

## The Influence of Halal Product Certification and Price on Cosmetic Purchasing Decisions in Student FEBI IAIN Fattahul Muluk Papua

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### Abstract

*The main problem in this study is that there are still many cosmetic products that have not been halal certified and the purchasing power of female students for cosmetic products is quite high, in other words can halal certification have a significant influence on cosmetic purchasing decisions for female students of FEBI IAIN Fattahul Muluk Papua. This study aims to determine the effect of halal product certification and prices on cosmetic buying decisions for female students of FEBI IAIN Fattahul Muluk Papua. The type of research used is quantitative research and the type of data used is primary data obtained from distributing questionnaires using scale likert. The sampling method is obtained by technique non probability sampling. With the number of respondents 70 female students of FEBI IAIN Fattahul Muluk Papua based on the specified criteria/characteristics. The data analysis method used in this study is multiple linear regression. The results of this study indicate that  $H_a$  accepted and  $H_0$  rejected. This means that there is a significant effect of halal product certification and prices both partially and simultaneously on the decision to purchase cosmetics for FEBI IAIN Fattahul Muluk Papuan students. This can be seen from the value of  $t_{count}$  halal product certification variable is  $3,550 > t_{table} 1996$ . And  $t$  value price variable of  $12,253 > t_{table} 1996$ . In addition, the calculation results of  $f_{count}$  of  $179,139 > f_{table} 3.13$ , halal product certification and prices simultaneously have a significant effect on cosmetic purchasing decisions for FEBI IAIN Fattahul Muluk Papuan students..*

**Keywords:** Cosmetics, Halal Product Certification, Prices, Purchasing Decisions

### A. Introduction

Indonesia have residents muslim most in world, so that Indonesian too potentially as a product producer halal biggest. However, trade product halal Still Not yet capable master market (Maladewi, 2021). Request Halal now not for only food, but also for group product which is not food, some kind of cosmetic. Cosmetics with label Halal develop Enough rapidly from th time time, visible on Lots product or product new Which at first Not yet own label Halal, IT Already start give label Halal on the product (Fathurrahman & Anggesti, 2021). And product beauty is Wrong One product Which possible. Product beauty used by all people Of world, especially women Which more interested with

product beauty compared to man. Product This used for guard beauty, beauty, appearance and face.

Labeling halal has strong relationships in marketing. The label is a component of the product to convey information about an item that is located on the product. Labeling is a product component that needs careful attention to pique buyer interest. Labels in general at least it should include product Logo, material raw, material extra composition, description of the substance in it, date expired, as well as content product (Hayet, 2019). Label hala namely indicators that product Which owned businessman own standard Halal Which declared halal by BPJPH. BPJPH is also supported by Law Number 33 of 2014, specifically related to halal registration, halal certification, halal verification, supervision and monitoring of product halalness, cooperation with all relevant stakeholders and the establishment of product halal standards.

Process certification Halal has undergone changed regularly fundamental since Law Number 33 Year 2014 about Guarantee Product Halal. UU No 33 Year 2014 involves three parties in process certification halal, that is A lot Organizer Guarantee Product Halal (BPJPH), Institution Inspector Halal (LPH) and Assembly Scholar Indonesia (MUI). Each one parties own task and not quite enough answer in stages certification Halal, start from submission transaction until publication certificate Halal (Khoeron, 2023).

MUI Fatwa Number 26 of 2013 concerning Halal Standards for Cosmetic Products and Their Use is in line with letter Al-Baqarah verse 173. The use of cosmetics containing or derived from human organisms is prohibited. Even though it comes from an animal that is not a pig, it is considered haram if the animal is not slaughtered according to Islam (Muchtaridi, 2017). To ensure the legality of halal products, the Indonesian Ulema Council (MUI) was established in Indonesia, whose activities include issuing halal fatwas. And the formation of BPJPH to issue halal certification which proves the guaranteed halal quality of a product. With the Halal label, the company is trying to increase sales and provide a feeling of comfort and security for consumers who want to buy the product. There are several studies showing that the halal label can influence consumers to buy a product (Umar et al., 2020).

