



HALAL LABEL AND SUBJECTIVE NORM: PURCHASE INTENTION THROUGH ATTITUDE AS AN INTERVENING VARIABLE

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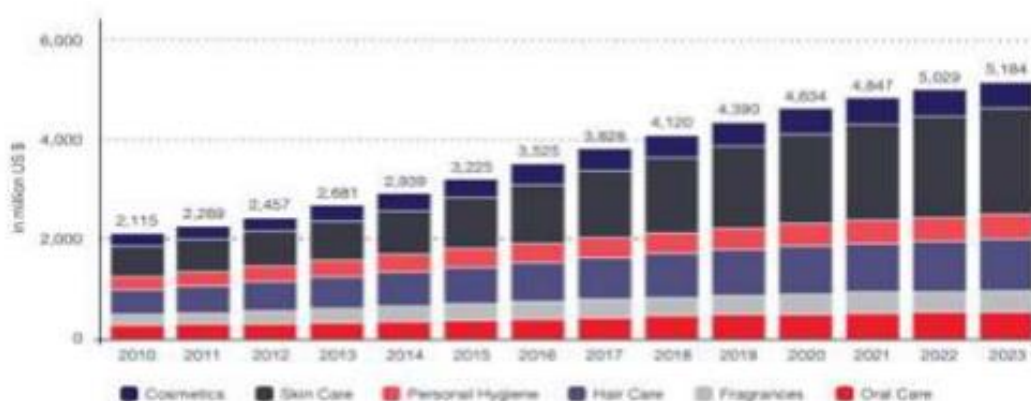
ABSTRACT

The aim of the research is to test halal labels, subjective norms, attitudes towards purchasing intentions. The data used in this research are primary data and secondary data. Primary data was obtained from the results of questionnaires and secondary data was obtained from literature or journals and previous research. The number of samples in this study was 100 people. The research results show that the halal label, subjective norms improve attitudes. halal label, subjective norms increase purchase intention through attitudes as an intervention.

Keywords: attitude; halal label; purchase intention; subjective norms

INTRODUCTION

Along with 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 a potential market that can support the development of business trends (Bella, 2018). One of the business trend developments is the cosmetics sector. Cosmetics in Indonesia are experiencing a very sharp increase. The cosmetics industry is currently one of the industries that has the potential to become a mainstay for export value and is able to provide an alternative to imports so that it can encourage inclusive economic growth in Indonesia. According to the Minister of Industry of the Republic of Indonesia (Kemenprin), cosmetics in Indonesia dominate 95% of small and medium industries, cosmetics are also a wellness industry that grows and develops along with people's lifestyles (Pers, 2019). Cosmetics in Indonesia have become part of the primary needs for women to support their appearance to be more attractive and confident. The Indonesian Cosmetics Market is one of the markets that is expected to have annual growth of 7% until 2021 as shown in the image below.



Tabel 1. Cosmetics User Data for the 2010-2023 Period (Cekindo, 2020)

Based on the picture above, it can be seen that interest in cosmetics from 2010 to 2023 shows an increase, so it has the potential to provide great opportunities for the local and international cosmetics industry in Indonesia. Opportunities for the cosmetics business in Indonesia are driven by the increasing population of young people or the millennial generation and the emergence of awareness about looking attractive (pelakubisnis.com, 2020). According to the Ministry of Industry, in 2017 exports of Indonesian cosmetic products reached US\$ 522 million and in 2018 they increased by US\$ 155 million to US\$ 677. In 2019, the cosmetics industry in Indonesia reached more than 760 companies (bangunantani.com, 2019). The large number of cosmetic companies in Indonesia causes competition in the cosmetics industry. With this competition, cosmetic companies must have new innovations in their products to attract consumer interest.

Competition between cosmetic companies is sometimes misused by adding several ingredients that should not be used and are dangerous. 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 for cosmetic ingredients in circulation that must be safe. However, with the increase in the cosmetics industry in Indonesia, there were 1,371 chemicals contained in cosmetics and 2,040 cosmetic products that were withdrawn for reasons of "quality safety" from 2012 to 2017 (Adzkiya, 2018). Continuous use of cosmetics that use chemicals can cause dangerous effects, including causing damage to the digestive system, nerves and kidneys, reduced brain function, slowing fetal growth, skin becoming paler and spots appearing, irritation and skin cancer (halodoc.com , 2018).

Even though companies are competing to become leaders of the cosmetics market in Indonesia, the products that are in great demand by the public are products that can provide more value in the eyes of the public. Even though the company has become a market leader, it continues to increase consumer awareness of the brand, consumer awareness is one way to expand the company's brand market. From the background information, the aim of this research is to test the halal label, subjective norms, attitudes towards purchase intention.

