

The influence of brand image, halal label, and religiosity on the purchasing attitude of local halal cosmetics in Bogor

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ABSTRACT

Introduction

In the rapidly growing cosmetics industry, consumers are becoming increasingly conscious of the quality and halal certification of the products they use. People living in Bogor, especially those with strong religious orientations, tend to seek cosmetics that meet quality standards and align with their religious values.

Objectives

This study examines the influence of brand image, halal label, and religiosity on the purchasing attitude of local halal cosmetics in Bogor.

Method

This quantitative descriptive research employs the SEM-PLS approach, utilizing Smart PLS version 3.0 software. The sample data comprises 105 respondents.

Results

The results of the *F*-test showed that the significance value (*sig*) is $0.000 < 0.05$, indicating that brand image (*P*-value = 0.048), halal label (0.000), and religiosity (0.000) significantly and positively influence the purchasing attitude of local halal cosmetics.

Implications

This research provided insights for local halal cosmetics companies on the importance of brand image and the halal label of their products for customers. For policymakers, it highlights the importance of halal regulation to protect customers from using non-halal cosmetics products.

Originality/Novelty

This study provides insights into the purchasing attitude of Muslims regarding cosmetics products in Indonesia.

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INTRODUCTION

The consumption of halal cosmetics among Muslims worldwide is rapidly increasing. This phenomenon arises from the need for products aligning with religious principles and its popularity among Muslim communities (Kusdiana et al., 2021). For Muslims, consumables must be halal. Halal encompasses the nature of commodities and their acquisition and provision processes (Priantina & Mohd Sopian, 2023). In daily life, halal extends to cleanliness, safety, virtue, purity, production, processes, honesty, truthfulness, service, and financial and other social activities. Halal also ensures human health (Dawam et al., 2023).

The halal cosmetics industry holds significant potential to capture halal consumers globally (Azam & Abdullah, 2020). By adhering to established halal procedures, halal cosmetics represent innovation and revolution in the industry (Khan et al., 2021). Halal cosmetics must not contain ingredients extracted from prohibited sources such as pork, alcohol, collagen, gelatin, and lactic acid, as they can endanger blood flow (Nisa & Ridlwan, 2022). Halal cosmetics contain halal ingredients and are produced following Islamic Shariah guidelines. However, some raw materials in cosmetic products still need attention regarding their halal status due to the influx of imported cosmetics, casting doubts on their halal certification (Khan et al., 2021).

Currently, local cosmetic brands are experiencing rapid growth. Brands originating and produced domestically are referred to as local brands. Indonesian local cosmetic brands have been able to compete with imported brands. By demonstrating pride and love for local products, customers can see their country's potential (Nisa & Ridlwan, 2022). The selection of local halal cosmetics is not solely based on product halalness but is also influenced by other factors such as brand image, halal label, and consumer religiosity.

The current research focuses on the purchase of local cosmetics in Bogor. Although Bogor is a city with a significant potential market for local cosmetics, research specifically exploring attitudes toward purchasing local halal cosmetics in Bogor is still limited. Therefore, focusing on this local context could provide more specific and relevant insights for consumers and local cosmetic producers in Bogor. This study will investigate the influence of brand image, halal label, and religiosity on the attitude toward purchasing local halal cosmetics in Bogor. Through this research, a deeper understanding of the factors influencing attitudes toward purchasing halal cosmetics in the local market is expected. The findings of this study are anticipated to guide local cosmetic producers in developing effective marketing strategies to attract the increasing interest of Muslim consumers in Bogor.

LITERATURE REVIEW

Purchasing attitude is a process of making a decision to buy something, which involves determining what to buy and what not to, based on previous experiences. The final attitude made by buyers after considering various factors (Fajria et al., 2022; Kurnia & Wibowo, 2023; Nugroho et al., 2021). Attitudes, beliefs, and preferences are

strongly associated with brand image. Establishing a strong brand image requires effort and innovation. Brand image cannot be implanted in human minds overnight or disseminated through media alone; it must be transmitted and disseminated through all available media (Nur'aeni et al., 2020). It is crucial to pay attention to product labels. Halal labels are easily found in Indonesia, especially on packaged cosmetics. Manufacturers can also attach the word "halal" to products that are unclear about their raw materials and manufacturing processes to assure customers they are halal. Better understanding of halal labels makes Muslim customers smarter in choosing the products they buy (Akbar et al., 2023; Millatina et al., 2022; Sholiha et al., 2022). Religiosity is an individual's form of commitment to their religion, relating to beliefs, symbols, values, and activities that drive religious strength. Religious aspects in daily life are essential for following religious rules in doing something, such as selecting or purchasing something (Nugroho et al., 2021).

