



The Influence of Halal Logo and Religiosity on Generation Z's Halal Cosmetics Purchase Intention in Indonesia

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Abstract

The purpose of this study was to analyze the effect of Halal Logo and Religiosity on Generation Z's Halal Cosmetics Purchase Intention in Indonesia. The analysis used uses the AMOS version 26.0 application program. This research was conducted in Indonesia. This research is causality research with independent variables including Halal Logo and Religiosity and dependent variables including attitude and purchase intention. The population used is all generation z halal cosmetic consumers in Indonesia. The sampling technique used nonprobability sampling, namely purposive sampling. The number of samples used was 205 respondents and analyzed using the SEM approach. The results of data analysis show that the halal logo and attitude have a positive and significant effect on purchase intention. Halal logo has a positive and significant effect on attitude. Religiosity has a negative and insignificant effect on attitude. Religiosity has a positive and significant effect on purchase intention.

Keywords: halal logo, religiosity, attitude, purchase intention





1. INTRODUCTION

The growth of the Muslim population in the world is getting bigger, this large number will have an influence on the need for products that require halal guarantees for consumption. What is meant by halal is something that does not violate Islamic law. Halal is not only seen from the process, but also in terms of composition and process. Indonesia is recorded with the largest Muslim population in the world and Indonesia is also one of the top ten halal products in the world, one of which is cosmetic products.

Competition in the halal cosmetics industry can be seen from the wide selection of cosmetic products with the halal logo in the market, which will lead to purchase intentions from consumers. Bashir *et al.*, (2019) states that purchase intention determines consumers to buy a product, in order to influence a purchase decision for consumers in the future. Therefore, companies must understand the desires of consumers with their needs and desires to form a purchase intention.

Purchase intention is one aspect of behavior, namely attitude. Lee *et al.*, (2013) states that a person's purchase intention is high, so the possibility of making a purchase will be great. Consumers in making a purchase decision will form an attitude towards their intentions. Garg and Joshi, (2018) The greater the consumer's purchase intention, the higher the likelihood of consumers buying a product or service. Purchase intention is a procedure for examining and predicting consumer behavior towards their attention to certain brands and their willingness to buy them (Changa and Liub, 2009; Shah *et al.*, 2012).

According to Maichum *et al.*, (2017) one of the factors to predict customer attitudes and purchase intentions by considering such as halal issues, Islamic law, halal legality and halal processes. According to Bakar *et al.*, (2013) Religiosity is as a person's belief in divinity and commitment to follow the principles set by the Almighty. One of these principles is the religiosity of consumers. Religiosity can be used as a marketing strategy for certain products or services, including in the case of cosmetic products with halal logos. Briliana & Mursito, (2017) states that people who have awareness of the consumption of halal products will have high religiosity. This explains that consumers who have the principle of religiosity in a product will form attitudes and intentions in the purchasing process. According to Garg &





Joshi, (2018) Islamic religiosity defines that the intention to buy halal products is very important, so consumers will certainly understand the implications of religion in purchasing intentions.

Generation z in Indonesia tends to have a high level of religiosity and is very concerned about the religious values that exist in their lives. Therefore, this generation z Muslim consumer prefers to buy halal cosmetic products that are in accordance with Islamic values. Religiosity also affects the purchase intention of halal cosmetics for generation z in Indonesia, so cosmetic companies must pay more attention to existing values in order to create products that suit the needs of consumers of products that have the halal logo.

According to Ajzen and Fishbein (1980), attitude is an important part of the consumer behavior process. Consumer attitudes in deciding which product to buy will affect their intentions. Consumers when they want to buy a product will form an attitude to decide on a purchase. So, companies can increase the importance of consumer needs. Consumer attitudes towards products with the halal logo have a positive attitude towards these products because they are considered to meet halal requirements. Consumers who pay attention to the halalness of products tend to prefer products that have a halal logo over products that do not have a halal logo. This can increase demand and sales of halal products and can have more trust and confidence in the quality of these products.

