



The Role Of Religiosity And The Factors That Influence Purchase Intention On Halal Cosmetics In Batam City

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ABSTRACT

This study aims to determine the effect of subjective norms, knowledge, and religion on attitudes and purchase intentions of halal cosmetics in Batam. The method used in this study is a quantitative method. The object of this research is consumers who have used halal cosmetics in Batam City. This research was conducted by survey method by distributing questionnaires in the form of Google Forms to 350 respondents in Batam City. there were 305 questionnaires that could be used to process data using the SmartPLS program. The results of this study indicate a significant relationship between subjective norms, knowledge, and religious variables on consumer attitudes and a significant relationship between religious variables and consumer attitudes toward purchase intentions. Then there is an insignificant relationship between subjective norms and purchase intention. The results of this study are expected to be a reference for students in the marketing field who want to examine the factors that influence the purchase intention of halal cosmetics

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INTRODUCTION

The halal industry has become one of the attractive sectors for marketers in recent decades. Its growth is considered to be one of the fastest-growing markets worldwide (Khalek & Ismail, 2015), and its estimated value reached US\$2.1 trillion in 2017. In the past, halal was only a matter of religion, but then consumers considered it a wrong symbol of global quality assurance and a healthy lifestyle. Recently, there has been a growing interest in new halal cosmetic and personal care products. Cosmetics are considered halal only if the ingredients meet the requirements according to Sharia and ingredients such as alcohol and ingredients derived from animals are free and cannot be used for cosmetic preparations (Suparno, 2020).

Cosmetics today can be classified as an essential item not only for women but also for a minority of men with a metrosexual personality. The growing number of Muslims around the world and the increasing awareness among them of the new generation are two important reasons behind the new generation of changing trends in Muslim consumer behavior. As Muslims are aware of the prohibition of using alcohol, unclean animals, and other related items, this can lead to a rapidly increasing demand for halal cosmetics and personal care products (Ahmad, Abd Rahman, & Ab Rahman, 2015).

Cosmetics with the "Halal" logo are usually in demand by Muslim consumers because of the beliefs they hold. However, there are also non-Muslim consumers who consume them because of the

benefits and functions of these cosmetics. Muslims around the world continue to strive to consume halal-certified products in a system that follows Islamic law. Halal cosmetics cover critical aspects of production such as halal ingredients and the use of permitted ingredients that must be produced, stored, packaged and shipped according to Shariah requirements. (Suparno, 2020).

As a country with the largest Muslim population in the world, Indonesia is the largest spender in the halal sector. The Government of Indonesia through the Ministry of National Development Planning created the “Halal Economic Masterplan 2019–2024” which focuses on six sectors, namely, food, cosmetics and pharmaceuticals, fashion, media recreation, finance, and tourism. Therefore, the halal cosmetic and pharmaceutical sector is considered the sector with the highest potential globally as well as in Indonesia (Azam & Abdullah, 2020). The cosmetics industry has enjoyed positive growth, and contributed significantly to GDP and is predicted to grow by 31% between 2017 and 2022 (CNN Indonesia, 2018).

Purchase intention refers to a person's willingness to buy something that adds value to them. There are many reasons that can influence consumer attitudes when making purchases. The desire for someone to buy something attracts several reasons which can be in the form of their religion, the knowledge they have, experience with the product, the benefits of the product, the ingredients in the product, and so on. Likewise, purchase intention is also understood as the habitual intention of consumers to buy a product. It also refers to the decision-making stage where consumers already have the interest and willingness to act on the product or brand (Garg & Joshi, 2018).

Aziz et al. (2019) explain that purchase intention is the willingness of consumers to buy certain products or services. In addition, Lee et al., (2019) suggested that purchase intentions can also be influenced by individual feelings and impulsive situations. The measurement of the purchase intention variable uses a 5-question instrument adopted from Abd Rahman et al. (2015).

According to Garg and Joshi (2018), Subjective norms are one of the important components in assessing the purchase intention of an item. In the existing list, has been introduced in the consumer's behavioral intention to bring certain actions is a function of subjective norms (subjective norms). It is a person's perception of social pressure to appear a certain way.

Abd Rahman et al. (2015) state that knowledge means the experience felt by an individual or group of individuals can be interpreted as familiarity that is possessed through learning. Overall, knowledge can be concluded as the expertise gained by an individual or group of individuals through a theoretical understanding of a subject.

According to Garg and Joshi (2018), Religion (religiosity) is a system of practices and beliefs that influence people's decisions and satisfaction. The influence of religion plays an important role in shaping customer behavior and attitudes towards goods and services.