Previous studies have discussed many aspects of purchasing halal cosmetics for Indonesian context. Utami & Genoveva (2020) found in their study that there are several factors influencing the attitude towards purchasing halal cosmetics, namely Brand Image influence, halal label, and halal awareness. The method used in their study was random sampling, with a sample of 140 respondents. The findings revealed that one of the independent variables, halal label represented by X2, did not have a significant influence on the dependent variable, indicated by a P-value >0.05 . Variables X1 and X3 could explain variable Y by 32.6%, while the remaining 67.4% was influenced by other factors. Kurnia & Wibowo (2023) found in their study that there are several factors influencing the attitude towards purchasing halal-labeled skincare products, such as the influence of brand image, brand ambassador, and halal awareness. Their research employed a quantitative research method with random sampling. Based on the validity test results, all three variables exhibited reliable characteristics, with each variable having a Cronbach Alpha value > 0.60 , indicating the reliability of the variables in this study.

Brand Image Variable

The influence of brand image on the attitude towards purchasing local halal cosmetics in the Bogor region can be hypothesized based on existing research. Brand image consists of everything thought or felt by customers about the brand. Brand image is crucial for consumer attitude formation. If consumers lack complete information about a product, they will choose based on brand image (Reitsamer & Brunner-Sperdin, 2021; Suriono, 2022). Brand image is a collection of ideas, beliefs, and perceptions of individuals about a brand. Therefore, customer attitudes and actions towards a brand are highly determined by its brand image (Fajria et al., 2022; Kurnia & Wibowo, 2023; Nugroho et al., 2021). Additionally, previous studies on the influence of halal brand dimensions on purchasing attitude indicates that halal brand image significantly and positively influences purchasing attitudes (Andini, 2019; Pratama et al., 2023).

H1: Brand image of local halal cosmetics significantly influences consumer purchasing attitudes in the Bogor region.

Halal Label

The halal label is an assurance provided by an organization. The label is part of the product carrying verbal information and included in packaging, and it is the responsibility of LP POM MUI to ensure that the product has undergone halal testing in accordance with Islamic Shariah (Sitompul, 2021). Based on existing research, hypotheses regarding the influence of the halal label on the attitude towards purchasing local cosmetics in the Bogor region can be developed. Research implications indicate that halal cosmetics promotion has a greater impact on driving purchasing attitudes compared to the quality of cosmetic products, especially in rural communities (Prihatini et al., 2023). Moreover, research on the influence of the halal label on purchasing attitudes in Ms. Glow Jonggol found that the halal label and product quality simultaneously influence purchasing attitudes (Sitompul, 2021).

H2: The Halal Label significantly influences consumer purchasing attitudes towards local cosmetics in the Bogor region, especially when compared to product quality.

Religiosity

A religious individual can commit to a religion reflecting their attitudes and behaviors; religiosity plays a significant role in influencing society, including consumers purchasing goods and services. Hence, it is crucial for customers to understand the role of religion in their intentions to purchase goods and services (Nisa & Ridlwan, 2022). The level of religiosity among Muslim consumers in Bogor positively influences the intention to purchase local cosmetics labelled halal. This is supported by research indicating increased awareness of halal cosmetics among Muslim consumers, especially young women in Indonesia, and the potential demand for halal cosmetic products in predominantly Muslim countries like Indonesia (Prakasita & Wardana, 2022). Other research also analyzed the relationship between religiosity, product involvement, customer knowledge, and attitudes towards halal cosmetics, showing a positive relationship between religiosity and customer attitudes towards purchasing halal cosmetics in Bogor (Clarita et al., 2020).

H3: Religiosity significantly influences consumer purchasing attitudes towards local cosmetics in the Bogor region.

METHOD

This study utilized primary data obtained through an online questionnaire distributed via Google Forms to respondents meeting the established criteria. To answer each question in the questionnaire, a six-point Likert scale was used, ranging from one (strongly disagree) to six (strongly agree). The Likert scale is used to measure individuals' perceptions, attitudes, or opinions regarding events or social phenomena (Pranatawijaya et al., 2019).