This research on the purchase intention of halal cosmetic products uses previous research with independent variables limited to two variables, namely the halal logo and religiosity and mediated by attitude. There are several results from the first previous study, namely by Widyanto & Sitohang, (2021) entitled "Millennial Muslim Purchase Intention Towards Halal Certified Cosmetic and Pharmaceutical Products: The Mediating Effect of Attitude", the results of this study that religiosity does not have a significant effect on purchase intention. So, this religiosity affects purchase intention as the attitude is an intermediate variable. The second previous research is by Aji (2017) entitled "Examining the moderating role of high versus low skepticism towards the Halal label: findings from Indonesia" the results of the study that religiosity has no effect on attitudes and purchase intentions. This is quite interesting, because Muslims should have a positive and close





influence on the choice of products with halal guarantees. However, it is suspected that there are still many Muslims in Indonesia buying cosmetics without a halal logo.

Based on the description above, the authors conducted a study entitled "The Effect of Halal Logo and Religiosity on the purchase intention of Generation Z Halal Cosmetics in Indonesia".

2. LITERATURE REVIEW

2.1 Halal Logo

Halal logo is one of the important elements that represent the validity of a product, trade and ingredient factor (Hussain et al., 2016). Products with a halal logo will be easily accepted by Muslims and non-Muslims because it can facilitate the mind that the product has passed a series of Islamic Sharia processes and there is already a halal certificate and can be consumed by Muslims.

Mathew (2014), defines the halal logo as an important source of information that removes uncertainty in the minds of consumers (Borzooei and Asgari, 2016). Halal logos on food products are becoming a prevalent and integral element of food packaging (Mathew, 2014). Halal logos are used as a mechanism to determine the "halalness" of food products, which are generally invisible to consumers (Marzuki et al., 2012). The information obtained by the halal logo can reduce thoughts, and bring benefits to consumers. So, the halal logo in this study is an intermediate variable that affects attitudes and purchase intentions.

2.2 Religiosity

Religiosity is religiosity defined as the level of individual commitment to their religion (Mokhlis, 2009). When someone has a commitment and makes religion number one in himself, it will form an attitude. Because religiosity is a person's belief in divinity and commitment to follow the principles set by the Almighty (Bakar et al., 2013).

Religiosity is the extent to which individuals are committed to their religion and with religion that is reflected in individual attitudes and behavior (Abd Rahman et al., 2015). Jalaluddin (2010) states that religiosity is the consistency between belief in religion as a





cognitive element, feelings towards religion as an affective element, and religious behavior as a conative element. Religiosity here as an intermediate variable that affects attitudes and purchase intentions.

2.3 Attitude

Attitude is an evaluation when performing certain behaviors in which an attitude object is involved, in this case there is a connection in making product purchases (Aji, 2017). Behavior can form an attitude that will suit him. Attitude here is an intermediate variable that influences purchase intention. According to Engle, (1992) attitude is a comprehensive assessment to determine the consistency of consumers in giving positive responses to certain items or alternatives.

2.4 Purchase Intention

Purchase intention is an approach used in testing and predicting consumer attitudes regarding what they notice about a particular product and the desire to buy that product (Widyanto & Sitohang, 2021). Purchase intention in a person's behavior can test a positive invitation when wanting to own a product.

A. Dabbous & K. A. Barakat, (2019) defines purchase intention as a combination of consumer interest in a product or brand and the opportunity to want to buy that product. Meanwhile, according to V. M. Arifani & H. Haryanto (2018) purchase intention is defined as the desire of consumers to buy a product. If consumers have a high purchase intention, the greater the chance that these consumers will buy a product. K. H. Kang, L. Stein, C. Y. Heo, and S. Lee (2012). In this study, purchase intention is referred to as the dependent variable which is influenced by halal certification, religiosity, attitude.

H1: There is a positive influence between the halal logo on the attitude of generation z halal cosmetic consumers in Indonesia.

H2: There is a positive influence between the halal logo on the purchase intention of generation z halal cosmetic consumers in Indonesia.



H3: There is a positive influence between religiosity on the attitude of generation z halal cosmetics consumers in Indonesia.

H4: There is a positive influence between religiosity on the purchase intention of generation z halal cosmetics consumers in Indonesia.

H5: There is a positive influence between attitude and purchase intention of generation z halal cosmetics consumers in Indonesia.

