

Determinant of Purchase Decision of Halal Cosmetics Among Generation Z

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Abstract

Halal living trends gave birth to innovation and revolution in the cosmetic industry with the advent of halal cosmetic products. Halal cosmetics are considered capable of meeting the needs of Muslim consumers. However, the Muslim community, especially generation Z, is increasing awareness of halal cosmetics. Therefore, halal cosmetics must compete with various other cosmetic brands. This study reveals the factors influencing purchasing halal cosmetics among generation Z in Samarinda city. This research is a quantitative study. Data collection techniques use questionnaires and documentation—the questionnaire was distributed to 234 samples selected by purposive sampling. Data analysis techniques use multiple regression analysis. The results showed that halal labels had no significant effect on purchasing decisions. In contrast, the price and quality of products significantly affected halal cosmetic purchase decisions in generation Z of Samarinda city. Simultaneously, halal labels, price, and product quality significantly affect the purchasing of halal cosmetics in generation Z of Samarinda city because the significance level is $0,000 < 0.05$ or $F \text{ count } 149,066 > F \text{ table } 3.01$. The magnitude of the determination coefficient value is 0.660, meaning that the influence of independent variables on dependent variables is 66%. The remaining 34% is determined by other variables not studied.

Keywords; *halal label, price, product quality, purchase decision, cosmetic products*

Introduction

Indonesia is a country where the majority of the population adheres to Islam. Islam requires its adherents to pay attention to the food they consume, including the choice of cosmetic products (Genoveva & Utami, 2020). Halal is one of the main things from food, medicine, cosmetics, and other consumer goods that Muslims can eat, use, or apply directly to the body. Products consumed must not contain ingredients that are considered haram (Norvadewi et al., 2021). This fact makes Indonesia a potential market for the development of the halal industry (Genoveva & Utami, 2020).

Currently, cosmetics are essential daily and have become necessary, especially for women (Aspan et al., 2017). Muslim spending on cosmetics increased by 6.8% in 2021, from US\$65 billion to US\$70 billion, and is expected to grow further by 7.2% in 2022 to US\$75 billion and reach US\$93 billion by 2025 at a 4-year CAGR of 7.4% (Report, 2022). Although this industry was affected by the COVID-19 pandemic in 2020-2021 (Hidayat et al., 2021; Jaiyeoba, 2021), the halal cosmetics industry is predicted to continue to increase. It shows that the halal cosmetic industry is a potential industry. The high demand for halal is considered an innovation in the cosmetic industry that can serve customer demand, especially among Muslims who have shari'a restrictions in using halal cosmetics, including not containing pork gelatin and alcohol (Sugibayashi et al., 2019) in addition to it must be produced,

stored, packaged and distributed according to Islamic teachings. Halal beauty products are also considered clean, safe, and high quality (Mohezar et al., 2016a).

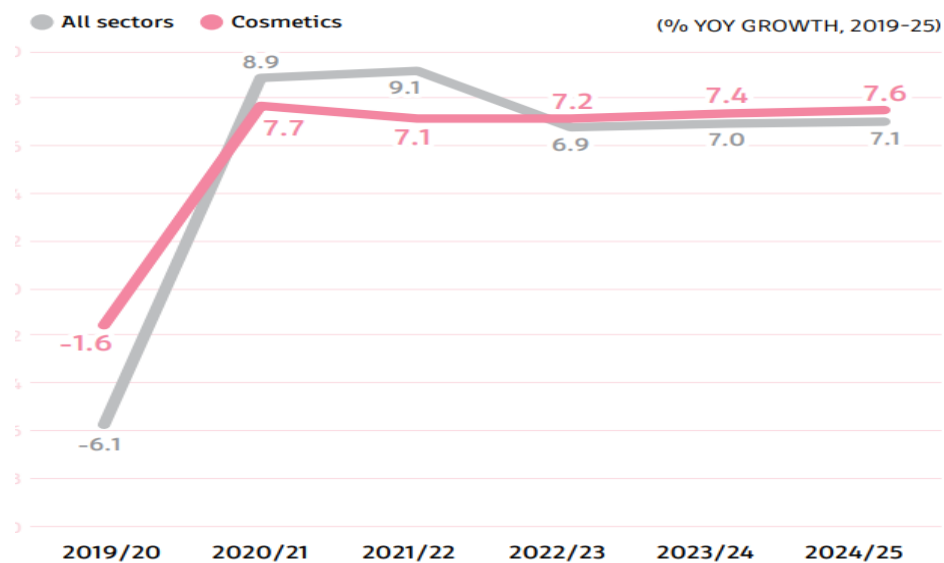


Figure 1. Projected Global Muslim on Halal Cosmetics versus All Halal Products & Lifestyle Sectors