The reason why consumers choose a product is also because of the price. Price is the cause of consumers to determine the decision to buy an item. Price is used to pay for an item or service with bills charged to obtain or use the product or service (Kotler & Armstrong, 2001). Price is an important factor for buyers in deciding to buy an item, because the price level decided by the company can be used as an indication of demand for the item. Low prices will be the target of consumers so that consumers feel the use or value of the goods they buy. Therefore, consumers are happier when the quality of the goods matches the nominal they have set (Widjaja & Rahmat, 2017). Consumers will feel confused about making a purchase decision if the price is too expensive. Vice versa, consumers will doubt the quality of the product if the price offered for a product is too low. Therefore, to set prices, companies are required to set selling prices based on where they want to go, so that product marketing will increase.

A consumer will choose a particular product to see which item to buy and whether the consumer will buy the product through several evaluation processes. Evaluation is how the presence of something goods have a price Which right with the benefits, and given label Halal for guarantee the absence of illegal and prohibited substances in Islamic Shari'a. The buyer intelligent will pick up product with good quality as well as price cheap ones from products from other brands (Anggraeni, 2017).

Halal and product prices influence purchasing decisions. For example cosmetic products under the Wardah brand. This product has a Halal MUI certificate from its inception. On the other hand, the wardah brand also has very cheap prices, with the price range for all wardah cosmetics starting from Rp. 23,000 to Rp. 100,000. IAIN Fattahul Muluk Papuan students whose students are all Muslim are able to become representatives and consumers by buying cosmetic products. From the point of view of the information obtained and the ability to process information, one can decide which product to consume based on information on halal certification and the price printed on the product. Halal and price have a significant impact on purchasing decisions. Because, these two factors are very important for Muslim consumer purchasing decisions.

## B. Literature Review

### 1. Product

Products are products or services produced through the stages of production or activities that are introduced by companies or producers to consumers. Products can be physical objects, can be services or experiences provided by the company, such as banking services, health care, tourism, or consulting services (Habibah & Sumiati, 2016). According to Kotler and Armstrong, a product is anything that can be offered to a market for attention, purchase, use, or consumption that might satisfy a want or need (Kotler & Armstrong, 2001).

### 2. Cosmetic Products

Cosmetic products are products that are used to treat, repair, improve appearance and hygiene. Cosmetic products can be used on the skin, face, lips, and other body parts. The purpose of using cosmetic products is to clean, protect, and improve physical appearance. Therefore, cosmetics are associated with issues of purity and cleanliness. Cosmetic products are said to be haram if there are unclean objects, such as *collagen*, and *placenta* (Rohmatun & Dewi, 2017).

### 3. Definition of Halal

In terms of terminology, the word halal comes from Arabic, namely (حَلَّ-يَحِلُّ-حَلًّا) which means liberating, releasing, breaking, dissolving and allowing. Meanwhile, etymologically, halal is something that is permissible and can be done because it is free or not bound by provisions that prohibit it (Asrina & Bulutoding, 2016). According to Yusuf Qardawi, halal is something that unties the rope that is dangerous and God allows that thing to be done (Sukiati, 2013).

### 4. Halal Labeling

The halal label is a sign attached to the product packaging to indicate that the product has passed the certification process and has fulfilled the halal requirements set by the authorities. The aim is to provide information to buyers that the product is halal and in line with Islamic religious law. The determination of the latest halal label is stipulated in the Decree of the Director of BPJPH No. 40 of 2022 concerning

Stipulation of Halal Signs. There are 3 figures involved in the halal label certification process, namely BPJPH, will receive assignments based on proposals from business actors, then continue with the Halal Inspection Agency (LPH) to check the product quality for halal. Furthermore, the MUI determines the halalness of a product in a halal fatwa meeting. After the MUI issued a halal fatwa, BPJPH issued a halal certificate (Nadha, 2023). The procedure for obtaining a halal certificate is regulated based on Law Number 33 of 2014, Article 29 concerning Guarantees for Halal Products, as follows:

- a. Business actors apply for halal certification in writing to BPJPH.
- b. Business actors complete document data
- c. BPJPH will check all documents and determine the LPH.
- d. LPH will check and test the product's halalness.
- e. MUI will determine the halalness of the product through a halal fatwa meeting.
- f. Then BPJPH Will Issue Halal Certification.

