

Influence of Halal Label, Brand Image, and Product Quality on Purchase Decisions for *Ms Glow Cosmetic Products*

Vinna Nur Khasanah¹, Syuhada²

^{1,2}Universitas Islam Darul 'Ulum Lamongan

*Correspondence author: vinna.2021@mhs.unisda.ac.id

ARTICLE INFO

Article history

Received 09-08-2024

Revised 09-09-2024

Accepted 20-09-2024

Keywords

Halal Label

Brand Image

Product Quality

Purchase Decision

ABSTRACT

This study discusses how the influence of halal labeling, brand image, and product quality on purchasing decisions for Ms Glow cosmetic products. So that the purpose of this study is to determine whether there is an influence of halal labeling, brand image, and product quality on purchasing decisions for Ms Glow cosmetic products by the community in Karangembang Village, Babat District. This study uses quantitative research methods, with data collection methods using questionnaires. In determining the research sample using the Slovin formula with a non-probability sampling technique so that the sample decision amounted to 80 people. The analysis method used in this research is multiple linear regression as follows $Y = 3.316 + 0.271 X_1 + 0.301 X_2 + 0.160 X_3$. Based on statistical data analysis, the indicators in this study are valid and reliable. In classical assumption testing, the regression model is normal, free of multicollinearity, no heteroscedasticity. Based on the coefficient of determination test, it can be seen that R^2 is 0.770, meaning that the halal label, brand image, and product quality influence purchasing decisions by 77%, while the rest is influenced by other factors outside the variables of this study. from the results of the T test in the study shows that the halal label affects purchasing decisions, brand image affects purchasing decisions, and product quality affects purchasing decisions. Meanwhile, the results of this study from the F test show that the three variables have a simultaneous or joint effect on purchasing decisions.

Introduction

In this era, humans ensure their survival by fulfilling various needs, especially for women who always try to look beautiful and attractive (Hanifah et al., 2019). Various types of beauty products or cosmetics for face and body care are widely available today, so that consumer interest increases (Hamid & Fariyah, 2023). Islamic teachings consider beauty as a gift from Allah SWT that needs to be appreciated and well cared for. Islam provides clear guidance on how women can

maintain their honor and beauty. Every woman has a unique beauty that reflects beauty, cleanliness, and neatness. Allah SWT, the Most Beautiful, loves beauty. Therefore, women strive to always look beautiful, including by adorning themselves (Kamelia, 2023). With increasing public awareness of appearance, the cosmetics industry in Indonesia is experiencing rapid growth of 21.9%, from 913 companies in 2022 to 1,010 companies by the middle of 2023 (Waluyo, 2023).

Halal-labeled beauty products have become the top choice for cosmetics enthusiasts, because in addition to aiming to beautify the skin of the face and body, it also ensures the safety of the ingredients used. In today's increasingly fierce competition, cosmetic companies need to gain loyal customers through user awareness and effective promotion and communication strategies (Apriandi et al., 2021). Every company needs to consider how to maximize its assets in order to ensure its long-term survival. With fierce market competition to attract consumers, product functionality alone is no longer enough to influence purchasing decisions. Today, brands also play a crucial role in creating a special image in the eyes of consumers. Consumer buying decisions also arise due to consumer attitudes towards an object or product consumer confidence in product quality. so that good product quality is an important thing to reach the market, because it can affect consumer satisfaction.

This research focuses on beauty or cosmetic products that are still popular today, namely Ms. Glow. Founded in 2013 by Shandy Purnamasari and Maharani Kemala, Ms Glow has grown into a brand that offers skincare, bodycare, and cosmetics. The company now has four beauty clinic branches in various major cities in Indonesia. Ms Glow's products have obtained halal and BPOM certifications, indicating that they are completely safe for use by individuals aged 17 years and above as well as for all groups, including pregnant women and nursing mothers. (Data Reportal Dari Medium, "5 Ms Glow Adalah Produk Skincare Dan Kosmetik Yang Sudah Tersertifikasi Bpom Dan Halal", 2022).

