The Effect of Halal Label and Brand Image on Purchasing Decisions for Wardah Products

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A R T I C L E I N F O

ABSTRACT

This study aims to determine whether there is an influence between the Halal Label and Brand Image on Wardah Product Purchasing Decisions (Case Study in Management Study Program Students, Faculty of Economics, UIGM Palembang). This type of research is descriptive quantitative. The sample consists of 226 students who are calculated using the Slovin formula. And taking the sampling technique using purposive sampling. The method used is multiple linear regression analysis through the support of the Statistical Product and Service Solution (SPSS) version 24 program. Based on the results of the t-test Halal Label (X1) and Brand Image (X2) have a respective significance level of 0.00 <0, 05, which means that the two variables influence the purchase decision. The calculation of the f test proves that all independent variables simultaneously have a significant level with a significance level of 0.00 <0.05.

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1.   INTRODUCTION

The beauty industry is growing rapidly and has become an important element of women's lives, from teenagers to adults, who cannot be separated from their daily appearance. From the data from the Food and Drug Administration from 2016 to 2019, the beauty industry tends to increase, so the demand for Indonesian beauty products increases. Currently, imported beauty products are still the favorite choice of Indonesian women. This can be seen from the import data of beauty products in 2018, which increased to US$850.15 from US$631.66 in 2017. In fact, in 2020, the beauty industry in Indonesia is projected to have the highest growth in Southeast Asia (Sari, 2019). With the growth of the domestic beauty industry, beauty manufacturers are encouraged to compete in the market by presenting innovations that fulfill the needs of consumers to compete in the market. However, people's great interest in beauty products and desire to beautify themselves may lead to mistakes in the selection and use of beauty products without considering their skin condition.

There are many methods to find a product that suits your needs. One of them is to look for data contained in the product. Besides the ingredients or elements, there are also other important data such as the halal label on the product. As defined by the Indonesian dictionary, halal means permissible or not prohibited according to Sharia.

As explained in the holy surah of the Quran (QS. Al-Baqarah: 168), "O man! Enjoy the halal and good food available on earth and do not follow the footsteps of the devil. Verily, the devil is a real enemy to you." In the verse mentioned, the word "eat" does not only refer to the act of eating

with the mouth but also includes the consumption of food with non-Islamic Shariah-compliant ingredients.

In addition to the term halal, the issue faced by consumers in buying products is the brand image. The brand image itself is an effort to create a consumer relationship with the product brand and also the company tries to compete with other products. local products are one of the products to watch out for, their popularity has increased over time, proven by the number of new brands launched, making the brand image able to obtain by going through a convincing marketing program for products that are distinctive and have superior value compared to other products (Sunarti, et. al., 2019).

Daulay & Putri, (2018) The provision of shopping for a product is an activity carried out by consumers. Each manufacturer has a different strategy to persuade consumers to buy their products. Wardah is a cosmetic brand managed by PT Paragon Technology and Innovation that has a brand image and halal on its products that have been proven halal. The Wardah cosmetic brand was founded to answer the concerns of Muslim women who want beauty products that have a composition that is good to use and in accordance with Sharia provisions, but not for Muslims, Wardah cosmetics are also suitable for all women who want to look beautiful and charming using safe and quality products.

In the halal label on Wardah products, there is a debate about the influence of the halal label and brand image based on purchasing decisions for Wardah products in the present. This is due to the Muslim community's dependence on imported cosmetic products and their lack of awareness of halal products. (Wulandari & Iskandar, 2018). Furthermore, the term halal is sometimes associated with certain beliefs, but in fact, the affixing of halal labels on various types of goods or products has benefits that can be enjoyed by everyone regardless of their religion. In addition, Wardah is a domestic product that needs to maintain its reputation so that it is not left behind by foreign products that are not in accordance with the provisions and are popular.\

From observations and interviews with students. students feel that Wardah cosmetic products bring comfort because of the halalness of the products. Many students use Wardah products, but as for students who use products not from Wardah products. Meanwhile, Wardah products already have advantages as halal products and have a good brand image.

Previous research conducted by Kamilah, (2017) concluded that partially the halal label has no impact on buying interest. Meanwhile, brand image partially has a significant and positive effect on buying interest. Meanwhile, buying interest simultaneously has a significant and positive effect on purchasing decisions. Meanwhile, research conducted by Aeni & Lestari, (2021) shows that partially the halal label is significant to purchasing decisions and has a positive influence and brand image is partially significant to purchasing decisions and has a positive influence. While the same price is significant to purchasing decisions

2.   RESEARCH METHOD

In this study, the research method uses quantitative data types. The data sources used in this study are primary data and secondary data. Primary data is basic information specifically to respondents by distributing questionnaires. Secondary data is information collected from existing data including previous research. Data collection methods with questionnaires

The population for this study was taken, namely students of the management study program of the faculty of economics, UIGM Palembang with a sample size of 226 students. The data collected is quantitative data, with data collection techniques in the form of questionnaires. After that, the resulting data is processed using SPSS V24.

