

The Effect of Halal Labeling and Religiosity on Buyers Decisions on Halal Cosmetic Products (Case Study of Umsu Students)

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Article Information	Abstract
Article History: Received : 27-08-2023 Accepted : 03-09-2023 Published: 20 -09-2023	This study aims to analyze the effect of halal labeling and religiosity on buyers' decisions of halal cosmetic products, this research uses quantitative research techniques, involving field research, this research was conducted at Muhammadiyah University of North Sumatra, In this study, there is an effect of halal labeling on purchasing decisions because the value of t count > t table (5.895> 2.010) and a significance level of 0.000 <0.05. In this study, there is an influence of religiosity on purchasing decisions because the value of t count > t table (4.157> 2.010) and a significance level of 0.000 <0.05. In this research, it can be seen that the f table value is 146,593 and the significance level is 0,000. In this study, both Religiosity and Halal Labeling have an influence on purchasing decisions because f count > f table (146,593 > 2.80) and significance level (0,000 <0.05), the value of R Square is 0.859 or 85.9% contribution of independent variables (Religiosity and Halal Labeling) to Purchase Decision while the remaining 14.1% is influenced by other factors not examined in this study.
Keywords: Purchasing Decision, Religiosity and Halal Labeling.	

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INTRODUCTION

To identify a product as a halal product, halal labeling refers to the application of writing or implementing halal instructions on product packaging. Characteristics: Muslims must give serious consideration to the halal products they consume. Halal labeling is the practice of including halal writing or statements on product packaging to indicate if the goods in question are halal goods¹. Compared to products that have not been certified halal

¹ Rakhi, H. (2019). Analisis Pengaruh Labelisasi Halal Terhadap Keputusan Pembelian Produk Kosmetik: Studi Kasus Kota Pontianak. *ISLAMICONOMIC: Jurnal Ekonomi Islam*, 10(1)

by an institution, Islamic customers are more likely to choose products that have been declared halal. Muslim consumers are aware of the benefits of consuming halal products, which is a consequence of producers' education regarding product halal certification and a strong religious foundation. This will have an impact on the increasing number of consumers who pay attention to the halal label certification on the products they buy, because many consumers are now becoming more critical and knowledgeable about products before making purchasing decisions. The halal label has little influence on consumer purchasing choices. According to Sandi's research, Halal labeling has an impact on consumer purchasing choices.

The market today offers a wide variety of cosmetics, thus challenging customers, especially Muslims, to choose reliable and safe products. Not infrequently, many women use the product regularly in an effort to get the best results in the shortest possible time without considering the potential long-term adverse effects. Apart from that, choosing halal cosmetics is a requirement for Muslim women to be devout Muslim women. This is mainly due to your obedience as followers of the Islamic faith that we are actually prohibited from consuming certain substances. As with cosmetics, the use of natural cosmetics must also pass a halal test from the party providing it. With the intention of attracting customers, labeling is an important component of the product that demands careful consideration²

RESEARCH METHOD

This research uses quantitative research techniques, which involve field research. The location of this research was carried out at the Muhammadiyah University of North Sumatra. Jl Captain Muchtar Bari No.3, Glugur Darat II, Medan City. The population in this research were students of the Faculty of Islamic Religion, Sharia Banking Study Program class 2019- 2020 Muhammadiyah University of North Sumatra, totaling 65 people, the sample used the slovin technique with a sample size of 51 people, The data analysis technique used in this research is multiple linear regression analysis with a formula