Source: State of the Global Islamic Economy Report 2022

Cosmetic products can be used by various generations, including generation Z. According to the Central Statistics Agency (BPS), based on the population census in 2020, Indonesia has 270.20 million people, with Generation Z as many as 74.93 million people or 27.94% of the total population. The large population classified as generation Z makes it an opportunity for cosmetic industry players. In addition, Indonesia's increasing economic growth rate is also expected to encourage the growth of the cosmetics industry, especially halal cosmetics.

There are several studies linking the relationship between halal labels and purchasing decisions. Halal brands influenced the purchase decision found by Paujiah et al. (2020), Nugroho et al. (2020), (Retno et al., 2020), Handriana et al. (2020), Mustika Inong et al. (2021), Fadlullah (2021) while several studies related to halal cosmetics have been widely conducted in various countries, such as Malaysia (Mohezar et al., 2016; Naseri et al., 2021), Dubai (Hajipour et al., 2015), Pakistan (Hussain, 2022), United Kingdom (Annabi & Ibidapo-Obe, 2017), and Indonesia (Anggadwita et al., 2020), showed that halal labels affected halal cosmetic purchase decisions in 400 respondents using halal cosmetics in Indonesia. Likewise, Rahmawan & Banwuati (2020) examined 96 respondents who chose to buy Wardah lipstick in Solo; the results showed that halal labels influenced their decisions on Wardah lipstick. This result differs from Aspan et al. (2017), which examined the decision to buy cosmetic products in 100 consumer cosmetics Sariayu Martha Tilaar in Binjai. The results showed that halal labels did not significantly affect the decision to purchase Sariayu Martha Tilaar cosmetics. It is supported by Genoveva & Utami (2020) research on 140 millennials Y and Z who use Wardah brand halal cosmetics. Halal labels did not significantly affect the decision to buy cosmetics.

In addition to the selection of halal-labelled cosmetics, price is also one of the determining factors both in bringing up buying interest and consumer buying

decisions. Research on prices influenced the purchase decision was conducted by Muchran (2019), Amron (2018), Norvadewi et al. (2021), Prihastomo & Usman (2020), Batu et al. (2020), Puspitosari & Suharso (2020), Lestari & Rahmidani (2019), (Wijaya & Zulfa (2017), Herlambang & MM (2020), and (Vira Wilistyorini & Herry Sussanto (2022) that price affects purchasing decisions. While the price does not affect the purchase decision is the result of research from Osly Usman & Aryani (2020), Indawati Lestari et al. (2021), and Retno et al. (2020) found that price negatively affects purchasing decisions.

Besides halal labels and prices, consumers' purchase decisions are also influenced by product quality. The quality of the products offered should get the immediate attention of the company/manufacturer because consumer satisfaction when using the effect depends on it. Given the quality of a product has a close relationship with customer satisfaction issues, they will probably repurchase the product if satisfied. It is the purpose of marketing activities carried out by the Company (Putri & Soliha, 2022). Many studies have found that product quality affects purchasing decisions such as Saepuloh & Hisani (2020), Vira Wilistyorini & Herry Sussanto (2022), Prihastomo & Usman (2020), Suwito et al. (2018), Kadi et al., (2022), Muchran (2019), and Retno et al., while Anggadwita et al., (2020) and Hasanah et al., (2021) found that product quality does not affect purchasing decisions.

Based on the above research results, there is still a gap in the influence of halal label factors, prices, and product quality on purchasing decisions; this study aims to test the impact of the three factors above on cosmetic purchasing decisions among Generation Z.