3.   RESULTS AND DISCUSSIONS
Characteristics of Respondents

There are also characteristics observed in this study based on age. The following is a description of the characteristics of the respondents

Age

Table 1. Respondents by Age

Age	Total	Percentage (%)
17	5	2%
18	26	11%
19	54	24%
20	51	23%
21	68	31%
etc	22	9%
Total	226	100%

Source: Data processed SPSS V24 (2022)

From Table 1, it can be seen that the frequency of respondents based on the age of 17 students is 5 people with a percentage of 2%, age 18 is 26 people with a percentage of 11%, age 19 is 54 people with a presentation of 24%, age 20 is 51 people with a percentage of 23%, age 21 with a total of 68 people with a percentage of 31%, while others are 226 people with a percentage of 9%. This shows that management students are dominated by students aged 21 with a percentage of 31%.

Data Analysis
Validity test

The validity test in this study was submitted to 226 respondents as a trial questionnaire. The testing technique uses

SPSS Version 24. With a significant 5%, the r table df = n-2 with n = 226 and r table = n-2 = 226 (5% confidence level) = 0.497. The level of validity of the indicator or questionnaire with the provisions of rcount> rtabel which means valid, while rcount < rtabel which means invalid. Table 2 are the results of the validity test of each indicator.

Table 2. Halal Label Validity Test Results (X1)

	r-count	r-table	Description
1	0,759	0,497	**Valid**
2	0,579	0,497	**Valid**
3	0,638	0,497	**Valid**
4	0,557	0,497	**Valid**
5	0,512	0,497	**Valid**
6	**0,664**	**0,497**	**Valid**

Source: Data processed spss V24 (2022)

Based on Table 2. it is known that all halal label statements r_{count}> r_{table}, therefore it can be concluded that all statements for the halal label are declared valid.

Table 3. Brand Image Validity Test Results (X2)

No statement	r count	r table	Description
1	0,648	0,200	Valid
2	0,781	0,200	Valid
3	0,833	0,200	Valid
4	0,770	0,200	Valid
5	0,756	0,200	Valid

Source of data processed by Spss V24 Output (2022)

Based on Table 3, it is known that all brand image statements r_{count}> rt_{able}, therefore it can be concluded that all statements for the brand image are declared valid.

Table 4. Purchasing Decision Validity Test Results (Y)

No statement	r count	r table	Description
1	0,284	0,200	Valid
2	0,737	0,200	Valid
3	0,650	0,200	Valid
4	0,701	0,200	Valid
5	0,806	0,200	Valid

Source of data processed by Spss V24 Output (2022)

Based on Table 4, it can be seen that all purchasing decision statements rcount> rtable, therefore it can be concluded that all questions for purchasing decisions are declared valid.

Reliability Test

If a measuring instrument is further reliable, to find out its consistency, a reliability test is needed. Variable reliability will be said to be valid if it has a Cronbach's Alpha value> 0, 60.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Description
Cost of Goods Manufactured (X1)	0,639	Reliable
Sales Promotion (X2)	0,813	Reliable
Selling Price (X3)	0,818	Reliable
Net Profit (Y)	0,621	Reliable

Source of data processed from SPSS 26 2022

Based on Table 5, if we look at it, each variable shows Cronbach's Alpha> 0.60. This means that each variable of raw material costs, sales promotion, selling price, and net profit is declared reliable.

Classical Assumption Test
Normality Test

The normality test determines whether the dependent and independent variables are normally distributed or not in the regression model because one of the requirements for a good linear regression model is that the residuals are normally distributed. The normality test was carried out using the Kolmogrov-Smirnov of Fit Test (K-S Test), the requirement of the normality test is the significance value of K-S> 0.05 if the significance value of K-S <0.05, then the research data is not normally distributed. The normality test results can be seen in Table 6, below:

Table 6. Normality Test Results

		Unstandardized Residual
N		**226**
Normal Parameters,b	Mean	.0000000
	Std. Deviation	1.17823285
Most Extreme	Absolute	.045
Differences	Positive	.030
	Negative	-.045
Test Statistic		.045
Asymp. Sig. (2-tailed)		**.200c,d**
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Source data processed from SPSS 26 2022

From Table 6, the Kolmogrov-Smirnov calculation shows that the significant value is 0.200> 0.05 It can be said that the data is normally distributed.