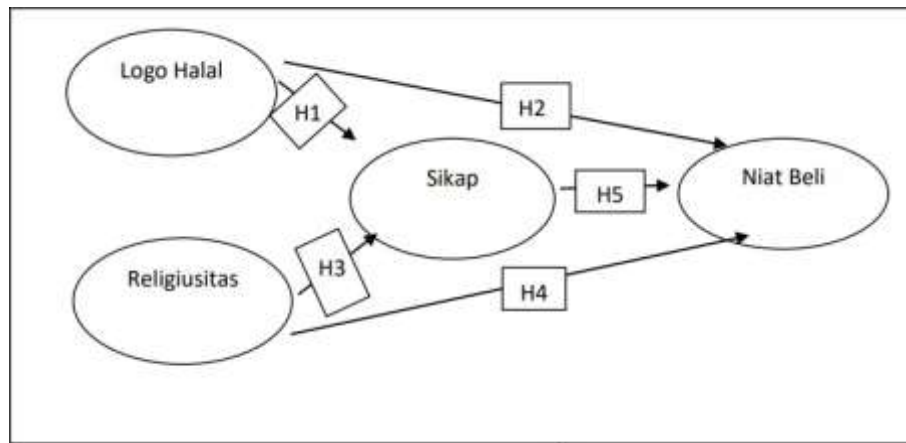


Figure 1. Research Framework

3. RESEARCH METHOD

The method used in this research is a qualitative method with a descriptive type. Descriptive qualitative research type is a research design that uses qualitative data that is described descriptively because it is always used for social analysis of events, phenomena or situations (Sendari, 2021).

The sample in this study is generation z born in 1995-2010 in Indonesia who have purchased halal cosmetics. The sample size guideline depends on $((\text{indicator} \times 2) \times 5) + \text{the number of variables}$. Researchers applied a multiplication of 10 with details of the number of samples as follows: Total Sample = $((20 \times 2) \times 5) + 4 = 204$. So, the sample used in this study amounted to approximately 205 respondents.



Data collection uses a survey method, which is asking questions to respondents through Google Form. Then this questionnaire can be disseminated through social media, namely Whatsapp, Instagram, Telegram and Line.

4. RESULT

The results of the research and discussion in this thesis are in the form of a description of the characteristics of respondents through a survey of respondents, a discussion of the influence of research variables and responses given by Generation Z in buying halal cosmetic products through a survey of respondents.

This section describes the descriptive data that has been collected from respondents. The data presented is descriptive data so that the data can be described and the relationship between variables can be seen. Descriptive analysis contains characteristics found in respondents, such as gender, age, occupation, income, and assessment of variables.

4.1 Analysis of Respondent's Overview

Based on the distribution of questionnaires that have been carried out, the results obtained from the characteristics of respondents based on gender are as follows:

Table 1. Respondents by Gender

Gender	Total	Percentage (%)
Men	79	39
Women	126	61
Total	205	100

Based on Table 1, it is known that 79 respondents (39%) are male and 140 respondents (61%) are female. The characteristics of respondents based on age are as follows:





Table 2: Respondents by Age

Age	Total	Percentage (%)
12 Years	2	0,9
13 - 16 Years	22	10,7
17 - 20 Years	59	28,8
21-23 Years	114	55,7
27 Years	8	3,9
Total	205	100

Based on Table 2, it can be seen that respondents aged 12 years were 2 respondents (0.9%), 13-16 years were 22 respondents (10.7%), 17-20 years were 59 respondents (28.8%), 21-23 years were 114 respondents (55.7%), 27 years were 8 respondents (3.9%). The characteristics of respondents based on occupation are as follows:

Table 3. Overview of Respondents by Occupation

Jobs	Total	Percentage (%)
Students	127	62
Self-employed	21	10,3
Civil servant / military/ police	6	2,9
Not yet employed	39	19
Housewife	12	5,8
More	0	0
Total	205	100

Based on Table 3, it can be seen that the respondents were 127 students (62%), 21 respondents (10.3%) were self-employed, 6 respondents (2.9%) were civil servants/military/police, 39 respondents (19%,) housewives with 12 respondents (5.8%) and none others. The characteristics of respondents based on income are as follows:



Table 4. Respondents by Income

Revenue	Total	Percentage (%)
Less than Rp. 2,000,000	79	38,5
Rp. 2,000,000 - Rp. 3,999,999	98	47,8
Rp. 4,000,000 - Rp. 5,999,999	22	10,7
Rp. 6,000,000 - Rp. 8,000,000	3	1,5
More than Rp. 8,000,000	3	1,5
Total	205	100

Based on Table 4, it can be seen that the respondents' income < Rp. 2,000,000 amounted to 79 respondents (38%), Rp. 2,000,000 - Rp. 3,999,999 amounted to 98 respondents (47.8%), Rp. 4,000,000 - Rp. 5,999,999 amounted to 22 respondents (10.7%), Rp. 6,000,000 - Rp. 8,000,000 amounted to 3 (1.5%), and more than Rp. 8,000,000 amounted to 3 respondents (1.5%).