Literature Review

Consumer Behavior

Consumer behaviour studies individuals, groups, or organizations and the processes used to select, secure, and dispose of products, services, experiences, or ideas to meet their needs and impact on customers and society. The purchasing behaviour of products by individuals and households for personal consumption (Madhavan & Chandrasekar, 2015). At the same time, Yulianti defines consumer behaviour as individuals' decision-making that aims to satisfy their needs and desires limited to goods and services offered by the market (Yulianti et al., 2019). Customer behaviour studies how individual decision-makers, groups, or organizations make purchasing decisions or purchase transactions of products and consume them (Puspitosari & Suharso, 2020).

Purchasing Decision

Purchasing decisions are the stages that are made in the process of making a consumer's decision actually to buy, choosing the desired product according to their needs, deciding where, how, how much, when, and why to buy (Philip Kotler et al., 2005) Genoveva & Utami defines purchasing decisions as a process carried out by consumers to meet their needs to get satisfaction with the highest value (Genoveva & Utami, 2020) The decision to buy a product by consumers begins with awareness to meet needs and wants (Haque et al., 2015).

Kotler proposes five stages in the consumer purchasing decision-making process: problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase evaluation. Several factors influence consumer purchasing decisions. Consumers who have decided to buy goods will experience satisfaction and make a buyback (Philip Kotler et al., 2005).

Halal Label

Halal cosmetics are products sourced from halal ingredients and produced by the rules of idolatry in Islam that are used for specific body parts for beautifying, cleaning and protecting, and changing the body's appearance (Sugibayashi et al., 2019). A halal certificate is one thing that plays an essential role in convincing consumers that the product is halal. Legal aspects in trade/sales are needed to protect all citizens, while the guarantee of the halal product is an effort to protect Muslim consumers in consuming goods and services (Hamzah et al., 2019). Halal product certification is a halal fatwa issued by the Indonesian Ulama Council (MUI) which states that a halal product follows Islamic law. This halal product certificate is a requirement to include halal labels in a product (Fadila et al., 2020; Handriana et al., 2020).

Price

Kotler defines price as a penny charged for a product or service or the amount of value consumer exchanges as a benefit of owning or using a product or service. Price is the only element in the marketing mix that generates revenue; all other aspects represent cost. Pricing is also one of the most flexible elements of the marketing mix because it can be changed quickly. Simultaneously, price and price competition are the number one issues many marketers face. However, many companies don't manage prices wisely, as they too quickly reduce prices to get a sale without trying to convince buyers that their product or service has a high-value price. Prices should be customer-value-oriented. A price is also a tool for achieving its marketing goals. For a consistent and effective marketing program, pricing decisions must be coordinated with product design, distribution, and promotion decisions. Decisions made for other marketing mix variables can affect price decisions (Kotler et al., 2005).

Price setting in Islamic marketing emphasizes that prices are seen from the perceptive of the seller and the buyer. Islam encourages setting prices fairly to please both parties, sellers and buyers. The purpose of business in Islam is not only for personal interests but also to serve the community. Islam also prohibits monopolies because of its well-balanced demand-supply so that it will result in determining the price of its own accord. Islam also prohibits dumping or undermining prices because it will reduce competition. Nor is it permissible to distinguish costs among buyers (Haque et al., 2017).

Product Quality

Kotler and Armstrong (2001) define Product quality as the ability that can be judged by a product to carry out its functions, namely a combination of durability, reliability, permanence, and ease of maintenance of other attributes of a product. In this case, personal tastes are very influential. Therefore, managing product quality must be in accordance with the use of quality, which is expected to impact the performance of products and services directly. Therefore, quality is closely related to customer value and satisfaction.

If the consumer is satisfied with a product, then it is very likely that the consumer will return to buy the product and tell others about the pleasant experience they have had. Product quality can influence the purchasing decisions made by consumers. If you look at the quality of the product in terms of the price offered, it can be said to be affordable the quality provided by the product. Consumers want to get products of good quality according to the price paid. Few consumers also argue that expensive products are quality (Muchran, 2019).

Methods

This research is included in quantitative research that uses data analysis in the form of numerical numbers. Two types of data were used in this study, namely, primary and secondary data. Researchers took the preliminary data in this study by distributing questionnaires through google Forms to Generation Z in Samarinda City. At the same time, secondary data support information from primary data obtained. Secondary data for this study is obtained from previous research journals, books, articles, journals, and data related to this study. The population in this study is as many as 234 Generation Z. Researchers chose the population because Generation Z is closely associated with cosmetics. The entire research model was tested using multiple regression analysis.