## **5. Halal Certification**

Halal Certification, namely a certificate determined by BPJPH regarding the halal status of a product using the Halal Fatwa stipulated by the MUI based on Islamic law (Agus, 2017). Halal certification is a written fatwa stipulated by the MUI for companies requesting halal testing for their products. Halal certification is also a form of government protection for Muslim consumers. By including this halal certificate, consumers will feel safe when consuming or using these products and can stay away from products made from haram.

## **6. Price**

Price is the medium of exchange given to obtain or desire a product or service. In the economic context, the price is the amount of money that needs to be given by the consumer to the seller as compensation for the product or service provided. Prices can be determined by various factors, such as demand and supply in the market, production costs, the level of competition, and other factors. Prices can also change at any time and can be instigated by various changes in relevant economic and environmental aspects (Widodo, 2015).

The purpose of setting prices is to achieve various business and marketing objectives desired by the company. The following are some common goals in setting prices (Harini, 2008):

- a. make profit,
- b. Achieving market share,
- c. Handle requests,
- d. Achieve strategic goals.

## 7. Consumer behavior

Consumer behavior is a decision-making procedure in which consumers select, buy, use and exploit products, services and knowledge to fulfill the interests and desires of buyers. When buying a product, there are several things to consider from a consumer behavior perspective (Harini, 2008):

- a. Paying Attention to Consumers

It is the overarching ability to filter out all possible influences, and as a result, everything marketers do must adapt to consumer motivations and behavior

- b. Consumer Motivation and Behavior

Questions about motivation and behavior were identified using research, and these reviews are useful as a reference in developing marketing plans, advertising designs, and promotional plans to predict future events related to product sales.

## 8. Purchase Decision

The purchase decision is the purchase of the most preferred product among the various choices available (Kotler & Armstrong, 2001). Mowen and Minor stated that the decision-making perspective describes a consumer carrying out a certain series of steps when making a purchase (Utami, 2013). Kotler and Keller (in Lubis and Hidayat, 2017:17) state that the factors that influence purchasing decisions consist of (Lubis & Hidayat, 2015):

- a. Cultural Factors, Culture has the biggest and significant impact on purchasing decisions.

- b. Social factors. Social factors influence purchasing decisions such as groups, relatives, roles, and social status of buyers.
- c. Individual factors, purchasing decisions affect the buyer's age, life cycle stages, work and social environment, personality, self-image, lifestyle and values.
- d. Psychological factors, consumer buying decisions affect psychological factors, the most important of which are motivation, perception, learning process, beliefs and behavior.

### C. Research Methods

This research is a quantitative research. The population in this study were female students of FEBI IAIN Fattahul Muluk Papua, totaling 231 female students, with a sample of 70 respondents obtained from the *formulaslovin*. Data collection techniques in this study used online questionnaires in the *formgoogle form* which was distributed to 70 female student respondents from FEBI IAIN Fattahul Muluk Papua who have used or are currently using cosmetic products. The data collection technique was carried out by providing a list of questions or written statements to the respondent to answer using the answer choicesscale *likert* 1-5. This research was conducted from March 2023 to May 2023. Instrument tests in this study used validity tests, reliability tests, and classical assumption tests. Meanwhile, to test the data in this study using multiple linear regression analysis, partial test (t), simultaneous test (f) and test the coefficient of determination ( $R^2$ ). Then the data in this study were processed using SPSS 25.

### D. Result and Discussion

#### Validity Test Results

Table 1 Validity Test X1

HALAL PRODUCT CERTIFICATION VARIABLES (X1)	No. Questio n Items	$r_{count}$	$r_{table}$	Informatio n
	1	0.744	0.361	Valid
	2	0.817	0.361	Valid
	3	0.763	0.361	Valid
	4	0.846	0.361	Valid
	5	0.773	0.361	Valid

	6	0.862	0.361	Valid
	7	0.925	0.361	Valid
	8	0.925	0.361	Valid
	9	0.827	0.361	Valid
	10	0.857	0.361	Valid
	11	0.861	0.361	Valid
	12	0.848	0.361	Valid
	13	0.830	0.361	Valid