4.2 Testing the Suitability of the Research Model

The test was designed to assess the *fit* of the model developed in the study. Testing goes through various stages, the first of which is related to the model test:

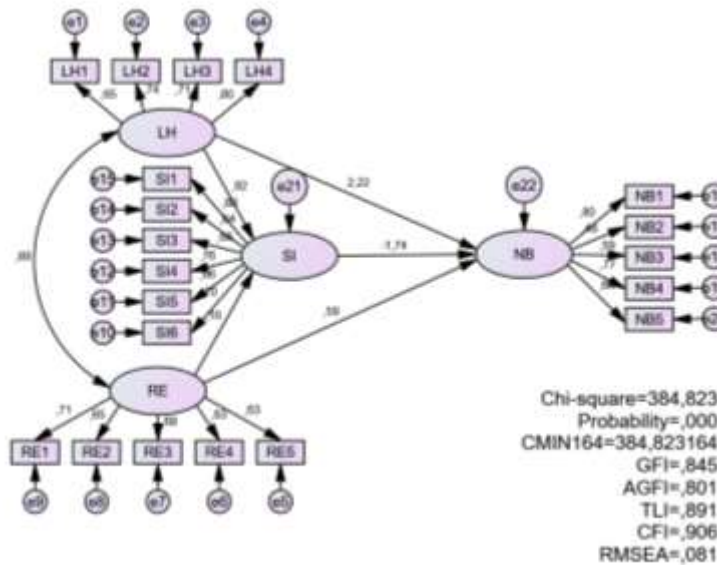


Figure 2. SEM Conformance Analysis

Table 5. GOF Results of the Research Model

Goodness of fit index	Cut-off value	Research Results	Model
Chi-square	Expectedly small	384,823	Expected to be good
Probability	≥ 0,05	,000	Marginal fit
CMIN164	≤ 2,0	384,823	Marginal fit
GFI	≥ 0,9	,845	Marginal fit
AGFI	≥ 0,9	,801	Marginal fit
TLI	≥ 0,9	,891	Marginal fit
CFI	≥ 0,9	,906	Marginal fit
RMSEA	≤ 0,08	,081	Marginal fit

Based on Figure 2, it can be concluded that the model used, all the indexes studied are still not in the fit category. The next stage is *Modified Indices* (MI), by correlating errors that show the highest value until determining the appropriate results based on the *modification indices* table. After MI has been carried out many times, it can then be found if the model is suitable for application in this study, because it is considered that the eligibility criteria for the model fit test have been met. Here are the results:

Table 6. Final Model

Goodness of fit index	Cut-off value	Research Results	Model
Chi-square	Expectedly small	13,362	Expected to be good
Probability	$\geq 0,05$,078	Fit
CMIN164	$\leq 2,0$	1,900	Fit
GFI	$\geq 0,9$,973	Fit
AGFI	$\geq 0,9$,932	Fit
TLI	$\geq 0,9$,927	Fit
CFI	$\geq 0,9$,939	Fit
RMSEA	$\leq 0,08$,066	Fit

Based on the following table, it can be seen that the model is feasible or the conditions have been met to be used in research.

4.3 Hypothesis Test

After the model is obtained, the process of summarizing the results of the influence of the variables studied will be carried out in the following table:

Table 7. Hypothesis Test

Variables	Standardized Coefficient	C.R.	Sig	Conclusion
LH -> SI	,909	7,488	,000	Significant
LH -> NB	2,35	2,046	,015	Significant
RE -> SI	,113	6,320	,425	Not Significant
RE -> NB	,637	3,962	,028	Significant
SI -> NB	,248	2,251	,024	Significant

The results of the first hypothesis research show that the halal logo has a positive and significant effect on attitudes. The halal logo has a significant effect on attitudes because from the processed data, the significance value is, 000 (smaller than 0.05). These results are in line with the results of previous research by Bashir, et al (2019) which state that the role of the halal logo has a significant and positive influence on attitudes. Based on the results of the above research, the implication in marketing is that business actors who have a halal logo can be aggressive in conducting promotions by showing the established halal logo which will be a positive value for generation z in Indonesia as consumers to choose halal cosmetics.

