



The Influence of Islamic Branding, Halal Awareness, and Product Ingredients on Purchasing Decisions of Cosmetic and Skincare Products

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ABSTRACT

This study aims to identify the influence of Islamic branding, halal awareness, and product ingredients on the intention to buy cosmetic and skincare products among Muslim women of generation Z in Jambi Province. The use of cosmetic and skincare products that comply with Islamic principles is increasingly important for Muslim women who want to ensure that the products they use are halal and in accordance with their religious beliefs. Therefore, factors such as Islamic branding, halal awareness, and product ingredients are important considerations in their purchasing decisions. This study used a survey method by distributing questionnaires to a sample of generation Z Muslim women in Jambi Province. The data collected was analyzed using multiple linear regression methods to examine the relationship between Islamic branding, halal awareness, and product ingredients on buying interest in cosmetic and skincare products. In addition, factor analysis was also carried out to identify the factors that most influence purchasing decisions. This research makes an important contribution in understanding the factors that influence purchasing decisions for cosmetic and skincare products among Muslim women of generation Z. The results of this research can be a reference for cosmetic and skincare companies in developing more effective marketing strategies that take into account religious values and the needs of Muslim consumers. In addition, this research can also be a basis for further research in a broader context.

INTRODUCTION

The growing business competition in Indonesia is an interesting phenomenon to follow, especially with globalization. Globalization has many impacts, especially in the economic field which requires local companies to compete with foreign companies to attract local consumers. In carrying out its business, companies must always observe consumer behavior as a reference in order to improve their marketing strategy. Consumer behavior is centered on how individuals make decisions to utilize their available resources (time, money, effort) to buy consumption-related goods (Schiffman & Kanuk, 2020).

Indonesia is a country with the largest Muslim population in the world. The majority of Indonesia's population are adherents of Islam, therefore a Muslim must consume something halal. Because halal is the main parameter in selecting a product for consumption, and for the good of Muslims themselves both in this world and in the hereafter. One product that is in great demand in the market is beauty body care products. *Halal awareness* of a product is the importance of knowledge and awareness about halal products, especially among Muslim consumers.

Islamic branding is a product that contains Islamic elements that are in accordance with Shari'a, both the product and the branding, and has the aim of applying Islamic values to products so that Muslim consumers are interested in buying halal products. The practice of *Islamic branding* is a product that has a brand according to sharia principles, and presents many values such as honesty and understanding of several sharia principles. Apart from using Islamic names or *Islamic branding*, producers must also be selective in choosing raw materials to the production process and other things that must also be considered so that people are interested and have a willingness to buy products.

Product ingredients (*product ingredients*) are very important for the general public, especially for Muslims. Product ingredients are important to note because product halalness can be seen through its composition. The ease with which consumers find information on product ingredients that indicate the halalness of a product can influence the consumer's decision to buy. In an Islamic perspective on

product ingredients there are several issues that must be considered, including issues from consumers on materials and the quality and safety of these product ingredients. That is why knowledge of product ingredients is very important because it is the process of making a decision whether to accept or reject a product. This labeling generally lists the composition or ingredients used in the manufacture of the product. This also influences consumer buying behavior towards products (Afrianty & Agustina, 2020).

Halal awareness of a product is the importance of knowledge and awareness about halal products, especially among Muslim consumers. Awareness of the importance of halal products is increasing among Muslim consumers. This can be seen from the increasing number of requests for halal certification for non-food products including cosmetics and personal care.

Results and Discussion

In this study entitled the influence of Islamic branding, halal awareness and product ingredients on purchasing decisions for cosmetic and skincare products in Jambi province, the following results were obtained.

Table 1 variable coefficient

		Coefficients^a				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.691	1.374		1.958	.053
	Islamic_Branding	.263	.093	.222	2.835	.006
	Halal_Awarness	.343	.105	.296	3.277	.001
	Product_Ingridients	.746	.166	.422	4.479	<.001

a. Dependent Variable: Keputusan_Pembelian

By looking at the test results table above, it can be concluded as follows:

1. The t-count value of the Islamic Branding variable (X1) is 2.835 while the t-table value is 1.664. It can be concluded that the t count > t table value with a significance value of 0.06 > 0.05, then Ha is rejected. This can be interpreted that the Islamic Branding variable (X1) has a positive effect and there is no significant influence on the purchasing decision variable (Y).