Source: Data processed with IBM SPSS 25

**Table 2 Validity Test X2**

	No. Question Items	$r_{\text{count}}$	$r_{\text{table}}$	Information
<b>PRICE VARIABLES (X2)</b>	1	0.680	0.361	Valid
	2	0.697	0.361	Valid
	3	0.687	0.361	Valid
	4	0.786	0.361	Valid
	5	0.854	0.361	Valid
	6	0.773	0.361	Valid
	7	0.697	0.361	Valid
	8	0.885	0.361	Valid
	9	0.786	0.361	Valid
	10	0.854	0.361	Valid
	11	0.704	0.361	Valid
	12	0.897	0.361	Valid

Source: Data processed with IBM SPSS 25

**Table 3 Validity Test Y**

	No. Question Items	$r_{\text{count}}$	$r_{\text{table}}$	Information
<b>PURCHASE DECISION VARIABLES (Y)</b>	1	0.698	0.361	Valid
	2	0.775	0.361	Valid
	3	0.875	0.361	Valid
	4	0.880	0.361	Valid
	5	0.811	0.361	Valid
	6	0.792	0.361	Valid
	7	0.676	0.361	Valid
	8	0.777	0.361	Valid
	9	0.895	0.361	Valid
	10	0.836	0.361	Valid
	11	0.868	0.361	Valid



	12	0.860	0.361	Valid
	13	0.859	0.361	Valid
	14	0.924	0.361	Valid
	15	0.752	0.361	Valid
	16	0.798	0.361	Valid
	17	0.895	0.361	Valid

Source: Data processed with IBM SPSS 25

Based on tables 1, 2 and 3 it shows that all statements in the questionnaire have a value of  $r_{\text{count}}$  each indicator is greater than the value of  $r_{\text{table}}$ . Where  $\alpha = 0.05$  obtained  $r_{\text{table}}$  of 0.361. This shows that the variable indicators of halal product certification, prices and purchasing decisions are declared valid as research variable measuring instruments.

## Reliability Test

**Table 4 Reliability Test**

No	Variable	Cronbach Alpha	$r_{\text{table}}$	Information
1	Halal Product Certification (X1)	0.962	0.60	Reliable
2	Price (X2)	0.938	0.60	Reliable
3	Purchase Decision (Y)	0.970	0.60	Reliable

Source: Data processed with IBM SPSS 25

Based on table 4, the results of the reliability test show that Cronbach Alpha  $> 0.60$ , namely X1 ( $0.962 > 0.60$ ), X2 ( $0.938 > 0.60$ ) and Y ( $0.970 > 0.60$ ), it is concluded that this variable is reliable.

## Classic assumption test

### Normality test



**Figure 1 Normality Test**

*Source: Data processed with IBM SPSS 25*

The figure above shows that the normal curve points of the probability plot are scattered around the diagonal line and their distribution follows the direction of the diagonal line, which means that the data is normally distributed.

## Multicollinearity Test

**Table 5 Multicollinearity Test**

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-10.957	4.359		-2.513	0.014		
	HALAL PRODUCT CERTIFICATION	0.304	0.086	0.221	3.550	0.001	0.607	1.649
	PRICE	1.272	0.104	0.763	12.253	0.000	0.607	1.649

a. Dependent Variable: PURCHASE DECISION

*Source: Data processed with IBM SPSS 25*

Based on the test results above, the tolerance value is  $0.607 > 0.10$  and the VIF value is  $1.649 < 10$ , so there are no symptoms of multicollinearity.

## Heteroscedasticity Test

**Table 6 Heteroscedasticity Test**

		Coefficients <sup>a</sup>		Standardi		
		Unstandardized Coefficients		zed Coefficie		
		B	Std. Error	nts	T	Say.
Model				Beta		
1	(Constant)	9.440	2.776		3.401	0.001
	HALAL PRODUCT CERTIFICATION	-0.081	0.055	-0.226	-1.493	0.140
	PRICE	-0.024	0.066	-0.055	-0.364	0.717

a. Dependent Variable: Abs\_Res

Source: Data processed with IBM SPSS 25

From the Glejser test above, it can be seen that there are no symptoms of heteroscedasticity in all variables, because it has a significance of  $> 0.05$ . Where the Halal Product Certification variable (X1) has a sig value of  $0.140 > 0.05$  and the Price variable (X2) has a sig value of  $0.717 > 0.05$ , so this research can be continued.

