

DETERMINANTS OF HALAL COSMETICS PURCHASE INTENTION ON INDONESIAN FEMALE MUSLIM CUSTOMER

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Abstracts

The purpose of this research was to analyze partially the influence of attitude, subjective norm, perceived behavioral control, and knowledge towards customer purchase intention. Data were collected through a questionnaire of 200 respondents from Indonesian female Muslim customer. The research used a descriptive and explanatory methods which analyzed by using multiple regression analysis through SPSS software. The results showed there are partially positive and significant influence between attitude, subjective norm, and knowledge towards halal cosmetics purchase intention. Meanwhile, perceived behavioral control has no significant influence on customer purchase intention. These results will be a good recommendation for cosmetics manufacturers in producing and promoting their halal cosmetics product by considering the influence of consumers' attitude, subjective norm and knowledge. This research is expected to be useful for the development of halal cosmetics industry in the future.

Research paper

Keywords: Theory of planned behavior, purchase intention, knowledge, halal cosmetics

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Introduction

The growth of halal industry in the world continues to increase and show a very positive development. In Indonesia, with the majority of the population reaching 90% of which is a Muslim market is in demand by halal product providers. The size of the Muslim population in Indonesia contributes to the growth of halal cosmetics business. This is because Muslim consumers are the fastest growing segment of the market, where the level of concern for halal goods and services to be consumed is very high. In addition, this segment is likely to attract market share due to the tendency of consumers to recommend products they perceive halal very large and moreover consumers are willing to pay a higher price if there are no alternative similar products they perceive halal (Salehudin and Mukhlis, 2012).

In the cosmetics market, Indonesia ranks second after Thailand within ASEAN, with revenues of US \$ 3.257 billion or 23.26% of the ASEAN market. This makes the cosmetics market in Indonesia a profitable market. The rise of cosmetics labeled halal shows the market dynamics of products that people have been interested in the past few years (Swidi *et al.*, 2010). Cosmetic products labeled halal in Indonesia means that the product already has halal certification issued by LPPOM MUI. Based on data in LPPOM MUI, up to now only 3% of the total cosmetics companies in Indonesia are certified halal. According to data obtained from the Indonesian Cosmetics Association (PERKOSMI), there are 774 cosmetics companies in Indonesia. Cosmetic companies that have been certified halal by LPPOM MUI only 23 companies only. It can be said that about 97% of cosmetic products in the market is not clear halal because the resulting cosmetic product has not been halal certified.

Teng and Jusoh (2013) states that the level of awareness of halal cosmetics product among Muslims is still low. Not all Muslim consumers seek halal certification when they buy cosmetic products. Most consumers will buy cosmetic products without halal certification when there is no alternative. Muslim consumers' attitudes toward the purchase of halal products are more emphasized on the characteristics of the individual's preferences that are influenced by the level of understanding of the concept of halal and haram (Aisyah, 2015).

Similar research in Indonesia has been conducted against female Muslim related to their interest of purchasing halal cosmetic products. However, in one of their reserach did not use the influence of consumer knowledge in determining the purchase of halal cosmetics (Endah, 2014). While the other research, there is using the influence of consumer knowledge to know their purchase intention of halal cosmetics but through consumer attitudes first (Rohmatun and Dewi, 2017). Therefore, this study will be conducted to analyze the influence between attitude, subjective norm, perceived behavioral control, and knowledge towards purchase intention of halal cosmetics among Indonesian female Muslim customer.

In this research paper consists of five main sections. The first part contains the introduction which is the main thought description underlying the writing of this research paper. Then the second part is a literature review from selected source of article to discuss the influence between attitude, subjective norm, perceived behaviour control, and knowledge towards halal cosmetics purchase intention. In third part is the research methodology used in the research. Furthermore, in the fourth part presented in the form of research findings. In the last section is the conclusion of the research.

Literature Review

Attitude

Attitude is an expression of one's feelings that can describe the joy or dislike of a thing (Razab, 2016). In other words, attitudes constitute a thorough evaluation of a particular action that indicates how much of a person likes/dislikes in doing so (Hashim and Musa, 2014). Afendi, Azizan, and Darami (2014) stated attitudes toward the product means the direction or focus that consumers make on the product based on their interests and preferences. The attitude of a Muslim consumer reflects the overall evaluation of his likes/dislikes in carrying out Islamic aqidah (Alam and Sayuti, 2011).

Subjective Norm

The subjective norm is a normative belief that is closely related to an expectation that comes from another person or group of people who can influence very strongly any actions or decisions made by an individual (Mukhtar and Butt, 2012). In behaving, consumers can not be separated from decision-making activities. Decisions to be made by a person are made on the basis of their own judgment as well as on the basis of consideration of others who are considered important (Aisyah, 2015). Selected decisions may fail to be made if the considerations of others are not favorable. It is because subjective norm is the influence of opinion of others that are considered important in one's behavior (Nejati, Salamzadeh, and Salamzadeh, 2011).