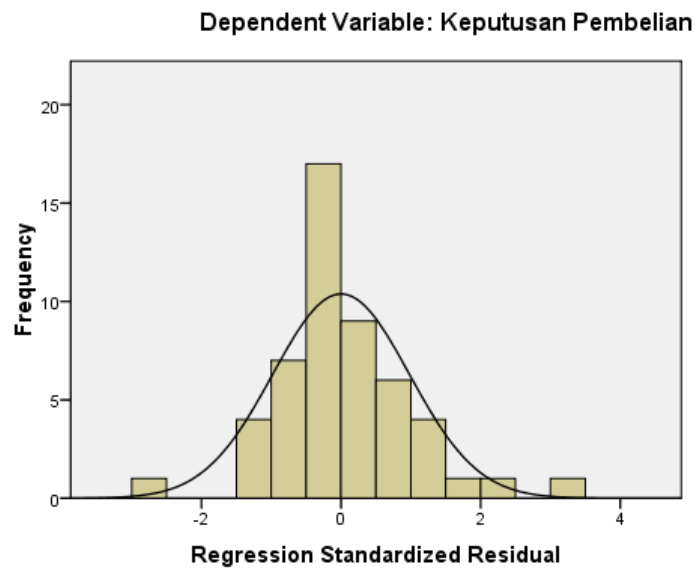
RESULTS AND DISCUSSION

1. Classic assumption test

Normality Test

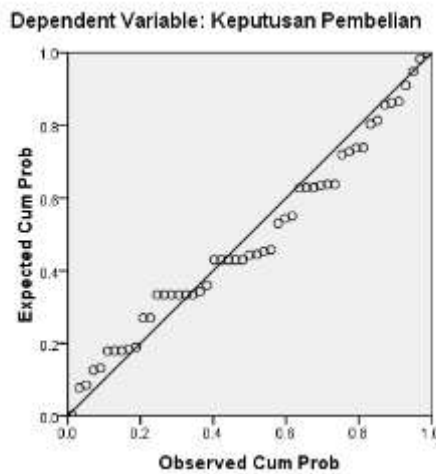
Data normality testing is carried out to see whether in the regression model, the dependent and independent variables have a normal distribution or not, if the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model meets the normality assumption

² Nugroho, W. A., & Anwar, M. K. (2020). Hubungan Religiusitas Dan Labelisasi Halal Terhadap Keputusan Pembelian Produk Non Makanan Dan Minuman. *Jurnal Ekonomika Dan Bisnis Islam*, 3(2), 13–25



Picture 1 Normality Histogram

Figure 4.1 shows that in this study the data distribution is normal because the histogram forms a bell, does not deviate to the right or left, then the test is carried out by looking at the normality p-plot



Picture 2 P Plot Normality

Figure 4.2 indicates that the regression model has fulfilled the assumptions stated previously, so that the data in the regression model of this research tends to be normal because based on the image above the distribution follows a diagonal line

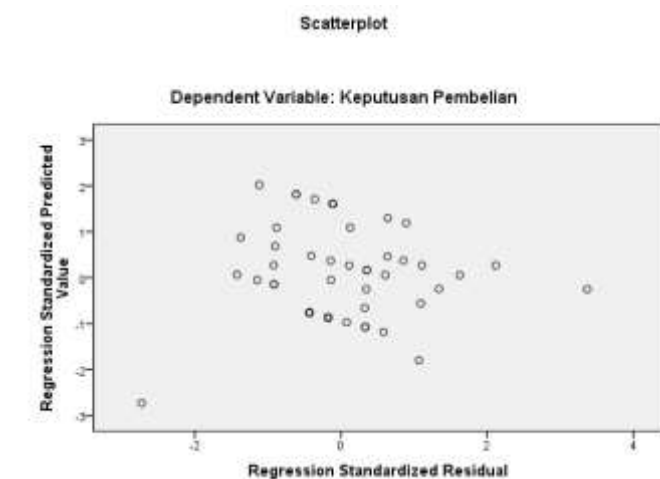
Multikolinerity Test

Table 1. Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Halal Labeling	.316	3.167
Religiosity	.316	3.167

Table 1. shows that in this study the Halal Labeling and Religiosity variables had tolerance values > 0.10 (0.316) and $VIF < 10$ (3.167). In this study all variables had tolerance values > 0.10 and $VIF < 10$. and there were no symptoms of multicollinearity in this study

Heterokedacity Test



Picture 3 Scatterplot

The picture above has shown that the points spread randomly, do not form a clear regular pattern, and are spread both above and below the number 0 on the Y axis. Thus "heteroscedasticity does not occur" in the regression table.