This study employed the SEM-PLS method. Data were collected from the questionnaire results distributed to respondents, with a sample of 105 respondents located in Bogor. There are two stages in analyzing SEM-PLS, namely the Measurement Model Study (Outer Model) and the Structural Model Study (Inner Model). The analysis of the measurement model, or the outer model, aims to evaluate the tested construct variables, namely variable validity (accuracy) and reliability. Measurement model analysis includes: (1) internal consistency (composite reliability), (2) convergent validity (convergent validity/average variance extracted/AVE), and (3) discriminant validity (discriminant validity). To support the research hypotheses, structural model analysis is conducted. For the structural model, there are at least three components that need to be studied: collinearity (VIF variable inflation collinearity), and the significance evaluation of the structural model path coefficients (Jufrizen & Sitorus, 2021).

RESULTS

Based on the questionnaire survey conducted with a total of 105 respondents, data analysis will be carried out using the SmartPls 3.0 application. The tests conducted consist of measurement model testing, structural model testing, and hypothesis testing. Based on Table a, female respondents dominate the sample, accounting for 81.9% compared to male respondents, which only reached 18.1% of the total surveyed respondents. Additionally, respondents aged between 21 and 30 years recorded the highest percentage at 82.9%, followed by the age group below 20 years at 16.2%. In terms of education, students comprised the largest number of participants, at 74.5%. Moreover, students and pupils represented the largest group of participants, accounting for 90.6%, with the remaining 9.4% categorized as "others". The highest expenditure was below IDR1,000,000 per month, with a percentage of 72.4%, followed by 21% with expenditure IDR1,000,000-IDR2,999,000 per month, and the lowest at 6.6% with expenditures of more than IDR3,000,000 million per month.

Table 1

Demographic Data

	Demographic Variables	N	%
Sex	Male	86	81.9
	Female	19	18.1
Age	< 20 years old	17	16.2
	21-30 years old	88	82.9
Education	High school	24	22.6

Demographic Variables		N	%
	Undergraduate	73	74.5
	Postgraduate	3	2.9
Occupation	Student	95	90.6
	Other	10	9.4
Monthly expenditure	Less than IDR1,000,000	76	72.4
	IDR1,000,000 - IDR2,999,000	23	21
	More than IDR3,000,000	6	6.6

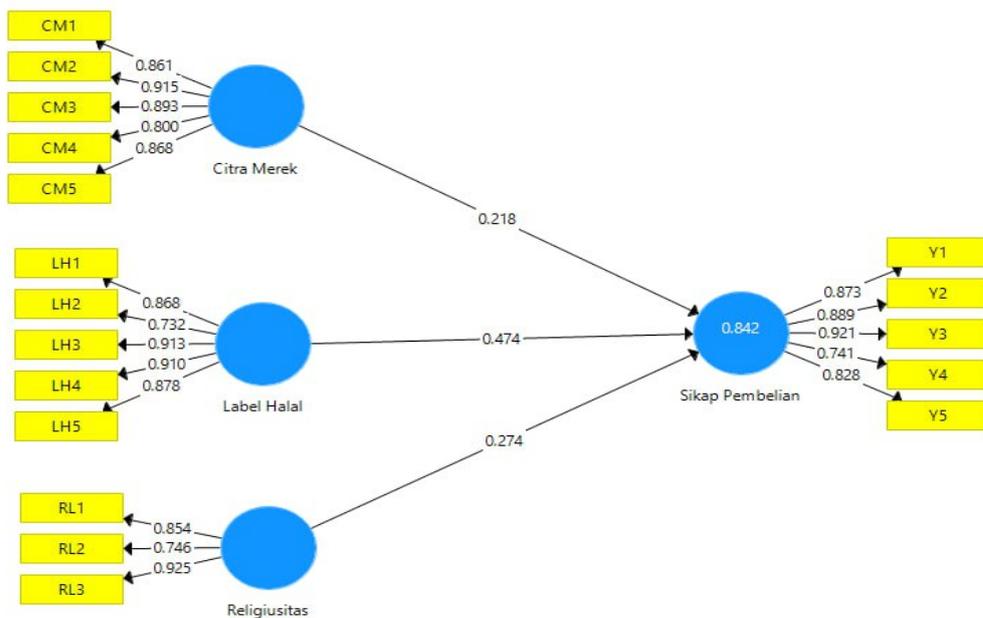
Source: Primary data.