Research conducted by Nurma Oktavia Isbet, et al in the journal of management in 2022 entitled "The Effect of Product Quality, and Brand Image, on Ms Glow Cosmetics Purchasing Decisions" explains that Product Quality, and Brand Image partially have a significant influence on purchasing decisions for Ms Glow cosmetics. What distinguishes this research from the research of Nurma Oktavia Isbet, et al is the object of research, the number of respondents, and the location of the research. while the similarities between previous research and current research both examine Ms Glow cosmetics but in previous studies did not use halal label variables, so the authors are interested in conducting research using halal label variables. For this reason, the authors will also conduct research by making the object of this research the community in Karangembang Village,

Karangkembang village is a village located in Babat District, Lamongan Regency. Based on the explanation above, the researcher is interested in taking a topic entitled: "The Effect of Halal Label, Brand Image, Product Quality on Purchasing Decisions for Ms. Glow Cosmetic Products. Based on the explanation above, the researcher is interested in taking a topic entitled The Effect of Halal Label, Brand Image, Product Quality on Purchasing Decisions for Ms Glow Cosmetics Products. This research was conducted in Karangkembang, Babat, Lamongan, East Java.

Method

This type of research uses quantitative research with survey methods. The survey method is a research technique that aims to collect data from a specific location naturally, using a questionnaire as the main tool (Sugiono, 2019). This study uses a Likert scale to measure the attitudes, opinions, and perceptions of individuals or groups regarding the social phenomenon under study. This study aims to determine the relationship between variables X and Y. as for the sample obtained using the slovin formula as many as 80 respondents with a 5% precession rate.

Results and Discussion

1. Results

a. Results of Multiple Linear Analysis

Multiple linear regression analysis aims to determine whether there is a relationship between the dependent variable (Y) and the independent variable (X). The following are the results of multiple linear regression analysis tests conducted by researchers:

Table 1. Multiple Linear Regression Analysis Test Results

| Coefficients ^a | | | | | | |
|---|-----------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | | Std. Error | Beta | | |
| 1 | (Constant) | 3.316 | .955 | | 3.471 | .001 |
| | Halal Label | .271 | .089 | .317 | 3.049 | .003 |
| | Brand Image | .301 | .096 | .361 | 3.126 | .003 |
| | Product Quality | .160 | .040 | .298 | 3.975 | .000 |
| a. Dependent Variable: Purchase Decision Source: Processed data 2024 | | | | | | |

The Regression Equation can be written as follows: $Y = 3.316 + 0.271 + 0.301 + 0.160$. From the regression equation that has been formed as above, it can be interpreted that:

1) The constant value of 3.316 indicates that if the variables of halal labeling,

brand image, and product quality are considered fixed, the average purchase decision is 3.316.

- 2) The coefficient for the halal label variable (X1) of 0.271 means that any increase in the halal label variable will cause purchasing decisions to increase by 0.271.
- 3) The coefficient for the brand image variable (X2) of 0.301 means that any increase in the brand image variable will cause purchasing decisions to increase by 0.301.
- 4) The coefficient for the product quality variable (X3) of 0.160 means that any increase in the product quality variable will cause purchasing decisions to increase by 0.160.

b. Results of Determination Test

The determination test is used to measure the extent to which the independent variable affects the dependent variable. The coefficient of determination is determined by the adjusted R square value, as shown in the following table:

**Table 2, Results of Determination Test
 Model Summary^b**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .882 ^a | .779 | .770 | .929 |

a. Predictors: (Constant), Product Quality, Halal Label, Brand Image

b. Dependent Variable: Purchase Decision

Source: Data processed 2024

The adjusted R square value is 0.770, which shows the extent of the influence of the halal labeling variable, brand image, and product quality on purchasing decisions. This indicates that these three variables contribute 77% to the decision to purchase MS Glow cosmetic products, while the remaining 23% is influenced by other variables not examined by the researcher.

c. T-Test Result

The T test is used to measure how significant the influence of the halal label variable regression model, brand image, and product quality on purchasing decisions. The following are the results of data processing conducted by researchers for the t test:

**Table 3, T-Test Result
 Coefficients^a**

| Model | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|-------|-----------------------------|------------|---------------------------|---|------|
| | B | Std. Error | Beta | | |
| | | | | | |

| | | | | | |
|-----------------|-------|------|------|-------|------|
| 1 (Constant) | 3.316 | .955 | | 3.471 | .001 |
| Halal Label | .271 | .089 | .317 | 3.049 | .003 |
| Brand Image | .301 | .096 | .361 | 3.126 | .003 |
| Product Quality | .160 | .040 | .298 | 3.975 | .000 |

a) Dependent Variable: Purchase Decision
Source: Data processed 2024

The tcount value for the halal label variable is 3.049, while the ttable value is obtained from the formula $df = n - k$ or $80 - 4 = 76$, so the ttable value is 1.992. Because the tcount for the halal label variable is greater than the ttable ($3.049 > 1.992$), H1 is accepted and H0 is rejected. This shows that there is an influence of halal labeling on purchasing decisions for MS Glow cosmetic products in Karangkembang, Babat.