Table 1 Respondent's Identity

DEMOGRAPHIC PROFILE	CRITERION	FREQUENCY	PERCENTAGE (%)
Age	18	7	3%
	19	57	24.4%
	20	74	31.6%
	21	71	30.3%
	22	22	9.4%
	23	3	1.3%
Cosmetics Brand Used	Wardah	123	52.6%
	Emina	27	11.5%
	Make Over	7	3%
	Wardah and Emina	44	18.8%
	Wardah and Make Over	9	3.8%
	Emina and Make Over	3	1.3%
	Wardah, Emina and Make Over	21	9%
Long Period of Using Cosmetics	< 1 year	126	53.8%
	1 – 5 years	95	40.6%
	> 5 years	13	5.6%

Result And Discussion

A validity test is a test used to show the extent to which a measuring instrument used in a measure is measured. Validity tests are used to measure the validity or validity of a questionnaire. If each item of the question has a high reality concerning the total score, then the instrument will have high validity. In determining the fact or not of each question item, the method must be used to compare the t count with the t table with a significance value of 0.05 and a sample of 234 respondents. The validity test used the product-moment correlation or SPSS 22 formula in this study.

Table 2. Validity Test Results

Variable	Statement Item	r_{count}	r_{table}	Decision
Halal Label (X1)	Item 1	0.753	0.113	Valid
	Item 2	0.758		
	Item 3	0.824		
	Item 4	0.762		
Price (X2)	Item 1	0.75	0.113	Valid
	Item 2	0.77		
	Item 3	0.742		
	Item 4	0.783		
	Item 5	0.713		
	Item 6	0.796		
	Item 7	0.802		
	Item 8	0.711		
Prodcut Quali (X3)	Item 1	0.805	0.113	Valid
	Item 2	0.793		
	Item 3	0.797		
	Item 4	0.75		
	Item 5	0.815		
	Item 6	0.756		
Purchasing Decision (Y)	Item 1	0.665	0.113	Valid
	Item 2	0.621		
	Item 3	0.635		
	Item 4	0.685		
	Item 5	0.707		
	Item 6	0,737		
	Item 7	0.754		
	Item 8	0.786		
	Item 9	0.771		
	Item 10	0.749		

Source: Primary data processed

The reliability test is used to measure the consistency or stability of the score of a research instrument against the same individual and given at different times. Reliability tests were performed using Cronbach's Alpha formula.

Based on tests of normality, validity, and classical assumptions, the research model's overall variables are valid, reliable, and free from the symptoms of classical assumptions. Next is the hypothesis test, using partial tests and simultaneous tests. Based on partial tests in Table 5 showed that the halal label has a significant value of $0.112 > 0.05$ and $t_{\text{calculated}} < t_{\text{table}}$ Of $1.595 < 1,651$. Then H_0 is accepted, and H_a is rejected. It means that halal labels partially have

no significant effect on the decision to purchase cosmetics from Generation Z in Samarinda City. In contrast, the considerable price value of $0.000 < 0.05$ and $t_{\text{calculated}} > t_{\text{table}}$ of $5.540 > 1.651$ and product quality significant value of $0.000 < 0.05$ and $t_{\text{calculated}} > t_{\text{table}}$ of $8.214 > 1.651$, then H_a is accepted and H_0 is rejected. It means that the price and product quality partially affect the decision to purchase cosmetics at Generation Z in Samarinda City.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Reliable
Halal Label(X1)	0.776	4	Reliable
Price (X2)	0.893	8	Reliable
Product Quality (X3)	0.875	6	Reliable
Purchasing decision (Y)	0.887	10	Reliable

Source: Primary data processed

**Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		234
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	3.22324416
Most Extreme Differences	Absolute	.040
	Positive	.028
	Negative	-.040
Kolmogorov-Smirnov Z		.040
Asymp. Sig. (2-tailed)		.200

a. Test distribution is Normal.

Then a simultaneous test was conducted to test the influence of all variable halal labels, prices, and product quality on cosmetic purchase decisions at generation Z in Samarinda city. Based on the results of the F Test in Table 6, it can be seen that the value is 149.066 With a probability of 0.05, then F_{table} obtained by 3.01, Because the value of $F_{\text{calculated}}$ (149.066) $> F_{\text{table}}$ (3.01) and with a significance level of $0.000 < 0.05$ it can be concluded that H_a is accepted and H_0 is rejected which means halal labels, prices, and product quality simultaneously have a significant effect on cosmetic purchase decisions.