Multicollinearity Test

The multicollinearity test conducted to determine whether or not there is a high correlation between the independent variables can be seen from the tolerance value and variance inflation factor with a tolerance value> 0.1 and a variance inflation factor (VIF) value <10,000, the multicollinearity test results can be seen in table 7 below:

Table 7. Multicollinearity Test Results

Model	Collinearity Stat	
	Tolerance	VIF
1(Constant)		
Halal Label (X1)	0,607	**1,674**
Brand Image **(X2)**	**0,067**	**1,674**

Source of data processed from SPSS 26 2022

Based on Table 7, shows that each of the variables has a tolerance value of 0.607> 0.1 and a VIF value of 1.674 < 10,000, meaning that there is no multicollinearity in the two independent variables.

Heteroscedasticity Test

The heteroscedasticity test aims to determine whether there is an inequality of variance in the regression model from one residual observation to another. If the variance of the residuals of one observation remains the same between other observations, it is called homoscedasticity and if it is different, it is called heteroscedasticity. The heteroscedasticity test using the scatterplot graph method can also be tested with the Glejser test provided that the significance value is greater than 0.05.

Table 8. Heteroscedasticity Test Results

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	2,442	,483		5,057	,000
Halal Label	-,042	,033	-,1158	-1,886	,061
Brand Image	-,020	,035	-,068	-,809	,419
a. Dependent Variable: RES_2					

Source data processed from SPSS 26 2022

Based on the test results in Table 8, the significant value on the halal label variable has a value of 0.061> 0.05 and the brand image variable has a value of 0.419> 0.05, which means that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the level of influence of the independent variables Halal Label (X1) and Brand Image (X2) on the dependent variable Purchasing Decision (Y), the analysis was carried out using the SPSS V24 program so it was obtained as follows:

Table 9. Multiple Linear Regression Test Results

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	5,190	,800		6,484	,000
Halal label	,872	,037	1,016	23,754	,000
Brand Image	,342	,060	,354	5,669	,000
a. Dependent Variable: Purchase Decision					

Source of data processed from SPSS 26 2022

Based on the results of the SPSS 24 output in Table 2.12 above, the multiple linear regression equation can be formulated as follows:

$$Y = 5{,}190 + 0{,}872X1 + 0{,}342X2 + e$$

Based on the multiple linear regression equation above, it can be explained as follows:

a. The constant value is obtained at 5.190. This means that if the independent variable (Halal Label and Brand Image) does not exist or is worth 0, the value of the cosmetic purchase decision is 5,190.

b. The halal label regression coefficient is positive at 0.872. This indicates that the halal label variable temporarily increases by a unit, while the brand image remains, the purchasing decision increases by 0.872, or in other words, the halal label regression coefficient states that if the higher the halal label, the higher the level of purchasing decisions.

c. The brand image regression coefficient is positive at 0.342. This indicates that the brand image variable temporarily increases by a unit, while the halal label remains, the purchasing decision increases by 0.342, or in other words the brand image regression coefficient states that the higher the brand image, the higher the level of purchasing decisions.

Hypothesis Test
Partial Test (t)

The t-test is used to test the significance of each independent variable to the dependent variable. This test is done by comparing tcount with ttable. The partial test results (t test) are as follows:

Table 10. Partial Test Results (t) Halal Label

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,305	,816		4,051	,000
Halal label	,702	,031	,839	23,073	,000

a. Dependent Variable: Purchase Decision

Source data processed from SPSS V24 2022

In table 10, the variable influence of the Halal Label (X1) on purchasing decisions where the tcount value of the halal label is 23.073 greater than the ttable value of 1.970 with a significant value of 0.000 <0.05, it can be said that the independent variable has a partially significant effect on the dependent variable

Table 11. Partial Test Results (t) Brand Image

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,305	,816		4,051	,000
Brand Image	,342	,060	,354	5,669	,000

a. Dependent Variable: Purchase Decision

In Table 11, the Brand Image Influence Variable (X2) on purchasing decisions where the brand image tcount is 5.669 greater than the ttable value of 1.970 with a significant value of 0.000 <0.05, it can be said that the independent variable has a partially significant effect on the dependent variable.