Then, the results of the second hypothesis research show that the halal logo has a positive and significant effect on the purchase intention of the halal logo. The intention to buy a halal logo has a significant effect on attitude because from the results of processed data on the significant value, namely ,015 (smaller than 0.05). These results are in line with the results of previous research by Bashir, et al (2019) which show that the role of the halal logo is more important than others about halal food products. In addition, respondents have a positive attitude towards halal food products and the purchase intention of foreign consumers towards halal food products is very high and needed by foreign consumers. Based on the results of the above research, the implication in marketing is that business actors with a halal logo continue to improve the best quality for consumers in order to get good and positive *feedback*, so that generation z in Indonesia will always have the intention of buying goods from halal cosmetic products.



Then, the research results of the third hypothesis show that religiosity has a positive and insignificant effect on attitudes. Religiosity does not have a significant effect on attitude due to the results of data processing which shows that the significant value is ,425 (greater than 0.05). These results are stated as in previous research conducted by Bakar et al (2013) which defines religiosity as a person's belief in God and the principles set by Allah SWT. Meanwhile, it is inversely proportional to research by the first from Widyanto & Sitohang, (2021) which explains that there is a significant relationship between religiosity and attitude. Based on the results of the above research, the implication in marketing is that halal cosmetic business actors can maximize good service and sales strategies so that generation z in Indonesia chooses to find halal cosmetics.

Furthermore, the results of the fourth hypothesis research show that religiosity has a positive and significant effect on purchase intention. Religiosity has a significant effect on purchase intention due to the results of data processing which shows that the significant value is ,028 (smaller than 0.05). These results are in accordance with the results of previous research conducted by Rehman and Shabbir (2010), that religiosity can be defined as a strong belief in supernormal forces that control human destiny or a stance to express belief in heavenly forces. Based on the results of the above research, the implication in marketing is that halal cosmetic business actors can influence the purchase intention of generation z in Indonesia, of course, through the aim of selling halal goods so as to avoid ingredients that cause harm.

Finally, the results of the fifth hypothesis research show that attitude has a negative and significant effect on purchase intention. Attitude has a significant effect on purchase intention due to the results of data processing which shows that the significant value is -.512 (smaller than 0.05). These results are in accordance with the results of previous research conducted by Madden *et al*, (1992), that a consumer attitude can influence the intention to buy a product. Based on the results of the above research, the implication in marketing is that halal cosmetic business actors can convince generation z in Indonesia as consumers through the best service to have an impact on increasing purchase intention.

5. Conclusion





The conclusion obtained from this study is the first hypothesis, namely the halal logo has a positive and significant effect on attitudes, meaning that the halal logo has a positive influence on consumer attitudes. This means that if the perception of the halal logo increases, the attitude also increases. The second hypothesis is that the halal logo has a positive and significant effect on purchase intention, meaning that the halal logo has a positive influence on consumer purchase intention. This means that if the perception of the halal logo increases, the purchase intention will also increase.

The third hypothesis is that religiosity has a positive and insignificant effect on attitudes. This can be interpreted that religiosity does not have a significant and positive influence on consumer attitudes. This means that if consumers have the nature of religiosity, it will increase buying attitudes for consumers, but the results obtained from this study are not significant, so it needs to be further examined regarding the significant influence for further research. The fourth hypothesis, namely religiosity, has a positive and significant effect on purchase intention. This can be interpreted that religiosity has a positive influence on consumer purchasing intentions. This means that if the perception of religiosity increases, the purchase intention will also increase. The last hypothesis is that attitude has a positive and significant effect on purchase intention. This can be interpreted that attitude has a positive influence on consumer buying intentions. This means that if the perception of attitude increases, the purchase intention will also increase.

This study generally produced findings that the dependent variable, halal cosmetic purchase intention, can be predicted by halal logo, religiosity, and attitude for the generation Z population in Indonesia.

The results of research on the effect of halal logos and religiosity on purchase intention of halal cosmetics have managerial implications in terms of benefits and benefits for target producers, namely generation z in Indonesia. The implication is that it is expected to be a consideration for cosmetic manufacturers in adding a halal logo to every cosmetic product in Indonesia.





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