In Garg and Joshi (2018), attitude is the extent to which a person has a favorable or unfavorable evaluation of a behavior in question. It defines an individual's intention on a particular product. The more pleasing the consumer's attitude, the greater the individual's intention to perform the behavior. It has been described in the expectancy-value model that attitudes toward a particular behavior are identified by the total set of accessible behavioral beliefs.

This paper consists of the introduction, theory and hypothesis, followed by a section that explains the methodology used to obtain the results. The following section explains the research discussion, findings and conclusions.

LITERATURE REVIEW

Purchase Intention

In this study, the author focuses on purchase intention of halal cosmetics products as the dependent variable. Purchase intention refers to a person's willingness to buy something that adds value to them. The existence of a new global market is expected to be able to meet the increasing demand for halal products (Khan et al., 2020).

Garg and Joshi (2018) show that purchase intention is directed at the mental level of the decision-making process where customers have developed an actual willingness to take action toward an object or brand. Then, according to Bashir (2019), purchase intention refers to the possibility that consumers

in certain purchasing situations may choose a certain product group in the future. Aziz et al. (2019) explain purchase intention as a consumer's willingness to buy certain goods, products, or services. Additionally, Lee, Goh, and Noor (2019) suggested that purchase intentions can also be influenced by individual feelings and impulsive situations. While a person's feelings involve personal preferences, impulsive situations refer to circumstances that change purchasing intentions.

Subjective Norm and Purchase Intention

Subjective norms refer to various types of peer coercion that exist in a place where the shopping situation influences the consumer's intention to make a transaction and then their purchasing behavior towards the product. A person's normative beliefs are formed from the basic expectations of the characteristics that the person experiences from individuals and groups of individuals who are significant to that person. Subjective norms are a form of social encouragement in humans. (Chetioui et al., 2020).

Pressure from individual groups of consumers can determine whether they act positively on the product. Research on Halal products has suggested that Halal customers' buying behavior is caused by subjective norms. Previous studies also show a positive relationship between subjective norms and Muslim customers' purchase intentions for halal brand products. Individual groups are an important factor in purchasing Halal products. stated that subjective norms are the variables that most influence the behavior of Muslim customers to develop purchasing intentions for products they do not want to consume (Bukhari et al., 2020).

Hypothesis 1: Subjective norm has an insignificant effect on purchase intention of halal cosmetics.

Religiosity and Purchase Intention

Religiosity is being given increasing academic attention as an important determinant of consumer purchase intentions and decision making. The "religious global revival" in the academic literature has led to the need for a more in-depth and critical analysis of the relationship between religion and purchase intentions in various consumption situations (Bukhari et al., 2020).

Research has shown consumers' religious beliefs to be an important factor influencing consumer values, attitudes and consumption behavior. Religiosity can mediate positively between purchase intentions. From the research above, it shows that religious beliefs have an influence on consumers' purchase intention (Sriminarti & Nora, 2018).

Hypothesis 2: Religiosity has significant effect on purchase intention of halal cosmetics

Consumer Attitude and Purchase Intention

According to Abd Rahman et al. (2015) consumers' attitudes have a positive impact on their intention to purchase a product. It explains a person's intentions towards a particular product. According to Memon, Azhar, Haque, and Bhutto (2020), Attitude intensity determines the intensity of intention to carry out any behavior. Handriana et al. (2020) tested the influence of product attitudes on intention to purchase halal cosmetics, showing significant results.

The direction of the positive relationship in these two variables states that a positive attitude towards a product results in high interest in buying halal cosmetics among millennial Muslim female consumers. The research above shows that attitude has a positive influence on purchase intention.

Hypothesis 3: Consumer attitude has a significant effect on purchase intention of halal cosmetics

Subjective Norm and Consumer Attitudes

Subjective norms can be identified that there are groups of people who are important to individuals and influence individuals in their decision-making. Subjective norms are an important component in assessing customers' intention to purchase an item.

From research conducted by Garg and Joshi (2018), it is stated that attitudes mediate the relationship between subjective norms and purchase intention, then subjective norms also have a direct influence on consumer attitudes.

Hypothesis 4: Subjective norm has a significant effect on purchase intention through attitude as mediation

Consumer Attitudes Mediate the Relationship of Knowledge and Intention

Before deciding to transact on a product or service, consumers usually gather some information and knowledge about the product. Knowledge influences intentions through attitude and increasing knowledge will certainly influence intentions. Knowledge refers to the experiences felt by an individual or group of individuals which can be interpreted as the familiarity they have from experiments they have experienced.