2. The t value for the Halal Awareness variable (X2) is 3.277 while the t table value is 1.664. It can be concluded that the t count > t table value with a significance value of $0.001 < 0.05$, then H_a is accepted. This can be interpreted that the Halal Awareness variable (X2) has a positive and significant effect on the purchasing decision variable (Y).

3. The calculated t value of the Product Ingridients variable (X3) is 4.479 while the t table value is 1.664. It can be concluded that the calculated t value > t value table with a significance value of $0.001 < 0.05$, then H_a is accepted. This can be interpreted that the Product Ingridients variable (X3) has a significant positive effect on the purchasing decision variable (Y).

4.F test

The F test is a test conducted to determine simultaneously (simultaneously) the effect of the independent variables on the dependent variable. The basis for decision making in measuring the F test is to see if the calculated F value > F table, it can be said that the independent variables jointly affect the dependent variable.

Based on the table of F test results above, it shows that the F count is 92.485

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1122.583	3	374.194	92.485	<.001 ^b
	Residual	388.417	96	4.046		
	Total	1511.000	99			

a. Dependent Variable: Keputusan_Pembelian
b. Predictors: (Constant), Product_Ingridients, Islamic_Branding, Halal_Awarness

while the F table is 2.70 with the F table value at a significance level of 5% or 0.05. This means the value of F count > F table ($92.485 > 2.70$). Meanwhile, the significance value or probability value is $0.001 < 0.05$. So this shows that the variables Islamic Branding (X1), Halal Awareness (X2), and Product Ingridients (X3), have a significant influence together (simultaneously) on purchasing decisions.

5. Determination Coefficient Test

The coefficient of determination test (R^2) is a measuring tool that aims to measure the ability of an independent variable model to explain the dependent variable. The value used in the coefficient of determination test uses R Square because this is considered to be more representative of the actual effect value.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.862 ^a	.743	.735	2.011

a. Predictors: (Constant), Product_Ingrédients, Islamic_Branding, Halal_Awareness

Based on the table of determination coefficient test results above, it can be seen that the R Square value is 0.743, which means that there is an influence of Islamic Branding (X1), Halal Awareness (X2), and Product Ingredients (X3) variables together (simultaneously), on purchasing decisions by 74.3%. While the remaining 28% ($100\% - 74.3\% = 25.7\%$) is influenced by other variables not explained in this study.

Thus, based on the results of the analysis above, the product ingredients variable has a positive and significant effect on purchasing decisions. This means that the greater the value of the product ingredients variable for generation Z Muslim women in Jambi Province, the greater the positive and significant effect on purchasing decisions in buying cosmetic and skincare products.

Conclusion

Conclusion From the results of data processing and testing that has been carried out in this study, the following conclusions can be drawn:

1. The results of the first hypothesis test show that the Islamic branding variable has a positive but not significant effect on the purchase decision variable with the conclusion that H_0 is accepted and H_1 is rejected. This is evidenced by the results of the t-count value of $2.835 > 1.664$ t-table and a significance value of $0.06 < 0.05$ which means that the halal awareness variable has a positive and significant effect on the purchasing decision variable.
2. The results of the second hypothesis test show that the halal awareness

variable has a positive and significant effect on the purchase decision variable with the conclusion that H0 is rejected and H1 is accepted. This is evidenced by the results of the t-count value of $3.277 > 1.664$ t-table and a significance value of $0.001 < 0.05$ which means that the halal lifestyle variable has a positive and significant effect on the purchase decision variable.

3. The results of the third hypothesis test show that the product ingredients variable has an insignificant positive effect on the purchase decision variable with the conclusion that H0 is accepted and H1 is rejected. This is evidenced by the results of the t-count value of $1.340 > 1.664$ t-table and a significance value of $0.4479 > 0.05$, which means that the Islamic branding variable has no significant positive effect on the purchasing decision variable.

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