



**BRAND AWARENESS, HALAL LABEL, SUBJECTIVE NORM TOWARDS
PURCHASE INTENTION THROUGH ATTITUDE AS AN INTERVENING
VARIABLE**

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ABSTRACT

The purpose of the study is to test brand awareness, halal labels, subjective norms on purchase intention and attitude able to mediate. The research design used exploratory descriptive research using primary data and skunder. The data source is taken directly from respondents in the form of respondents' answers on the questionnaires distributed. The population and sample of the study were 100 respondents of the Management Study Program. The results of the study explained that brand awareness, halal labels, subjective norms positively increase attitude and brand awareness, halal labels, subjective norms, have a positive and significant effect on purchase intention, and brand awareness variables, halal labels, subjective norms, have a positive and significant effect on purchase intention through attitude as an intervening variable.

Keywords: attitude; brand awareness; halal label; subjective norm

INTRODUCTION

The development of the industrial revolution 4.0 Indonesian consumers have a higher appreciation than before because Indonesia is one of the countries that has potential markets that can support the development of business trends (Bella, 2018). The development of business trends, one of which is in the field of cosmetics, cosmetics in Indonesia has increased very sharply. The cosmetic industry is currently one of the industries that has the potential to become a mainstay of export value and is able to make import alternatives. Cosmetics in Indonesia have become part of the primary needs for women to support their appearance to be more attractive and confident. Cosmetic users in Indonesia itself are dominated by career women and teenagers, cosmetic consumption in Indonesia from year to year increases not only from local products but foreign products are also in great demand. Cosmetic business opportunities in Indonesia are encouraged by the increasing population of young people or millennial generation and the emergence of awareness to look attractive (pelakubisnis.com, 2020).

Competition between cosmetic companies is sometimes abused by adding some ingredients that should not be used and are harmful. Referring to the regulation of the head of the Food and Drug Supervisory Agency (BPOM) Number HK.03.1.23.08.11.07517 of 2011 regarding the technical requirements of cosmetic ingredients in circulation must be safe. But with the increase in the cosmetic industry in Indonesia, there are 1,371 chemicals contained in cosmetics and 2,040 cosmetic products that were revoked on the grounds of "quality safety" from 2012 to 2017 (Adzkiya, 2018). Brand awareness is something that can encourage consumers to get to know the brand better so as to create a sense of familiarity and commitment to consumers, the level of consumer awareness of the brand is seen through several levels starting from consumers can get to know a brand, to where the brand is the only

product that has special characteristics. The high brand awareness of a product causes consumers to want to buy the product without thinking about the risk (Naufal, 2014).

Consumer perceptions or views regarding the judgment of others who are considered to be believed can influence a person's interest in doing or not doing a behavior according to his views can be called subjective norms (subjective norms). Subjective norms are formed through beliefs about the behavior expected by others based on their own considerations and considerations from others who are considered important and trusted so as to form subjective norms in individuals (Udayana and Ramadhan, 2019). As is the case when in an environment that uses cosmetics labeled halal, there is a sense of want to try cosmetics and buy cosmetics labeled halal, so that this behavior can affect someone's buying interest in choosing cosmetic products (Udayana and Ramadhan, 2019).

Another factor that influences attitudes is subjective norms, subjective norms are an individual's beliefs that are influenced by the surrounding environment both individuals and groups to carry out a behavior or not to perform a behavior (Sholihah and Welsa, 2018) In research (Udayana and Ramadhan, 2019) shows the results that subjective norms have no effect on attitudes, while research (Susatyo, EB; Nurhayati, 2013) shows The result is that subjective norms have an effect on attitudes. In the study, there is a gap that makes researchers want to find out again whether subjective norms will affect consumer attitudes in buying cosmetics while the research conducted (Rakhma, Ariningsih and Rahmawati, 2019) and (Permana, 2019) shows that brand awareness has no significant relationship with attitudes. From the information in the background, the purpose of the study is to test brand awareness, halal labels, subjective norms on purchase intention and attitude able to mediate.

METHOD

The research design uses exploratory research using primary data taken directly from respondents in the form of answers to questionnaires distributed behind closed doors. Research analysis uses a model test in which the role of each variabel will be able to explain what is studied (kuncoro, et al 2023). Each construct built will be able to represent what researchers expect, which is in the form of values that are interrelated with the constructs of all variables (Kuncoro, et al 2023: 121). The research population of 100 respondents are active students in the Management Study Program Universitas Muria Kudus.