Knowledge is the skills possessed by an individual or group of individuals in a theoretical understanding of a subject. Abd Rahman et al. (2015). According to Aziz et al. (2019), product knowledge basically influences consumer behavior. Therefore, marketers can improve consumer attitudes by providing more information about product brands and brand extensions.

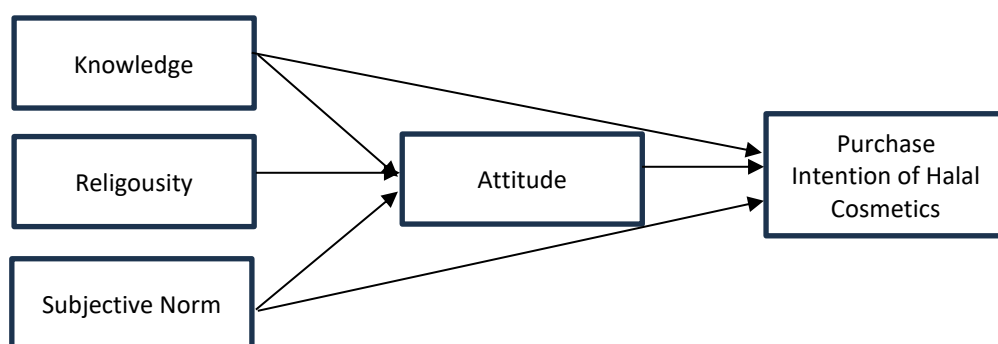
Hypothesis 5: Knowledge has a significant effect on purchase intention through Attitude as mediation

Consumer Attitude Mediates the Relationship of Religiosity and Intention

Religion directs a person's belief about the definitiveness of truth inherent in the quality of religious teachings and holy books. According to Abd Rahman et al. (2015) this is a fundamental variable that determines people's behavior and can influence consumer attitudes and behavior. According to Abd Rahman et al. (2015) religiosity is the extent to which an individual is loyal to his or her religion and where that religion reflects the individual's behavior and attitudes. Then Garg and Joshi (2018) Attitude mediates the relationship between religiosity and purchase intention.

Hypothesis 6: Religiosity has a significant effect on purchaset intention through attitude as mediation

Figure 1. Proposed Model



METHODOLOGY

In this study, the author classifies that this research includes the casual comparative research method which is identified as a fact of events that is considered to affect the independent variables, in the sense that they can be manipulated independently by the experimenter. The factor on which we base our test of the influence of the independent variable is called the dependent variable in the sense that the result depends on the independent variable or variables.

The object of this research is Muslim consumers of halal cosmetics in Batam City. In this study, the sample selected was Muslim consumers who had bought and consumed halal cosmetics in Batam City. The sampling method used is purposive sampling. With the purposive sampling technique, the authors takes a sample of people with special criteria determined by the author. The criteria are people who have used halal cosmetics in Batam City and are Muslim.

The program to analyze the data used to find out the descriptive statistical data (quantity and presentation of the demographic characteristics of the respondents) in this study the authors used the Statistical Package for The Social Sciences (SPSS) version 26 software. Descriptive statistical methods were used by the authors to test the percentage and number of respondents from Data collected through questionnaires such as gender, income, occupation, and age. Then the author uses the SmartPLS (Partial Least Square) program to test the relationship between variables.

RESULTS

Respondent Characteristics

The descriptive of respondents based on age from 305 respondents, those aged <17 years were 14.4%, those aged between 18-25 years were 62%, those aged between 26-35 years were 19%, and those aged >36 years were 46%. From the descriptive results, the majority of respondents were aged 18-25 years. Based on work, about 18.4% were entrepreneurs, 53.4% were students, 9.2% were civil servants, and 19% were in other jobs. So it can be concluded that the majority of respondents work as students.

Outer Loadings

Outer loading is an indicator value of a variable, the value obtained from the outer loading value indicates the validity of the problems contained in the researcher's questionnaire. The validity marker can be seen from the outer loading value which is smaller than 0.5 (Shandyastini et al., 2016). In the outer loading test, there are three benchmarks from the data analysis, the first is convergent validity, composite reliability, discriminant validity (Mia & Mirwan, 2012).

Convergent Validity

This validity testing method is a method for determining the indicators of each construct. The test results can be seen through the outer loading and AVE values. Outer loading results that show a value of 0.5 – 0.6 are considered sufficient and declared valid (Hair et al., 2019). While the AVE value above 0.5 is data that is considered valid (Ghozali, 2021).

Data from Tabel 2 also shows all variables are reliable since it declares the value of Cronbach alpha is more than 0,6. The composite reliability also has resulting value greater than 0,6 which mean all the construct are reliable.