Table 5 T-test Value
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	5.815	1.684		3.453	.001
Halal Label	.194	.122	.084	1.595	.112
Price	.376	.06	.333	5.540	.000
Product Quality	.749	.091	.477	8.214	.000

a. Dependent Variable: Purchasing Decision

b. Source: primary data processed

Table 6. F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	4706.677	3	1568.892	149.066	.000 ^b
Residual	2420.708	230	10.525		
Total	7127.385	233			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Product Quality, Price, Halal Label

Based on Table 7, it can be seen that the value of the coefficient of determination of 0.660. It means that 66% of dependent variables of purchasing decisions can be explained by independent variables, namely halal labels, prices, and product quality. The remaining 0.340, or 34%, was presented by other factors not included in the study model.

Table 7. Coefficient Determinant

Based on the output in Table IV, the research equation is as follows:	Model Summary				
	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	1	.813 ^a	.660	.656	3.244
	a. Predictors: (Constant), Product Quality, Price, Halal Label				

$$Y = 5.815 + 0.194X_1 + 0.376X_2 + 0.749X_3$$

Information:

Y: Purchase decision

X1: Label halal

X2: Price

X3: Product Quality

Table 8. Multiple Linear Regression

Model	<i>Coefficients^a</i>		Standardized <i>Coefficients</i> Beta	T	Sig.
	Unstandardized				
	<i>Coefficients</i> B	Std. Error			
(Constant)	5.815	1.684		3.453	.001
Halal Label	.194	.122	.084	1.595	.112
Price	.376	.068	.333	5.540	.000
Product Quality	.749	.091	.477	8.214	.000

a. Dependent Variable: Purchasing decision

Source: Primary data processed

It is known that the regression coefficient of the purchase decision (Y) is 5.815, meaning that if the other variable's value remains (constant), then the purchase decision is 5.815 units. Then, the coefficient of halal label regression (X1) is 0.194, which means that with every increase or decrease in the value of the halal label by 1 unit, the importance of other variables remains (constant). The purchase decision will increase or decrease by 0.194 units. Furthermore, the price regression coefficient (X2) is 0.376, which means that for every increase or decrease in the value of the price by 1 unit and the importance of other variables remains (constant). The purchase decision will increase or decrease by 0.376 units. Finally, the product quality regression coefficient (X3) is 0.749, which means that with every increase or decrease in the value of online customer reviews by 1 unit, the importance of other variables remains (constant). The purchase decision will increase or decrease by 0.749 units.

The Influence of Halal Labels on Cosmetic Purchase Decisions on Generation Z

Based on the results of multiple linear regression *tests*, it can be known from the coefficients table that the linear regression coefficient of halal labels has no significant effect on cosmetic purchasing decisions. Because it has a substantial value of $0.112 > 0.05$, it is concluded that H01 is accepted and Ha1 is rejected, which means the halal label regression coefficient is not tested significantly against cosmetic purchase decisions. The results of this

study showed halal labels consisting of images, writing, and a combination of pictures, and writing and sticking to the packaging did not have a significant effect. It means that Generation Z does not consider these indicators when buying cosmetics. Because most generation Z and rational consumers will choose products with good quality, affordable prices, and products that are easy to obtain or other factors to decide the decision to buy cosmetics, this is reinforced by the theory put forward by Meithiana Indrasari that consumer purchasing decisions are influenced by several factors, namely, cultural factors, social factors, personal factors, and also psychological factors. (Indrasari, 2019).

The results of this study are in line with research conducted by Aspan et al. (2017) and Genoveva & Utami (2020) but contrary to the effects of research conducted by Anggadwita et al. (2020) and Rahmawan & Banwuati (2020) (Retno et al., 2020) which states that halal labels have a significant influence on the decision to buy cosmetics.