Perceived Behavior Control

According to Kordnaeij, Askaripoor, and Bakhshizadeh, (2013), perceived behavior control is an important component in predicting a person's behavior that demonstrates a belief about the presence or absence of factors that facilitate or inhibit the display of such behavior. The perceived behavior control can directly or indirectly influence (through intent) on behavior (Ajzen, 2005).

Knowledge

The meaning of knowledge for consumers is the specific information (what and how) that influence consumer purchase decisions (Aziz and Wahab, 2013). Consumer knowledge can be perceived as a consumer's perception and their insight into the product to be bought or consumed (Rajagopal et al., 2011). According to Rahman, Asrarhaghighi, and Rahman (2015), knowledge is a source of information owned by the consumer in terms of knowledge of the characteristics or character of the product, the consequences of the use of the product, and the level of satisfaction to be achieved through the product.

Purchase Intention

The tendency of a person to take a buying action with regard to his/her attitude towards a product can be interpreted as purchase intention (Hanzaee and Ramezani, 2011). Purchase intention is an antecedent of a behavior seen in the future (Borzooei, M. and Asgari, 2013). It could be explained that the interest of purchase is a form of behavior or a positive attitude towards an object, so as to make an individual to try to use or own the

object even though must spend some money and sacrifice (Hussin et al., 2013).

Table 1. Operational Research Variables

No	Variable	Definition	Indicator
1	Attitude (X ₁)	Evaluation of a particular action that indicates how much of a person likes/dislikes	<ol style="list-style-type: none"> 1. Positive impression 2. Happy to buy 3. Perception of halalness
2	Subjective Norms (X ₂)	Normative belief that is closely related to an expectation that comes from another person or group of people who can influence very strongly any actions or decisions made by an individual	<ol style="list-style-type: none"> 1. Normative beliefs 2. Motivational to comply
3	Perceived Behavioral Control (X ₃)	Predicting a person's behavior that demonstrates a belief about the presence or absence of factors that facilitate or inhibit the display of such behavior	<ol style="list-style-type: none"> 1. Confidence of control 2. Power of control
4	Knowledge (X ₄)	The specific information (what and how) that influence consumer purchase decisions	<ol style="list-style-type: none"> 1. Insight of product quality 2. Product safety insight 3. Know the product content 4. Extracting halal product information
5	Purchase Intention (Y)	The tendency of a person to take a buying action with regard to his/her attitude towards a product	<ol style="list-style-type: none"> 1. Interested in finding information about the product 2. Consider buying 3. Interested in trying 4. Want to know the product 5. Want to have product

Source: Previous Research

Based on the explanation above, the hypothesis formulations stated as follow:

H₁: There is a positive and significant influence between attitude and customer purchase intention

H₂: There is a positive and significant influence between subjective norm and customer purchase intention

H₃: There is a positive and significant influence between perceived behavioral control and customer purchase intention

H₄: There is a positive and significant influence between knowledge and customer purchase intention

Research Methodology

This study was conducted to analyze the influence between attitude (X₁), subjective norm (X₂), perceived behavior control (X₃), and knowledge (X₄) towards customer purchase intention of halal cosmetics product (Y). The population in this study are all female Muslim students who are still actively studying at Faculty of Economics, Universitas Negeri Jakarta, Indonesia. The sampling technique used is a non-probability sample with purposive sampling method. Methods of data collection used through surveys or questionnaires distributed to a number of respondents. The scale used in this study uses 5-point Likert Scale (1 = Strongly Disagree and 5 = Strongly Agree). The method of analysis in this study using multiple linear regression analysis by SPSS software.

Findings

Surveys was conducted in this research using a questionnaire given personally to a number of respondents, which respondents in this study are female Muslim students at Faculty of Economics, Universitas Negeri Jakar-

ta, Indonesia. The demographic condition that can be described from 200 respondents is the age of the most female Muslim students ranging from 17 to 20 years old is 150 people (75%), most of them are majoring in Department of Management, Faculty of Economics, Universitas Negeri Jakarta as 120 people (60%). The allowance or monthly income they received most ranged below Rp 1 million was 110 people (55%).

Here is result of validity test to all question items on each research variable in table 1. Based on the results of validity testing showed that all items statement of each construct has a factor loadings greater than 0.50. Therefore, it could be concluded valid.

Table 2. Validity Test

Items	Factor Loadings	Result
attitude		
A1	0.820	Valid
A2	0.846	Valid
A3	0.836	Valid
A4	0.796	Valid
subjective norm		
SN1	0.802	Valid
SN2	0.868	Valid
SN3	0.663	Valid
SN4	0.851	Valid
perceived behavioral control		
PBC1	0.811	Valid
PBC2	0.805	Valid
PBC3	0.630	Valid
knowledge		
K1	0.767	Valid
K2	0.855	Valid
K3	0.837	Valid
K4	0.524	Valid
purchase intention		
PI1	0.844	Valid
PI2	0.561	Valid
PI3	0.872	Valid
PI4	0.874	Valid

In testing reliability in this study by looking the value of Cronbach's Alpha is quite acceptable between 0.60 to 0.70 or more. From the results of reliability testing each construct worth greater than 0.60, then it could be concluded reliable. Below is the result of reliability test of the construct.