Measurement Model Test

The outer model, also known as the measurement model, depicts the relationship between latent variables and their indicators. It is conducted to assess the validity or reliability of each variable's indicators.

Figure 1

Measurement Model Test Results



Source: Primary data. Authors' estimation.

Convergent validity test. The outer loading value can be considered valid if it exceeds 0.5, indicating that the outer loading value meets the criteria or is valid. Figure 1 explains the results of this test. Based on the outer loading values on each indicator of variables X1 (Brand Image), X2 (Halal Label), X3 (Religiosity), and Y (Purchasing Attitude), the values are greater than 0.5. Therefore, all latent variable indicator values are valid.

Construct reliability and validity test. Based on the Average Variance Extracted (AVE) values for variable X1 (Brand Image) at 0.754, followed by variable X2 (Halal Label) at 0.744, then variable X3 (Religiosity) at 0.714, and finally variable Y (Purchasing Attitude) at 0.727. This means that the AVE values for each variable above are greater than 0.5, indicating their validity. Table 2 explains the construct validity test results for this research.

Table 2

Construct Validity Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance
Brand Image	0.918	0.922	0.938	0.754
Halal Label	0.912	0.917	0.935	0.744
Religiosity	0.795	0.812	0.881	0.714
Purchasing Attitude	0.905	0.917	0.93	0.727

Source: Primary data. Authors' estimation.

Structural Model Test

The analysis of the inner model or the structural model aims to predict the relationship between latent variables. This test can be observed from several tests, including Reliability and R-square.

Table 3

Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance
Brand Image	0.918	0.922	0.938	0.754
Halal Label	0.912	0.917	0.935	0.744

Religiosity	0.795	0.812	0.881	0.714
Purchasing Attitude	0.905	0.917	0.93	0.727

Source: Primary data. Authors' estimation.

Reliability test. The reliability testing results are considered satisfactory if the Cronbach's alpha value is > 0.7 (Hair et al., 2010). The composite reliability value should also be greater than 0.7. table 3 shows that the Cronbach's alpha and composite reliability values are greater than 0.7. Therefore, they are considered satisfactory.

R-square test. This test aims to observe the influence of each exogenous latent variable on the endogenous latent variable. A high value indicates a better prediction. From the R-Square value of 0.842 and the adjusted R-Square of 0.837, it indicates that 84.2% of the endogenous variables can be influenced by the exogenous variables (X1 Brand Image, X2 Halal Label, and X3 Religiosity). Furthermore, 84.2% indicates that the predictive power of the research model used is strong and good because it is above 0.5, while the remaining 15.8% is attributed to other factors not included in this study.

Table 4

R-Square Test Results

	R Square	R Square Adjusted
Purchasing Attitude	0.842	0.837

Source: Primary data. Authors' estimation.

Hypothesis Testing

This test is conducted to determine how the exogenous variables (X1, X2, X3) influence the endogenous variable (Y). Based on the P-Value in Table 5, some implications can be derived. Firstly, the coefficient value for variable X1 (Brand Image) on Y (Purchasing Attitude) is 0.218, which means it has a positive effect. The P-value for variable X1 (Brand Image) on Y (Purchasing Attitude) is 0.048, which is less than 0.05, indicating significance. Thus, the Brand Image (X1) variable has a positive and significant effect on the Purchasing Attitude (Y) variable.

Secondly, the coefficient value for variable X2 (Halal Label) on variable Y (Purchasing Attitude) is 0.474, indicating a positive effect. Furthermore, the P-value for variable X2 (Halal Label) on variable Y (Purchasing Attitude) is 0.000, which is less than 0.05. Therefore, it can be concluded that variable X2 (Halal Label) has a positive and significant effect on variable Y (Purchasing Attitude). Thirdly, the coefficient value for variable X3 (Religiosity) on Y (Purchasing Attitude) is 0.274, indicating a positive effect. Its P-value is 0.000, which is less than 0.05. Thus, it can be interpreted that variable X3 (Religiosity) has a positive and significant effect on variable Y (Purchasing Attitude).