Analisis Regressi Linier Berganda

Multiple linear regression analysis is a linear relationship between two or more independent variables with the dependent variable. The multiple linear regression equation for research is:

$$Y = a + b_1 x_1 + b_2 x_2 + e.$$

Table 2 Coefficients^a

Model	<i>UnStandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.559	1.767		2.013	.050
Halal Labeling	.490	.083	.568	5.895	.000
Religiosity	.251	.060	.401	4.157	.000

a. Dependent Variable: Purchasing Decisions

From the table above it can be taken the equation

$$Y = 3.559 + 0.490x_1 + 0.251 x_2 + e.$$

The explanation of the equation above is

- A constant value of 3.559 indicates that if the independent variables namely halal labeling and religiosity do not change, it will increase the decision to buy wardah products in UMSU students by 35.59%.
- The X1 regression coefficient value is 0.490 indicating that if the halal labeling variable has increased by 1%, it will increase the decision to buy wardah products for UMSU students by 4.90%
- The X2 regression coefficient value is 0.251 indicating that the religiosity variable has an increase of 1% will increase the decision to buy Wardah products among UMSU students by 2.51%

1. Hypothesis Test

a. T Test

Table 3. Coefficients^a

Model	<i>UnStandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.559	1.767		2.013	.050
Halal Labeling	.490	.083	.568	5.895	.000
Religiosity	.251	.060	.401	4.157	.000

a. Dependent Variable: Purchasing Decisions

1. Testing Halal Labeling with Purchasing Decisions

Table 3 shows that in this study halal labeling has a t count of 5,895 and a significant level of 0,000. In this study, there is an effect of halal labeling on purchasing decisions because the t count > t table (5,895 > 2,010) and a significance level of 0,000 < 0.05

2. Testing Halal Religiosity with Purchasing Decisions

Table 4.9 shows that in this study Religiosity has a t count of 4.157 and a significant level of 0.000, in this study there is an influence of Religiosity on

purchasing decisions because the t count $>$ t table ($4.157 > 2.010$) and a significance level of $0.000 < 0.05$

b. F Test

Table 4 ANOVA^b

<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1 <i>Regression</i>	288.460	2	144.230	146.593	.000 ^a
<i>Residual</i>	47.226	48	.984		
<i>Total</i>	335.686	50			

a. Predictors: (Constant), Religiosity, Halal Labeling

b. Dependent Variable: Purchasing Decisions

In the research, it can be seen that the f table value is 146,593 and the significance level is 0.000. In this study, together religiosity and halal labeling have an influence on purchasing decisions because f count $>$ f table ($146,593 > 2.80$) and the significance level is ($0.000 < 0.05$)

2. Coefficient of Determination

Koefisien determinasi digunakan untuk melihat seberapa besar kontribusi variabel bebas terhadap variabel terikat. Semakin besar nilai koefisien determinasi maka semakin baik kemampuan variabel bebas menerangkan variabel terikat.

Table 5. Model Summary^b

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.927 ^a	.859	.853	.99191

a. Predictors: (Constant), Religiosity, Halal Labeling

b. Dependent Variable: Purchasing Decisions

Table 5 shows the R Square value is 0.859 or 85.9% of the contribution of the independent variables (Religiosity and Halal Labeling) to Purchasing Decisions while the remaining 14.1% is influenced by other factors not examined in this research

