encouraged to use halal products.

#### **5. The influence of knowledge on purchasing decisions for halal cosmetic products**

The results of the hypothesis test indicate that the path coefficient value of the knowledge variable on purchasing decisions is 0.141 with a T-statistic value of 2.463 which is greater than the T-table ( $2.463 > 1.96$ ) so that it can be seen that H5 is accepted. This means that knowledge has a positive and significant effect on

purchasing decisions of halal cosmetic products for Muslim consumers in West Java Province.

Consumers won't hesitate to buy halal products with the current knowledge they have. Consumers tend to know which products are not halal, and when consumers know about what is permissible then it will affect their assessment of the purchase of halal products.<sup>93</sup>

In this study, knowledge explains that consumers have knowledge of halal and haram, know what is allowed and not allowed in Islam, know the benefits that will be obtained, and know halal certification in a product. So that the knowledge possessed by the consumer will encourage the purchase decision of a halal product.

#### **6. The effect of halal labeling on purchasing decisions for halal cosmetic products**

The results of the hypothesis test show that the path coefficient value of the halal labeling variable on purchasing decisions is 0.417 with a T-statistic value of 6.698 which is greater than the T-table ( $6.698 > 1.96$ ) so that it can be seen that H6 is accepted. This means that halal labeling has a positive and significant effect on purchasing decisions for halal cosmetic products for Muslim consumers in West Java Province.

With the halal label, it surely influence the decision of Muslim consumers to buy and consume the certain product. The existence of halal products will encourage consumers to ensure which products will be consumed, namely products that have a halal label on their packaging.<sup>94</sup> So in this study halal labeling explains that consumers consider halal labels in

<sup>92</sup> Ahlam Nuwairah Ahmad, Azmawani Abd Rahman, dan Suhaimi Abd Rahman, *Assessing Knowledge and Religiosity on Consumer Behavior towards Halal Food and Cosmetic Products*, International Journal of Social Science and Humanity, Vol. 5, Issue 1, 2015, h.10-14.

<sup>93</sup> Abd Aziz, Noreen Noor, dan Eta Wahab, *Understanding of Halal Cosmetics Products: TPB Model*, UTHM Institutional Repository, 2013, h.1-6.

<sup>94</sup> Finka Oktaniar, Erna Listyaningsih, dan Bambang Purwanto, *The Effect of Halal Labeling, Advertisement Creativity and Lifestyle on Purchase Decisions of Wardah Products (Case Study of Students of Universitas Malahayati)*. KnE Social Sciences, 2020, h.692-700.



buying a cosmetic product, where in this case consumers seek information first about halal because halal cosmetics are guaranteed safe for use by a Muslim. So with the halal label on a product, it can convince Muslim consumers to buy the product.

### Coefficient of Determination (R-Square)

In the PLS-SEM analysis, the closer to 1 the R-Square value, the stronger the variable is said to be. According to Garson, if the R-square value of  $> 0.67$  is categorized as a strong variable relationship,  $0.33-0.66$  is categorized as a fairly good variable relationship, and  $0.19-0.32$  is categorized as a weak variable relationship. The R-Square value in this study can be seen in the following table:

**Table 10. Coefficient of Determination (R-Square)**

Variable	R-Square
BYD	0,664

Source: Data processed by SmartPLS 3.3.2 (2020)

The table shows that the R-Square value for the purchasing decision variable is 0.664, which means that the variables of attitude, subjective norm, perceived behavioral control, religiosity, knowledge, and halal labeling are sufficient to explain variations in purchasing decisions by 66.4% and the remaining 33.6% is explained by other variables not examined in this study, such as product price, service quality, and brand image.

### Conclusion

Based on the results of hypothesis testing in this study, the authors draw conclusions in accordance with the analysis with the discussion that has been written above, as follows:

1. Attitude has a positive and significant influence on purchasing decisions for cosmetic products with the halal label.
2. Subjective norms have a positive and significant influence on purchasing decisions for cosmetic products with the halal label.

3. Perception of behavioral control does not have a significant effect on purchasing decisions for cosmetics with the halal label.

4. Religiosity has a positive and significant influence on purchasing decisions for halal-labeled cosmetic products.

5. Knowledge has a positive and significant influence on purchasing decisions for halal-labeled cosmetic products.

6. Halal labeling has a positive and significant influence on purchasing decisions for halal-labeled cosmetic products.

### Suggestion

Based on the results of the research and the conclusions described, the study above suggests, as in the followings:

1. For the public, this research can be used as a source of information and insight regarding the factors that can influence the decision to purchase halal cosmetics. In line with that, the public is served by credible information about halal labeled products.

2. For the government, this study suggests the need to increase information and public awareness in using products with a true halal certification, regarding in this study was found that some people still lack of knowledge about the official halal label so it is feared that it will have an impact on public consumption, especially the Muslim community.

3. For companies, the authors suggest that cosmetic companies without halal certification are expected to apply the halal certification on their products considering that the government requires good circulating products in Indonesia to be halal certified. In addition, viewed from the consumer side, the halal of a cosmetic product used will affect purchase intentions. Because for Muslim consumers, the halal of a product is considered important. So that companies or producers are expected to pay their attention to the halal aspects of their products because this will have an impact on

the halal industry in the future, and can meet consumer demand, especially Muslim consumers.

4. For further researchers, this study still lacks other details so the authors hope that in further research the researcher adds other variables that may influence purchasing decisions for halal cosmetic products such as price variables. Because price has a fairly important role in purchasing decisions and is something that can be measured as a competitive rate of every product on the market. In addition, further researchers can also expand the population and research area evenly so that it can provide maximum results.

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