Table 5*Hypothesis Testing Results*

			Original S	Sample M	Standard D	t-Statistics	P-Value
Brand Image	>	Purchasing Attitude	0.218	0.221	0.11	1.986	0.048
Halal Label	>	Purchasing Attitude	0.474	0.466	0.102	4.628	0
Religiosity	>	Purchasing Attitude	0.274	0.281	0.077	3.54	0

Source: Primary data. Authors' estimation.

DISCUSSION**Influence of Brand Image on the Purchasing Attitude of Local Cosmetics with Halal Label**

In this study, the Brand Image variable has a positive and significant effect on the Purchasing Attitude of local cosmetics with a halal label, as seen from the P-value of 0.048, which is less than 0.05. This research result aligns with previous studies (Sutriani et al., 2024; Uliya et al., 2023) stating that the brand image variable has a positive and significant effect on the purchasing attitude. This study also aligns with the research by Sa'diyah & Rafikasari (2022) stating that the brand image variable against the purchasing attitude of Scarlett whitening products obtained a significance value of $0.000 < 0.05$, thus the brand image variable has a significant effect on the purchasing attitude of Scarlett whitening products.

Influence of Halal Label on the Purchasing Attitude of Local Cosmetics with Halal Label

In this study, the Halal Label variable has a positive and significant effect on the Purchasing Attitude of local cosmetics with a halal label, as seen from the P-value of 0.000, which is less than 0.05. This research result aligns with the study stating that the significance value of the halal label is 0.042, meaning < 0.05 , indicating that the halal label has a significant effect on the purchasing attitude of cosmetics (Amin & Rachmawati, 2020). This study also aligns with the research conducted by Latte et al. (2020), which concludes that the halal label variable significantly influences the purchasing attitude of Wardah cosmetic products.

Influence of Religiosity on the Purchasing Attitude of Local Cosmetics with Halal Label

In this study, the Religiosity variable has a positive and significant effect on the Purchasing Attitude of local cosmetics with a halal label, as seen from the *P*-value of 0.000, which is less than 0.05. This research result aligns with the study conducted by Arsad (2023), which shows that the significance for religiosity is $0.000 < 0.05$, indicating that religiosity strongly influences the Purchasing Attitude. However, the results of this study differ from the results of the study conducted by Nisa & Ridlwan (2022), where their research shows that religiosity does not affect the intention to purchase local cosmetics with halal labels.

CONCLUSION

Based on the results of this study, all hypotheses can be proven and are consistent with previous research. It is concluded that brand image has a positive influence on the purchasing attitude of local cosmetics with halal labels in Bogor, as seen from the *P*-value of 0.048, which is less than 0.05. The halal label also has a positive influence on the purchasing attitude of local cosmetics with halal labels in Bogor, as seen from the *P*-value of 0.000, which is less than 0.05. Lastly, Religiosity also has a positive influence on the Purchasing Attitude of local cosmetics with halal labels in Bogor, as seen from the *P*-value of 0.000, which is less than 0.05. With an *R*-Square value of 0.842 and an adjusted *R*-Square of 0.837, it indicates that 84.2% of the endogenous variables can be influenced by the exogenous variables (X1 Brand Image, X2 Halal Label, and X3 Religiosity). Furthermore, 84.2% indicates that the predictive power of the research model used is strong and good because it is above 0.5, while the remaining 15.8% is attributed to other factors not included in this study. The results of this study are expected to serve as a guide for local cosmetic manufacturers in developing effective marketing strategies to attract the increasing interest of Muslim consumers in the Bogor region.

Author Contributions

Conceptualization	P.A. & N.A.	Resources	P.A. & N.A.
Data curation	P.A. & N.A.	Software	P.A. & N.A.
Formal analysis	P.A. & N.A.	Supervision	P.A. & N.A.
Funding acquisition	P.A. & N.A.	Validation	P.A. & N.A.
Investigation	P.A. & N.A.	Visualization	P.A. & N.A.
Methodology	P.A. & N.A.	Writing – original draft	P.A. & N.A.
Project administration	P.A. & N.A.	Writing – review & editing	P.A. & N.A.

All authors have read and agreed to the published version of the manuscript.

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Institutional Review Board Statement

The study was approved by Prodi Studi Ekonomi Syariah (S1), Institut Agama Islam Tazkia, Bogor, Indonesia.

Informed Consent Statement

Informed consent was obtained before respondents answered the questions.

Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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Conflicts of Interest

The authors declare no conflicts of interest.

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