The t test results for the brand image variable show $tcount > ttable$ ($3.126 > 1.992$), so H2 is accepted and H0 is rejected. This shows that brand image influences purchasing decisions for MS Glow cosmetic products in Karangkembang, Babat. The t test results for the product quality variable show $tcount > ttable$ ($3.975 > 1.992$), so H3 is accepted and H0 is rejected. This indicates that product quality influences purchasing decisions for MS Glow cosmetic products in Karangkembang, Babat.

d. F-Test Result

The F test is used to determine whether there is a significant effect simultaneously from the independent variable on the dependent variable. The following are the results of data processing by researchers for the F test:

Table 3, T-Test Result

ANOVA^a

| Model | Sum of Squares | Df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 230.895 | 3 | 76.965 | 89.177 | .000 ^b |
| Residual | 65.593 | 76 | .863 | | |
| Total | 296.487 | 79 | | | |

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Product Quality, Halal Label, Brand Image
Source: Data processed 2024

Based on the results of the f test in table 4.22, the fcount is 89.177 while the ftabel $df1 = k-1$ ($4-1$) and $df2 = n-k$ ($80-4 = 76$) with a significant level of 0.05. So that the ftabel obtained is 2.72. So that $fcount > ftabel$ ($89.1 > 2.72$). Then H4 is accepted and H0 is rejected. Thus, it can be concluded that halal labeling, brand image, and product quality have an influence on purchasing decisions for MS Glow cosmetic products in Karangkembang, Babat.

2. Discussion

Based on various tests that have been carried out, the results of data processing using SPSS version 22 will be discussed in this study. This study aims to determine whether there is an influence of the halal label variable (X1), brand image (X2), and product quality (X3) as independent variables (X) on purchasing decisions for MS Glow cosmetic products as the dependent variable (Y). the following explanation:

1) The Effect of Halal Label on Purchasing Decisions for Ms. Glow Cosmetic Products in Karangembang, Babat.

It can be seen that the halal label regression coefficient (X1) is 0.271 which is positive. This shows that every increase in the halal label (X1), the level of purchasing decisions will increase. In addition, it can be seen from the tcount value which is greater than the ttable, namely $3.049 > 1.992$, and a significant value of 0.003 which is less than 0.05. Thus, the first hypothesis is accepted, partially the halal label has a significant effect on purchasing decisions (Y). Based on the results of the questionnaire, many respondents stated that they prefer products that have a halal logo because they feel safer and believe in the halalness of MS Glow cosmetic products.

This research is supported by previous studies by Abdiarrahan, Erwin Saputra Siregar, and Fitri Andriyani (2023) which state that the halal label variable has a significant influence on purchasing decisions. Therefore, it can be concluded that consumers feel confident in the presence of a halal label on a product, which reflects that the product is safe for use and consumption.

2) The Effect of Brand Image on Purchasing Decisions for Ms. Glow Cosmetic Products in Karangembang, Babat

It can be seen that the brand image regression coefficient (X2) is 0.301 which is positive. This shows that every increase in brand image (X2), the level of purchasing decisions will increase. This can be seen from the tcount value which is greater than the ttable, namely $3.126 > 1.992$, and a significant value of 0.003 which is less than 0.05. Thus, the second hypothesis is accepted, meaning that partially brand image has an effect on purchasing decisions (Y). Apart from statistical analysis, the truth of the results is also supported by facts in the field and the results of the questionnaire. Consumers choose MS Glow cosmetic products for various reasons, such as the easily recognizable MS Glow brand, its good reputation.

This research is also supported by a previous study by Elya Ramadhani Putri (2023) which states that the brand image variable has a significant and positive influence on purchasing decisions. This proves that the brand image of MS Glow cosmetic products is in accordance with consumer expectations.