In the outer loading test, there are three benchmarks from the data analysis, the first is convergent validity, composite reliability, discriminant validity (Mia & Mirwan, 2012).

Tabel 1. Outer Loadings

	Statements	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Knowledge	Knowledge 1	0,755	0.807	0.886	0.722
	Knowledge 2	0,711			
	Knowledge 3	0,655			
Subjective norm	Subjective norm 1	0,824	0.815	0.89	0.729
	Subjective norm 2	0,640			
	Subjective norm 3	0,724			
Religiosity	Religiosity 1	0,751	0.843	0.895	0.681

Attitude	Religiosity 2	0,791	0.819	0.874	0.582
	Religiosity 3	0,795			
	Religiosity 4	0,763			
	Attitude 1	0,613			
	Attitude 2	0,736			
	Attitude 3	0,785			
	Attitude 4	0,674			
Purchase Intention	Attitude 5	0,777			
	Purchase Intention 1	0,722	0.853	0.895	0.631
	Purchase Intention 2	0,797			
	Purchase Intention 3	0,798			
	Purchase Intention 4	0,777			
	Purchase Intention 5	0,746			

Structural Model Testing (Inner Model)

The R square test functions to test the value between two variables, namely the independent variable and the dependent variable. The results show that attitude has an R square value of 0.616 with a percentage of 61.6% and purchase intention has an R square value of 0.595 with a percentage of 59.5%.

This shows that all independent variables simultaneously have an influence of 61,6% on attitude and 59,5% on purchase intention as dependent variables. Meanwhile, the remaining 38,4% and 40,5% was influenced by other variables not tested in the research. The result indicating that all independent variables has strong contribution if it put together to influenced the attitude and purchase intention of halal cosmetic product.

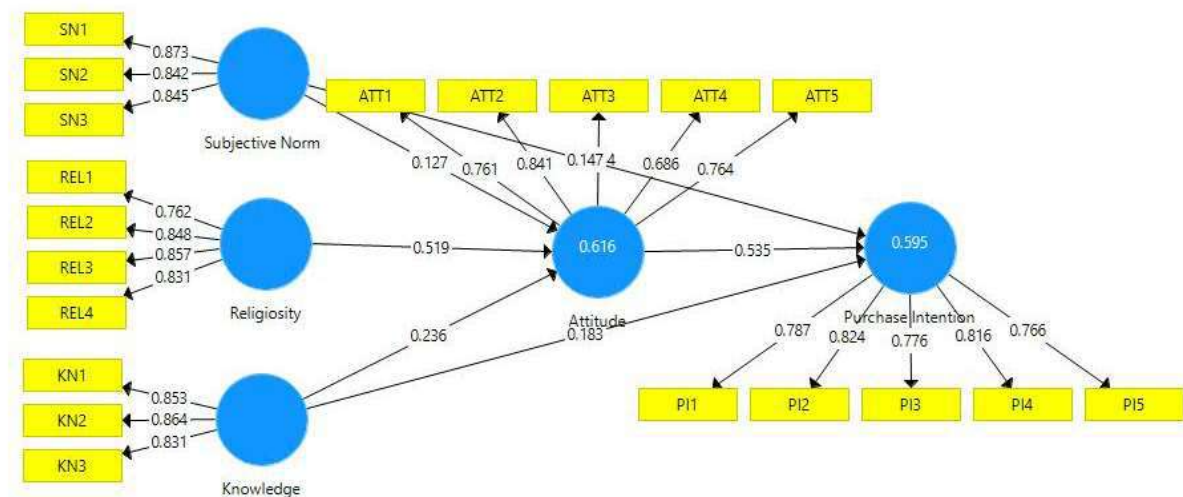


Fig. 1. Model Measurement Result

Hypothesis Testing

The testing results of hypotheses using path analysis prove the influence of the independent and the dependent variable as shown in Table 4 below. The magnitude of the influence can be seen through the path coefficient. The significance of a variable is seen through the path coefficient table, namely T-Statistics which is declared significant if it reaches 1.96 or P-values < 0.50 (Ghozali & Latan, 2015).

Hypothesis	Variabel	T-Statistic	P-values	Result
H1	Subjective norm →Purchase Intention	0.537	0.591	Rejected
H2	Religiosity →Purchase Intention	2.883	0.0004	Accepted
H3	Attitude →Purchase Intention	4.939	0.000	Accepted
H4	Subjective norm →Attitude	6.244	0.000	Accepted
H5	Knowledge→ Attitude → Intention	2.026	0.000	Accepted
H6	Religiosity→ Attitude→Intention	7.718	0.043	Accepted

Sources: Data Processed, 2022

Based on the table above, shows that all the hypotesis of this study in accepted, excepted hypothesis 1.