Price Influence on Cosmetic Purchase Decision on Generation Z in Samarinda City

Based on the results of multiple linear regression *tests*, it can be known from the coefficients table that the price linear regression coefficient significantly affects cosmetic purchasing decisions. It is because the price has a significant value of $0.000 < 0.05$; it was concluded that H_{a2} was accepted and H_{02} was rejected, which means the price regression coefficient is significantly tested against cosmetic purchase decisions. Another way to prove that price significantly affects cosmetic purchasing decisions is by comparing t_{count} and t_{table} or using a testing curve. From the comparison obtained, the result that $t_{calculated} > t_{table}$ of $5.540 > 1.651$ was concluded to receive H_{a2} , which means the coefficient of price regression is tested, and the test results prove that price has a significant effect on cosmetic purchasing decisions.

The results of this study show that there is a positive relationship between price and cosmetic purchasing decisions. It means that the greater the attention of bridal makeup experts to the price, the decision to buy cosmetics will increase, and vice versa. This study's results align with the theory put forward by Meithiana Indrasari, who said price becomes a benchmark for consumers to meet their needs and desires (Indrasari, 2019). Price has an essential role in the consumer decision-making process, namely as an allocation role where the price can help buyers to decide how to obtain the highest expected benefits or value based on consumer purchasing power. In addition, the price also serves an information role; namely, the cost can provide information to consumers about product-related factors such as quality (Indrasari, 2019).

The results of this study are in line with research conducted by Amron (2018), Batu et al. (2020), Puspitosari & Suharso (2020), Lestari & Rahmidani (2019), (Wijaya & Zulfa (2017) and Herlambang & MM (2020) (Vira & Herry, 2022) that price affects purchasing decisions. While the price does not affect the purchase decision is the result of research from Osly Usman & Aryani (2020), Indawati Lestari et al. (2021), and Retno et al. (2020) found that price negatively affects purchasing decisions.

Influence of on Product Quality to Cosmetic Purchasing Decisions on Generation Z

Based on the results of the t-test, it can be known from *the coefficients* table that the value of the product quality coefficient has a significant effect on cosmetic purchase decisions because product quality has a big deal of $0.000 < 0.05$; it is concluded that H_{a3} is accepted and H_{03} is rejected which means the regression coefficient of product quality is significantly tested against cosmetic purchase decisions. Another way to prove that product quality significantly affects cosmetic purchasing decisions is by comparing t_{count} and t_{table} or using a testing curve. From the comparison obtained, the result that $t_{calculated} > t_{table}$ of $8.214 > 1.651$ was concluded to receive H_{a3} , which means the coefficient of regression product quality tested and the test results proved product quality had a significant effect on cosmetic purchase decisions. It means that the greater the attention of generation Z to product quality, the decision to buy cosmetics will increase, and vice versa; the less attention generation Z has on product quality, the decision to buy cosmetics will decrease.

The results of this study are in line with previous research conducted by Saepuloh & Hisani (2020), Retno et al. (and Vira & Herry (2022), which found that product quality affects purchasing decisions. Meanwhile, the research of Anggadwita et al. (2020) (2021) found that product quality does not affect purchasing decisions.

The Influence of Halal Labels, Prices, and Product Quality Simultaneously on Cosmetic Purchase Decisions on Generation Z

Based on the results of the F-test test, it can be known that halal labels, prices, and product quality simultaneously significantly influence cosmetic purchasing decisions. This study shows that sig value. Smaller than the significance level (in this case using the level of significance or $\alpha = 5\%$) then H_{a4} is tested, meaning that there is a significant influence between halal labels, prices, and online customer reviews of cosmetic purchasing decisions to compare $F_{calculated}$ with F_{table} . From the comparison obtained, the result that $F_{calculated} > F_{table}$ of $149.066 > 3.01$, it can be concluded that H_{a4} is tested, which means that halal labels, prices, and product quality have a significant effect on cosmetic purchasing decisions.

Conclusion

Based on the series of analyses shows that the price and product quality partially affect the decision to buy cosmetics for generation Z in Samarinda City. In contrast, halal labels on cosmetics have no significant effect on the decision to buy cosmetics from generation Z. This means that halal labels have not been a consideration among generation Z in choosing the cosmetics they will use. The result shows that most generation Z and rational consumers will choose products with good quality, affordable prices, and products that are easy to obtain or other factors to decide to buy cosmetics. It is necessary to strengthen halal literacy among generation Z Muslims about the importance of consuming halal products in their daily lives.

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