3) The Effect of Product Quality on Purchasing Decisions for Ms. Glow Cosmetic Products in Karangkembang, Kec. Babat

It can be seen that the product quality regression coefficient (X_3) is 0.160 which is positive. This shows that any increase in product quality (X_3) will increase the level of purchasing decisions. In addition, it can be seen from the tcount value which is greater than the ttable, namely $3.975 > 1.992$, and a significant value of 0.000 which is less than 0.05. Thus, the third hypothesis is accepted. Thus, the third hypothesis is accepted. This means that partially product quality has an effect on purchasing decisions (Y).

This research is supported by previous studies by Ayu Alfiah, Atep Suhendar, and Muhammad Yusuf (2023) which state that product quality variables have a significant influence on purchasing decisions. The higher the quality of the products offered, the more likely consumers will decide to buy.

4) The Effect of Halal Labeling, Brand Image, and Product Quality on Purchasing Decisions for Ms. Glow Cosmetic Products in Karangkembang, Babat.

Based on the results of the F test, the halal label, brand image, and product quality variables are proven to have an effect on purchasing decisions for Ms. Glow cosmetic products in Karangkembang Village, Babat District. The Fcount value of 89.1 is greater than the Ftable of 2.72, and the significant value of 0.000 is less than 0.05, so the fourth hypothesis is accepted. Table 4.20 shows the Adjusted R Square value of 0.770, which indicates the strength of the relationship between the independent variable and the dependent variable. This confirms that the three variables make a significant contribution to the decision to purchase MS Glow cosmetic products.

The people of Karangkembang Village tend to buy MS Glow cosmetic products. However, before deciding to buy, they consider various factors that influence it, such as halal labeling, brand image, and product quality.

Conclusion

Based on the results of data processing from a study entitled "The Effect of Halal Labeling, Brand Image, and Product Quality on Purchasing Decisions for Ms Glow Cosmetic Products in Karangkembang Village, Babat District", it can be concluded:

- 1) The halal label has a partial effect on purchasing decisions for MS Glow cosmetic products in Karangkembang Village, Babat District. This finding shows that the halal label on MS Glow cosmetic products has a positive and significant impact on consumer decisions to buy.

- 2) Brand image also partially influences purchasing decisions for MS Glow cosmetic products in Karangkembang Village, Babat District. This indicates that the brand image of MS Glow cosmetic products has a positive and significant influence on consumer purchasing decisions.
- 3) Product quality has a partial effect on purchasing decisions for MS Glow cosmetic products in Karangkembang Village, Babat District. These results indicate that the quality of MS Glow products has a positive and significant impact on consumer decisions to buy.
- 4) Halal labeling, brand image, and product quality simultaneously influence purchasing decisions for MS Glow cosmetic products in Karangkembang Village. This study shows that overall, people in this village consider halal labeling, brand image, and product quality in deciding to buy MS Glow cosmetic products.

Reference

- Apriandi, D. W., Agustin, N., Sugandi, A., Tinggi Ilmu Ekonomi Sutaatmadja Subang, S., & Artikel, H. (2021). The Effect Of Halal Certification And Price Perception On Purchasing Decisions (Survey of Ms Glow Skincare Consumers in Subang Regency). *Islamic Economic, Accounting and Management Journal (TSARWATICA)*, Vol 3(No.01), hlm 21.
- Data Reportal dari medium, "5 Ms Glow adalah produk skincare dan kosmetik yang sudah tersertifikasi Bpom dan halal", . (2022).
- Hamid, A. M., & Farihah, I. (2023). Penerapan Etika Bisnis Islam Dan Kreativitas Bisnis Serta Pengaruhnya Terhadap Keuntungan Pengusaha Konfeksi. *ADILLA: Jurnal Ilmiah Ekonomi Syari'ah*, 6(2), 93-108.
- Hanifah, S., Wahono, B., & ABS, M. K. (2019). Pengaruh Label Halal, Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Skincare Ms Glow. *Jurnal Riset Manajemen*, 12(02), hlm 382.
- Kamelia, R. (2023). *Pengaruh Labelisasi Halal, Citra Merek, dan Harga Terhadap Keputusan Pembelian Produk Wardah*, Diss. UNUSIA.
- Sugiono. (2019). *Metodelogi Penelitian Kuantitatif dan Kualitatif Dan R&D*. Bandung: ALFABETA.
- Waluyo, D. (2023). *Fenomena Cantik Industri Kosmetik*.