## Multiple Linear Regression Analysis

**Table 7 Multiple Linear Regression Test**

		Coefficients <sup>a</sup>		Standardi		
		Unstandardized Coefficients		zed Coefficie		
		B	Std. Error	nts	T	Say.
Model				Beta		
1	(Constant)	-10.957	4.359		-2.513	0.014

HALAL PRODUCT CERTIFIC ATION	0.304	0.086	0.221	3.550	0.001
PRICE	1.272	0.104	0.763	12.253	0.000

a. Dependent Variable: PURCHASE DECISION

Source: Data processed with IBM SPSS 25

The results of the multiple linear regression, the regression equation is obtained, namely:

$$Y = -10,957 + 0,304X_1 + 1,272X_2$$

The results of the multiple linear regression equation above can be interpreted as follows:

- 1 Purchase decision (Y): -10,957, meaning that if the values of the other variables are consistent, then the purchase decision is -10,957 units.
- 2 Halal product certification (X1): 0.304, meaning that if the value of halal product certification increases or decreases by 1 unit and the values of other variables are consistent, then the purchase decision increases or decreases by 0.304 units.
- 3 Price (X2): 1,272, meaning that every time the price value increases or decreases by 1 unit and the values of other variables are consistent, the purchase decision will increase or decrease by 1,272 units.

## Test Results t

Table 8 Test t

### Coefficients<sup>a</sup>

Model	Unstandardize d Coefficients		Standardi zed Coefficie nts	T	Say.
	B	Std. Error	Beta		
1 (Constant)	- 10.957	4.359		-2.513	0.014

HALAL PRODUCT CERTIFIC ATION	0.304	0.086	0.221	3.550	0.001
PRICE	1.272	0.104	0.763	12.253	0.000

a. Dependent Variable: PURCHASE DECISION

Source: Data processed with IBM SPSS 25

#### 1) Effect of halal product certification on purchasing decisions

Based on the results of the regression analysis, the value of  $t$  is obtained<sub>count</sub> of 3,550 > 1.99 with a sig level of 0.001 < 0.05, then  $H_a$  is accepted, halal product certification has a significant effect on cosmetic purchasing decisions.

#### 2) The influence of price on purchase decisions

Based on the results of the regression analysis, the value of  $t$  is obtained<sub>count</sub> of 12,253 > 1.99 and a sig level of 0.000 < 0.05, then  $H_a$  is accepted, price has a significant effect on cosmetic purchasing decisions.

### F test results

**Table 9 Test F**  
**ANOVA<sup>a</sup>**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	8621.500	2	4310.750	179.139	.000 <sup>b</sup>
Residual	1612.271	67	24.064		
Total	10233.771	69			

a. Dependent Variable: PURCHASE DECISION

b. Predictors: (Constant), PRICE, HALAL PRODUCT CERTIFICATION

Source: Data processed with IBM SPSS 25

The results of the F statistical test using ANOVA show a significant value, and a sig value of 0.000 < 0.05 means significant, which means that halal product certification (X1) and price (X2) together "simultaneously" have a significant effect on the dependent variable, namely: cosmetic purchases (Y), then the hypothesis in this study is accepted.

### Analysis of the Coefficient of Determination ( $R^2$ )

**Table 10 Test of the Coefficient of Determination ( $R^2$ )**

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.918 <sup>a</sup>	0.842	0.838	4.905

a. Predictors: (Constant), PRICE, HALAL PRODUCT CERTIFICATION

*Source: Data processed with IBM SPSS 25*

Test results  $R^2$  by looking at the R Square of 0.842, it means that 84.2% of the Independent variables (Halal Product Certification and Prices) have the ability to explain or influence the dependent variable (Purchasing Decision). And there are other variables that influence the decision to buy cosmetics but are not examined in this study at 16.2%.