DISCUSSION

The result indicated the subjective norm has a insignificant effect on purchase intention because it has P-values greater than 0,05, and thus the Hyphotesis 1 is rejected. It proved that subjective norm doesn't play role for consumer purchase intention and decision of halal cosmetics in Batam City.

Although, the religiosity has strong significant effect on purchase intention of halal cosmetif product with p-value less than 0,05, thus the Hyphotesis 2 is Accepted. Based on their believe as a Moslem, consumer choosing the halal cosmetic product with specific preferences and interest.

Meanwhile, the attitude also has significant effect on purchase intention of halal cosmetic product with p-values less than 0,05, thus the Hyphotesis 3 is Accepted. attitude is the extent to which a person has a favorable or unfavorable evaluation of a behavior in question. It defines an individual's intention on a particular product. The more pleasing the consumer's attitude, the greater the individual's intention to perform the behavior.

The study found the significant effect between subjective norm and consumer attitude. Subjective norms are an important component in assessing customers' intention to purchase an item, and thus Hyphotesis 4 is Accepted.

The empirical test shows Attitude also play significant role to mediates the relationship of knowledge and purchase intention. It can be understanding because people tend to find enough information to creates their attitudes before decide to purchase the product.

Knowledge influences intentions through attitude and increasing knowledge will certainly influence intentions. Knowledge refers to the experiences felt by an individual or group of individuals which can be interpreted as the familiarity they have from experiments they have experienced, thus Hyphotesis 5 is Accepted.

Practically, relationship between religiosity and purchase intention could be strengthening by the consumer attitudes. This study also proved that attitude can mediates the relationship between those variables, and the Hyphotesis 6 is Accepted.

D. CONCLUSION

Based on the results of the hypothesis test, all variables have a significant effect on intention in buying halal cosmetic products except for the subjective norm variable which has an insignificant effect on purchase intention variable. An interesting finding from this research is that the religiosity variable has an important role in growing consumer buying interest in halal cosmetic products in Batam City.

Religiosity is a practical system that consumers believe in a product that can influence their behavior and satisfaction with a particular brand. This is supported by the attitudes and knowledge by

Muslim consumers who understand the importance of the halal concept in consuming their beauty products. These two variables also have a significant influence on consumer shopping interest. Likewise, consumers' subjective norms towards halal cosmetic product brands do not necessarily influence shopping interest. This is because consumers may have their own preferences before deciding to buy a halal cosmetic product. This condition is relevant to the research results where subjective norms have a significant influence on attitudes, because consumers need an understanding of a product to ultimately form an attitude in making purchasing decisions. This research has implications for company management to pay attention to consumer religiosity norms and increase knowledge through more informative marketing programs so that consumers have a better understanding so that consumer preferences increase and ultimately increase shopping interest. The limitations that researchers have difficulty finding more respondents due to the covid-19 pandemic. So that the number of respondents is limited and cannot fully reflect the influence between variables that can affect consumer buying intentions. The variables studied by the authors are still limited because the authors only use three independent variables, namely subjective norms, knowledge, and religion. Suggestions for further research are expected to examine the same problem and add other variables that affect consumer buying intentions on halal cosmetics.

Appendix

Subjective Norm

1. The average person who is important to me thinks that I am obliged to make purchases on "Halal" certified products when going out for purchases.
2. My family members prefer "Halal" products
3. Friends around me think that I am obliged to buy "Halal" products

Knowledge

1. I understand the Islamic law of halal and haram for halal labels on cosmetics
2. I feel like I gained knowledge about cosmetic ingredients that are prohibited in Islam.
3. I gained the knowledge to distinguish permitted and prohibited products in Islamic law.

Religiosity

1. I use halal products because of the religion I follow.
2. I choose halal products because halal products are good products in my religion
3. I follow religious advice to buy halal products
4. I avoid purchasing products that are considered makruh

Attitude

1. I like Halal cosmetic products
2. I often look for products labeled Halal when buying cosmetics
3. Halal cosmetic products are very important to me
4. Consuming halal cosmetic products is my own choice
5. The people around me who are important to me consume Halal cosmetics

Purchase Intention

1. I am willing to pay more for cosmetics with a genuine Halal logo
 2. I am willing to wait longer to buy cosmetic products with a genuine Halal logo
 3. I am willing to shop around to buy cosmetic products with genuine Halal logos
 4. I am willing to travel long distances to buy cosmetic products with authentic Halal logos
 5. I want to buy halal cosmetic products in the future
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