Table 3. Reliability Test

Construct	Items	Cronbach's Alpha
attitude	4	0.843
subjective norm	4	0.809
perceived behavioral control	3	0.617
knowledge	4	0.731
purchase intention	4	0.787

The multicollinearity test results among the independent variables did not occur multicollinearity because all of the tolerance values were more than 0.1 and the VIF value was below 10, as shown in table 3.

Tabel 4. Multicollinearity Test

Variable	Tolerance	VIF
attitude	0.443	2.256
subjective norm	0.528	1.892
perceived behavioral control	0.482	2.074
knowledge	0.670	1.492

Reference: Author

Table 5. Analysis of Multiple Linear Regression

Variable	Regression Coefficient (b)	t-value	Sig.
attitude	0.247	3.142	0.002**
subjective norm	0.297	3.519	0.001**
perceived behavioral control	0.142	1.621	0.107
knowledge	0.148	1.977	0.050*
Constanta	= 0.700		
Adjusted R ²	= 0.481		

Note: **p < 0.05; *p < 0.10

Based on the analysis of multiple linear regression shows that the influence between attitude and customer purchase intention of halal cosmetics product is positive and significant influence with regression coefficient value (b) equal to (+) 0,247 and significance value equal to 0,002. So the results of this hypothesis testing is H_1 accepted. The result could be explained that the attitude of a Muslim consumer reflects the overall evaluation of his likes or interests in running the Islamic faith related to the purchase of halal products (Rahman, Asrarhaghghi, and Rahman, 2015). Some similar results also occurred in a study among graduate students where the effect of attitude had a positive and significant impact towards purchase intention of halal food products (Haro, 2016) and also attitude had a positive relationship toward purchase intention halal cosmetics products in marketing students from UiTM Johor, Malaysia (Aziz and Wahab, 2013).

The result of partial calculation of subjective norm effect toward customer purchase intention of halal cosmetics product is positive and significant influence with regression coefficient value (b) equal to (+) 0,297 and significance value equal to 0,001. So the results of this hypothesis testing is H_2 accepted. The influences or decisions of the nearest important party, such as the family, make more consideration for Muslim consumers to purchase halal cosmetics (Mukhtar and Butt, 2012). The same results of study on subjective norm had positive impact on intention to purchase halal products of consumers in Perlis (Afendi, Azizan, and Darami, 2014).

While the result of partial calculation of influence of perceived behavior control toward customer purchase intention of halal cosmetics product is no significant. Then the results of this hypothesis testing is rejected H_3 , there is no influence between the perceived behavior control toward cus-

customer purchase intention. This possibility could be happening, because consumers who become the target of this research feel less have resources such as time, opportunity, and money, and less show their belief to make purchasing halal cosmetic product. One of the factors that prevent them from purchasing halal cosmetics, such as the unavailability of a store that sells halal cosmetics or halal cosmetics manufacturers that are still a bit in the market. The result for this research are opposites with similiar research that said perceived behavior control had positive impact on intention to purchase halal products of consumers that purchased halal products in Perlis (Afendi, Azizan, and Darami, 2014)

Lastly, the result of partial calculation of the effect of knowledge on customer purchase intention of halal cosmetics product is positive and significant influence with regression coefficient value (b) equal to (+) 0,148 and significance value equal to 0,050. So the results of this hypothesis testing is H_4 accepted. Consumer knowledge affects the interest of halal cosmetic purchases in this study is likely due to the good of knowledge and high consumer perceptions of the information provided about halal products, especially for halal cosmetics (Rajagopal et al., 2011). Moreover, similiar research said knowledge had a positive significant relationship toward halal cosmetics purchase intention in marketing students from UiTM Johor, Malaysia (Aziz and Wahab, 2013).

The result of coefficient of determination in this research was used the value of Adjusted R^2 equal to 0.481. This shows that 48.1% variable interest in purchasing halal cosmetic product could be explained by the variation of independent variable in this research model. While the rest of 51.9%

could be explained as a factor or other variables that affect the interest of purchases that are not examined in this study.

Conclusion

This research concluded that attitude, subjective norm and knowledge had a positive and significant influence towards customer purchase intention of halal cosmetics product. This research had a similar result with the previous research which consist of the customer purchase intention of halal food products in graduate students at the Faculty of Economics, State University of Jakarta, Indonesia (Haro, 2016); the determinants of halal products purchase intention in Perlis (Afendi, Azizan, and Darami, 2014); and customer purchase intention in halal cosmetics products in marketing students from UiTM Johor, Malaysia (Aziz and Wahab, 2013). Meanwhile the perceived behavioral control had no significant influence towards customer purchase intention. This could have been happened because the customer feels like lack of resources (time, money, and opportunity) to purchase halal cosmetic product. Regarding to this result, it expected to be useful for future development in halal cosmetics industry and it will recommend to the manufacturers to producing and promoting their market for halal cosmetics, especially for Indonesian market.

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