RESULTS

Normality Test

The Normality Test data was used to see data in the normal or abnormal category of instruments in the study. Data normality tests are carried out both for single data normality and multivariate normality, where several variables are used at once in the final analysis of an existing study. The normality test here uses the critical value criterion set at plus or minus 2.58 at a significance level of 0.05, compared to the calculation results as in table 1 in the following CR column:

Table 1.
Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y1.4	1,000	5,000	-,224	-,913	-,673	-1,373
Y1.3	1,000	5,000	-,341	-1,392	-,249	-,508
Y1.2	1,000	5,000	-,388	-1,586	-,031	-,064
Y1.1	1,000	5,000	-,259	-1,059	-,587	-1,198
Y2.5	1,000	5,000	,030	,124	-,415	-,846
Y2.4	1,000	5,000	-,257	-1,051	-,510	-1,041
Y2.3	1,000	5,000	-,126	-,513	-,245	-,500
Y2.2	1,000	5,000	-,384	-1,566	-,455	-,928
Y2.1	1,000	5,000	,072	,294	-,339	-,692
X2.3	1,000	5,000	-,089	-,365	-,141	-,287
X2.2	1,000	5,000	-,078	-,319	-,400	-,816
X2.1	2,000	5,000	-,736	-3,004	-,563	-1,148
X3.5	1,000	5,000	-1,299	-5,302	,674	1,377
X3.4	1,000	5,000	-1,209	-4,934	,782	1,596
X3.3	1,000	5,000	-,991	-4,046	-,074	-,150
X3.2	1,000	5,000	-1,295	-5,288	,966	1,972
X3.1	1,000	5,000	-1,084	-4,426	,055	,113
X1.5	1,000	5,000	-1,121	-4,575	,730	1,490
X1.4	1,000	5,000	-,907	-3,702	,388	,791
X1.3	1,000	5,000	-1,104	-4,506	,902	1,842
X1.2	1,000	5,000	-,457	-1,867	-,653	-1,332
X1.1	1,000	5,000	,020	,082	-,190	-,388
Multivariate					52,661	8,103

Table 1 above, it can be seen that in column c.r. of skew there are no values outside the range of -2.58 to 2.58. Thus, the research data used has met the requirements of data normality or it can be said that the research data has been distributed normally.

DISCUSSION

Attitude has a considerable influence where respondents in this study enter into productive age, better maintain appearance and students who are studying at Universitas Muria Kudus, especially Management study program students with pocket money per month ranging from Rp. 100,000 – Rp. 3,000,000 so as to show that respondents with good enough education can support brand awareness and positive or negative assessments of the product, so that brand awareness of Emina products successfully affects consumer attitudes. In this study, halal labels are measured by several indicators, namely images that are the result of imitations in

the form of shapes or patterns, writing that is expected to be read, and attached to packaging, can be interpreted as trademarks. It can be interpreted that the halal label is one of the determinants of consumer attitudes. These results are in line with research conducted by Budiman and Annisa (2019) which states that the halal label has a positive and significant effect on the attitude of Muslims in Indonesia towards halal products.

Subjective norms can be measured by looking at consumer concern for halal cosmetics, motivating compliance and normative beliefs these three things can determine an individual wants to act or not in accordance with group expectations. In this research which focuses on Management students in Universitas Muria Kudus It can be known that most of them get encouragement to use Emina cosmetic products from college friends, the encouragement and rumors regarding Emina products cause attitudes to try and buy Emina products. Respondents in this study have trust or brand awareness of Emina products and make respondents make purchases of Emina products. Strong brand awareness is very important to attract and stick in the hearts of consumers which can later influence buying interest (Sholihah and Welsa, 2018). This result is supported by research conducted by Research conducted by Research conducted by Rakhma et al (2020) and Tariq et al., (2017) shows that brand awareness has a positive and significant effect on buying interest. In this study which focuses on female students Management in Universitas Muria Kudus, It can be known that the awareness of female college students regarding the Emina brand makes the most of it. The awareness of female students about Emina products has been attached to the minds of consumers with lightweight products and relatively affordable prices so that management students Universitas Muria Kudus interested in making a purchase.

The halal label is very important because it will strengthen consumers to manage the product, the halal label has a positive and significant effect on purchase intention, with these results respondents who consume Emina products have buying interest without seeing the halal label of the product because they already believe that Emina products are halal without seeing the halal label. The results of this study are in line with research conducted by Teng and Jusoh (2018) showing that there is a significant influence between halal labels and purchase intention and is directly proportional to research conducted by Sholihah and Welsa (2018) showing that halal labels negatively affect buying interest. Brand awareness affects purchase intention through attitude, so the influence will be greater than directly without attitude. In other words, respondents who have confidence and awareness will first have an attitude and then after that will have an interest in purchasing Emina cosmetic products. Subjective norm when influencing purchase intention through attitude, then the influence will be greater through attitude than directly. In other words, respondents who have social norms compulsion on the use of cosmetics, ask about products. Emina to her closest people, will influence her attitude first and then have an interest in buying Emina's cosmetic products.

CONCLUSION

Brand awareness of attitude in emina cosmetics, subjective norm towards attitude in emina cosmetics, from the results of data analysis and hypothesis testing that has been carried out it can be concluded that there is a significant influence on the influence of halal label variables on purchase intention with attitude variables as intervening variables in emina cosmetics.

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