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

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*Abstract:*

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

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

### **Introduction**

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

use cosmetics will have fatal consequences for the body and health.

As the above problems as Muslims before using cosmetic products, first seek information about these cosmetic products whether they have been examined by the Agency, Food, Drug and Cosmetic Supervisory Agency (BPPOM). As a Muslim community, it is unfortunate that cosmetic products only pay attention to the BPPOM test, but require halal-certified products. "Halal" is any object or activity that is permitted to be used or carried out, in Islamic religion.

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

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

### **Research methods**

The type of research used is causal research using direct interviews with the help of questionnaires to respondents to obtain the data needed. Causal research (cause and effect) is a study that explains the relationship between two or more variables (Riduwan, 2008: 165). Approaches used in research this is a quantitative approach, which emphasizes the breadth

of information (not depth). This method is suitable for a broad population with limited variables, so that the results of research are considered a representation of the entire population (Sugiyono, 2005: 7).

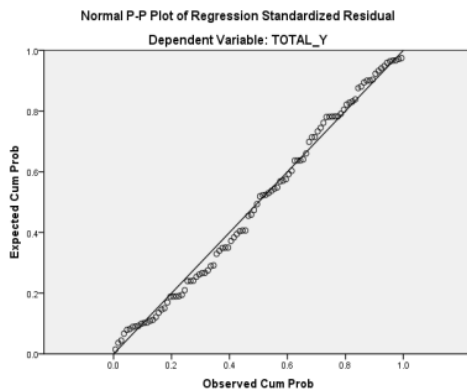
The location of this research is at Mojopahit Street 666 B Sidoarjo Campus 1 Muhammadiyah.. Collecting data in this study uses a research questionnaire instrument. This study uses survey methods and questionnaires to a sample of the population. The results of the survey and questionnaire will be processed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

## Result and Discussion

### Classic Assumption Testing

#### 1. Normality Test

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



Picture 1. Normality Test

#### 2. Multicollinearity test

This multicollinearity test aims to examine whether the regression model found a correlation or not. A good regression does not occur correlation between independent variables. Multicollinearity uses tolerance value and variance inflation factor

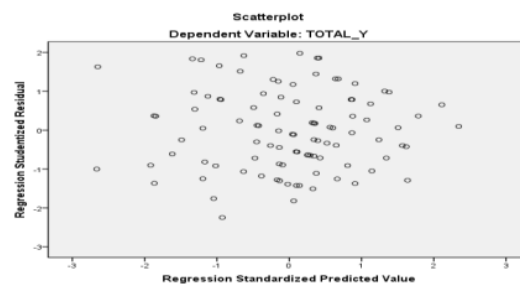
(VIF). Tolerance value to measure the selected independent variable and cannot be explained by other independent variables. Common values are usually used, namely tolerance values 0.10 or equal to VIF values below 10 (Ghozali, 2013). The multicollinearity test results for regression models in the study can be seen in the table below as follows:

Tabel 1. Multicollinearity test

No	Variabel	Tolerance	VIF	Keterangan
1.	Lebelisasi halal (X1)	0,993	1,007	There is no multicollonality
2.	Brand Image (X2)	0,928	1,078	There is no multicollonality
3.	Kualitas Produk (X3)	0,928	1,078	There is no multicollonality

#### 3. Heterocedasticity test

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



Picture 2. Heterocedasticity test

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

#### 4. Linearity test

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

Table 2. Linearity Test

Sub Variabel	Koefisien Regresi (b)	t-test	Sig.
Lebelisasi Halal	0,26	0,218	0,828
Brand Image	0,016	0,112	0,911
Quality Product	0,271	4,389	0,000
Konstanta= 5,444 Adjusted R <sup>2</sup> = 0,155 F test = 7,065 Sig =0,000			

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

#### 5. Autocorrelation Test

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

Table 3. Autocorrelation

#### Model Summary<sup>b</sup>

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

In this study there are 3 independent variables with a total sample of 100 respondents, and a

significant value of 5%. So that obtained DW is 1.762, the value in the table dL = 1.6039 and dU = 1.7326. Then,  $d_u < d < 4-d_u$ . Thus, Dw is between dU and 4-dU, namely  $1.7326 < 1.762 < 4-1.7326$ . Then it can be concluded that there is no positive or negative autocorrelation.

#### Results of Multiple Linear Regression Analysis

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

Table 4. Multiple Linear Regression Analysis Test results

No	Variabel	F <sub>hitung</sub>	Sig	Keterangan
1.	Lebelisasi Halal (X1)	0,238	0,000	Linear
2.	Brand Image (X2)	0,065	0,000	Linear
3.	Kualitas Produk (X3)	0,946	0,000	Linear

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

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

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

on the purchase decision (Y) of Muhammadiyah Sidorjo University Students of 7,065.

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

- a. Effect of halal labelisasi (X1) on purchasing decisions (Y). The  $t_{count}$  value is 0.218 where  $t_{count} < t_{table}$  ( $0.218 < 1.984498$ ) and  $sig.t > \alpha$  ( $0.828 > 0.05$ ) then  $H_o$  is accepted and  $H_a$  is rejected, namely halal labeling has no partial effect on purchasing decisions. So that it can be concluded that the halal labeling variable does not affect the purchasing decision of cosmetics in the Muhammadiyah University of Sidoarjo student.
- b. The influence of brand image (X2) on purchasing decisions (Y). The  $t_{count}$  value is 0.112 which is  $t_{count} < t_{table}$  ( $0.112 < 1.984498$ ) and  $sig.t > \alpha$  ( $0.911 > 0.05$ ) then  $H_o$  is accepted and  $H_a$  is rejected, namely the brand image has no partial effect on purchasing decisions. So it can be concluded that the brand image variable does not affect the purchasing decision of cosmetics in the students of the Muhammadiyah University of Sidoarjo.
- c. Effect of product quality (X3) on purchasing decisions (Y). The  $t_{count}$  value is 4,389 where  $t_{count} > t_{table}$  ( $4,389 > 1,984498$ ) and  $sig.t < \alpha$  ( $0,000 < 0,05$ ) then  $H_o$  is rejected and  $H_a$  is accepted that is the product quality has partial effect on purchasing decisions. So that it can be concluded that the product quality variable partially influences the purchasing decision of cosmetics for students of Muhammadiyah University Sidoarjo.

## Conclusion

Based on the results of this analysis, it is proved that the halal labelization variable, brand image and product quality have a simultaneous and

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

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