## Discussion

### Effect of Halal Product Certification on Cosmetic Purchasing Decisions

Halal product certification has a significant effect on purchasing decisions based on the results of hypothesis testing. The results of the t-test were obtained with a value of

$t_{\text{count}}$  of 3.550 > 1.99 which indicates a sig level of 0.001 < 0.05, then  $H_a$  is accepted, halal product certification has a significant effect on cosmetic purchasing decisions partially.

FEBI IAIN Fattahul Muluk Papuan students prefer to buy cosmetic products that are halal-certified than those that are not halal-certified because all female students at FEBI IAIN Fattahul Muluk Papua are Muslim and the use of halal-certified cosmetics can protect Muslim consumers, and halal certification is attached to a cosmetic product can prove that the ingredients contained in the cosmetic do not contain harmful ingredients and are safe to use.

Information or information about the Halal status sold in Indonesia is very important to protect Muslims from consuming food that is not Halal. The relationship between halal certification and purchasing decisions has a positive nature. Therefore, the inclusion of a Halal certificate on the packaging can increase consumer confidence in buying products.

### **The Influence of Price on Cosmetic Purchase Decisions**

Price has a significant effect on purchasing decisions based on the results of hypothesis testing. The results of the t-test were obtained with a value of  $t_{\text{count}}$  12.253 > 1.99 which indicates a sig level of 0.000 < 0.05, then  $H_a$  is accepted, price has a significant effect on cosmetic purchasing decisions partially.

Prices affect FEBI IAIN FM Papua students in deciding to buy cosmetic products. FEBI IAIN student Fattahul Muluk Papua prefers cheap cosmetics compared to expensive ones because FEBI students do not have a steady income and cannot manage their finances well. FEBI students buy cosmetics by looking at price and quality, if the cosmetics are of good quality and have a low price they will buy these cosmetics compared to buying expensive cosmetics.

Price can decide whether consumers accept a product or not. Company policy can set prices based on a number of considerations. So, it is necessary to compare the prices of similar products that are produced and sold by other companies. Companies must always monitor prices set by other companies so that the price set by the company is not too expensive and not too cheap. So that the price of products marketed by the company can

arouse the desire of consumers to buy these products. When the product price matches the benefits and affordability, the price influences the purchase decision.

### **The Effect of Halal Product Certification and Prices Simultaneously on Cosmetic Purchasing Decisions**

Halal product certification (X1) and price (X2) simultaneously have a significant influence on the decision to buy cosmetics (Y) for FEBI IAIN Fattaul Muluk Papua students based on the results of the F test. This statement is in accordance with the results of the F test with an F value<sub>count</sub> 179.139 > 3.13 (F<sub>count</sub> > F<sub>table</sub>), which shows a sig level of 0.000 < 0.05, then H<sub>a</sub> is accepted, halal product certification and prices have a significant effect on cosmetic purchasing decisions for female students of FEBI IAIN Fattahul Muluk Papua Simultaneously.

### **E. Conclusion**

1. Halal product certification has a significant effect on cosmetic purchasing decisions for FEBI IAIN Fattahul Muluk Papuan students. Halal certification is very important in making cosmetic purchasing decisions. FEBI IAIN Fattahul Muluk Papua student in buying cosmetics always pays attention to the halal certification attached to the packaging of a product.
2. Prices have a significant effect on the decision to buy cosmetics for FEBI IAIN Fattahul Muluk Papuan students. This is because the price of products in a company can compete with other companies. Relatively cheap prices are the reason for FEBI IAIN Fattahul Muluk Papuan students to buy cosmetics.
3. The results of the F (Simultaneous) test stated that the independent variables (halal certification and price) simultaneously influenced the dependent variable (purchasing decision) of cosmetics for FEBI IAIN Fattah Muluk Papuan students. With this, the company can improve every variable that can influence purchasing decisions, especially halal product certification and prices.



## F. Suggestion

- a. For companies, based on the evaluation of respondents in this study, because consumers tend to prioritize Halal certification when buying cosmetic products, companies must provide halal certification for every product they want to market so that consumers who consume them feel safe.
- b. For consumers, based on my research, I found that halal product certification and prices affect consumer needs. Consumers should also be able to consider other factors when making a purchase decision, such as: Product image, product benefits, etc.

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