Simultaneous Test (F Test)

The F test is used to determine whether the independent variables simultaneously have a significant effect on the dependent variable. This test is done by comparing the significance of the fcount> ftabel value, which means that the regression model has a simultaneous effect, by looking at df1 = (k-1) and df2 = (n-k) where k is the number of independent variables and n is the number of

samples. So that df1 = (2-1) = 1 and df2 = (226-2) = 224, the results obtained for the ftabel value are 3.05 with an error rate of 5%. The simultan test results (F test) in table 12, are as follows:

Table 12. Simultaneous Test Results (F Test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	948,537	2	474,269	338,598	,000[b]
	Residual	312,352	223	1,401		
	Total	1260,889	225			

a. Dependent Variable: Purchase Decision
b. Predictors: (Constant), Halal Label, Brand Image

It can be seen in table 12, that the fcount value is 333.598 and the ftabel value is 3.04 so the fcount> ftabel value. And based on the significant value in the table of F test results above is 0.000. So it can be said that 0.000 <0.05 means that H0 is rejected. It can be concluded that the Halal Label (X_1) and Brand Image (X_2) variables simultaneously have a significant effect on purchasing decisions for wardah products.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) is used to determine how much the ability of the independent variable can explain the dependent variable. Where the coefficient of determination is between zero and one. A small R^2 value is the ability of the independent variables to explain the limited dependent variable. The results of the coefficient of determination (R^2) can be seen in Table 13, below:

Table 13. Determination Coefficient Test Results (R^2)

Model Summary

Model	R	R Square	AdjustedR Square	Std. Error of the Estimate
1	,867[a]	,752	,750	1,18350

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

Table 13, shows that the R^2 value is 0.752 or 75.2%, which means that the influence of the halal label variable and brand image on purchasing decisions is 75.2%, the remaining 24.8% can be explained by other variables.

DISCUSSION

The Effect of Halal Label on Purchasing Decisions

Based on the test results, it is known that there is an influence of the halal label on purchasing decisions. This is evidenced by the partial test value of the tcount value of 23.073 and t table 1.970. with a significant value of 0.000 <0.05. The results of the study are supported by research conducted by Widyaningrum, (2016) which states that the halal label has a significant effect on purchasing decisions. And the results of research by Alfian & Marpaung, (2017) state that the halal label has a partially significant effect on purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

Based on the test results, it is known that there is an influence of Brand Image on purchasing decisions. This is evidenced by the partial test value of the tcount value of 5.669 and t table 1.970. With a significant value of 0.000 <0.05. The results of the study are supported by Arianty & Andira, (2023) based on the results of research brand image variables have a large role in influencing consumer purchasing decisions popularity Brand image is often used as a reference by consumers to decide on purchasing decisions when these consumers do not have experience or knowledge of a product Thus, partially that the brand image variable has a significant effect on purchasing decisions. And the results of research by Srihadi & Pradana, (2021) The results of this study indicate that brand image has a positive and significant effect on purchasing decisions.

The Effect of Halal Label and Brand Image on Purchasing Decisions

Based on the test results, it is known that there is an influence of the halal label and brand image on purchasing decisions. This is evidenced by the simultaneous test value with a fcount value of 333.598 and a ftabel value of 3.04. with a significant value of 0.000 <0.05. The results of the study are supported by research conducted by Siregar. et, al., (2017) in this study the results of the F test state that there is a simultaneous influence between brand image variables and halal labels with purchasing decision variables. The results of research by E.P. & Zaini, (2020) show that the halal label which includes images, writing, or both on the packaging along with a brand image or brand image proves to simultaneously influence consumers in purchasing decisions.

4.   CONCLUSION

Based on the research that has been done, conclusions can be drawn from the results of this study: Partially, the halal label variable has a significant effect on purchasing decisions, this is evidenced by the tcount value of the halal label 23.073 which is greater than the ttable value of 1.970 with a significant value of 0.000 <0.05. Partially, the brand image variable has a significant effect on purchasing decisions, this is evidenced by the brand image tcount value of 5.669 greater than the ttable value of 1.970 with a significant value of 0.000 <0.05. Simultaneously, the halal label and brand image variables have a significant effect on purchasing decisions, this is evidenced by the Fcount value of 333.598 and the Ftable value of 3.04 so that the Fcount> Ftable value. And based on the significant value in the table of F test results above is 0.000. So it can be said that 0.000 <0.05. The results of the multiple linear regression equation are Y = 5.190 + 0.872X1 + 0.342X2 + e. From that feeling, it can be seen that the influence of the halal label variable on purchasing decisions is 0.872 and the brand image variable on purchasing decisions is 0.342. The result of the coefficient of determination (R2) obtained a value of 0.752. This shows that the magnitude of the contribution of the halal label and brand image variables can explain the purchasing decision by 75.2%, and the remaining 24.8% can be explained or influenced by other variables not mentioned in this study.

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