DISCUSSION

1. The Effect of Halal Labeling (X1) on Purchasing Decisions (Y)

Labels have a close relationship with marketing. The label is the part of the product that conveys information about what is inside the seller and the product itself. Labeling is a

very important product element that deserves careful attention in order to attract consumers. In general, labels must at least contain the product name or brand, raw materials, composition additives, nutritional information, expiration date, product content and legality information³. When compared to products that have not been declared halal by an institution, Islamic customers prefer products that have been declared halal by an institution. As a result, Muslim customers are more aware of the benefits of consuming halal products. Good religious understanding and producer education regarding product halal certificates. This will have an impact on the increasing number of consumers who care about halal label certificates on the products they buy, because many consumers become more critical and have good product knowledge before making purchasing decisions. The results of this study indicate that there is an influence between halal labeling on purchasing decisions. This can be seen from the t count $>$ t table ($5.895 > 2.010$) and a significance level of $0.000 < 0.05$. The results of this study are in line with research conducted by Novita Dewi Yanti and Darwanto (2021) where the results of the study stated that halal labels have a significant effect on consumer buying interest in cosmetics.

2. Effect of Religiosity (X2) on Purchase Decisions (Y)

Akhyar Defining religion as "a system of symbols, a system of beliefs, a system of values, and a system of behavior"⁴. All of them place the greatest emphasis on relevant personal issues that are actually experienced. Religiosity is a condition that exists within a person and a person that encourages him to act in accordance with his religious beliefs. Islam defines marketing religiosity in terms of experience, sharia, and values, or, more colloquially, iman, Islami, and Ihsan. A person is a true religious person if he has all the components. Religion is seen as having a practical relationship with what is believed to be a being or beings higher than humans. Based on the explanation above, it can be concluded that religiosity is a person's condition, obedience and understanding in believing in a religion which is expressed in the practice of values, rules and obligations in order to encourage him to act and behave. , and behave in accordance with the teachings of the religion he adheres to in everyday life. The results of this research show that there is an influence of religiosity on purchasing decisions because the calculated t value $>$ t table ($4.157 > 2.010$) and the significance level is $0.000 < 0.05$. The results of this research are not in line with research conducted by Angtogini, Wahyudin, and Wulandari (2011) shows that religiosity has no influence on the decision to purchase halal goods.

3. The Influence of Halal Labeling (X1) and Religiosity (X2) on Purchasing Decisions (Y)

Labels have a close relationship with marketing. The label is the part of the product that conveys information about what is inside the seller and the product itself. Labeling is a very important product element that deserves careful attention in order to attract

³ Apriyanto, W. D., & Heruwasto, I. (2019). Pengaruh Kejelasan Labelisasi Halal Dan Perilaku-Beragama Terhadap Minat Beli Konsumen: Analisis Dua Model Alternatif

⁴ Akhyar, F. K. (2019). Pengaruh Religiusitas dan Sertifikasi Halal Terhadap Keputusan Pembelian. (Studi pada Japanese Food Restaurant di Magelang)

consumers. In general, labels must at least contain the product name or brand, raw materials, composition additives, nutritional information, expiration date, product content and legality information (Apriyanto & Heruwasto, 2019). Akhyar (2019) Defines religion as a “symbol system, belief system, value system, and behavior system”. All of them place the greatest emphasis on personal matters y.

CONCLUSION

1. In this research there is an influence of halal labeling on purchasing decisions because the t value $>$ t table ($5.895 > 2.010$) and the significance level is $0.000 < 0.05$
2. In this research there is an influence of religiosity on purchasing decisions because the t value $>$ t table ($4.157 > 2.010$) and a significance level of $0.000 < 0.05$
3. In the research it can be seen that the f table value is 146,593 and the significance level is 0.000, in this study together Religiosity and Halal Labeling have an influence on purchasing decisions because calculated $f >$ f table ($146,593 > 2.80$) and the significance level ($0.000 < 0.05$).
4. The R Square value is 0.859 or 85.9% of the contribution of the independent variables (Religiosity and Halal Labeling) to Purchasing Decisions while the remaining 14.1% is influenced by other factors not examined in this research.

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