LITERATURE REVIEW

Marketing Concept

The marketing concept is the main point for achieving predetermined organizational goals so that it can make it easier for companies to achieve company goals. The marketing concept is customer-oriented to be able to fulfill needs, desires and requests to support consumer desires (Kotler and Keller, 2009: 13). The American Marketing Association explains that the marketing concept can realize an activity and process to create, communicate with customers so that it can create a strong bond between producers and customers, with the aim of obtaining royalties from the customer's perspective (Tjiptono and Diana, 2019:3). The marketing concept is not just a way of selling, promoting and distributing a product until it reaches the hands of consumers, the marketing process starts from the production process and does not only focus on sales but must be able to communicate and provide satisfaction to consumers (Tjiptono and Diana, 2019:6).

Consumer behavior

Kotler & Keller, (2009:12) Basically humans cannot be separated from their needs and desires which are very varied and change quickly. The study of consumer behavior is used to understand everything consumers do. According to the American Marketing Association, consumer behavior is a dynamic interaction that can have an influence starting from awareness, behavior and the environment (Ujang, 2011: 6). Tjiptono & Diana, (2019:68) consumer

behavior refers to two main perspectives, namely thought and action. Especially in Indonesia, a country with a majority Muslim population and the growing growth of halal-based industries, for example halal labels on cosmetics, food and others, has indirectly changed the way of thinking and behaving to become more open, modern and tolerant (Nurdiana, 2018).

Consumer behavior can influence consumer attitudes in choosing a product or service, so that according to (Naufal, 2014) there are factors that can influence consumers, including culture which is a fundamental factor in influencing a person's desires and behavior. Culture has basic values, perceptions, desires and behavior from both the family and the surrounding environment. Subculture is a small part of a culture or small group that has an assessment system and experience based on the same life situation. Social class is part of society which is organized into members with values and interests.

Theory of Planned Behavior

Ajzen (2002) updated the method for knowing consumer interests and behavior, namely by adding the development of control behavior because it is considered more influential and a popular concept in research in the social and humanitarian environment. The Theory of Planned Behavior Model (TPB) is an attitude model developed from previous models.

Purchase Intention

an individual's ability to interact with objects or situations that create feelings of pleasure in him (Agusli et al., 2013). Durianto and Lie Joko Budiman, (2004:44) buying interest is something that is related to the consumer's plan to buy a particular product and determining how many units of the product are needed. Purchase intention is a stage and form of consumer choice in determining which brands are most preferred so that they make a purchase (Fajar et al., 2019). Kotler and Keller (2016:175) purchase interest is an impulse to act when individuals receive information. Purchase intention can be said to be a purchase plan for a product by considering several things such as how much is needed, what brand is suitable, and the consumer's attitude in consuming the product (Widyaningrum, 2019). Buying interest is part of the behavioral component, giving rise to attitudes about whether to buy or not. Purchase interest is part of consumer behavior in consumption attitudes, the respondent's tendency to act before the purchase decision is actually implemented (Nurdiana, 2018).

Attitude

Attitude can be defined as a concept evaluation carried out by a person as a whole. Consumer attitude is an important element in forming a brand impression in the minds of consumers. Brand attitude can also stimulate consumers to buy a product (Peter and Olson, 2013: 155). Consumers' likes and dislikes are consumers' judgments so they can predict whether consumers want to use the product or not (Udayana and Ramadhan, 2019). Attitude is a form of direct experience regarding products and verbal information.

Halal Label

Labels are information about a product, labels are the first trademark that consumers see. Burhanuddin, (2011:142) in obtaining a halal label, a product must go through an inspection process starting from the producer submitting halal certification and labeling to BPOM. Halal label is also often interpreted as information on a product in the form of images, writing, label format. The halal label is obtained after obtaining a halal certificate which is a requirement for obtaining a halal label on packaging from a government agency. According to government regulation Number 33 of 2014 which relates to halal product guarantees. The halal guarantee in a product has become a global symbol for guaranteed quality. This is because Islam is the

largest religion with around 1.8 billion in total (Khazanah Republika, 2016). So that the halal label indicators according to (Utami, 2013) can be measured from images which are the result of imitation in the form of shapes or patterns, writing which is expected to be readable 3. Combination of images and writing and sticking to the packaging, can be interpreted as something that is integrated (on purpose or accidentally) on the packaging.

Subjective norm

Subjective norms or subjective norms are an order that forms social demands that a person can assume in their behavior. In other words, subjective norms are the result of a person's perception of other people's beliefs which can influence interest in doing or not doing something that is being considered (Mandey, 2015). Subjective norms are an individual's beliefs that can be measured by assessing the environment of individuals or groups that serve as a reference, such as family, relatives or friends who expect an action to be carried out or not carried out (Mulasakti et al., 2020). Jogiyanto (2007:31) Subjective norms are a person's view of beliefs that can influence desires. Subjective norms can be said to be a predictive tool in determining halal products. Subjective norms can be the most influential predictor and can change consumers' thinking in determining purchasing decisions (Choriroh, 2019).

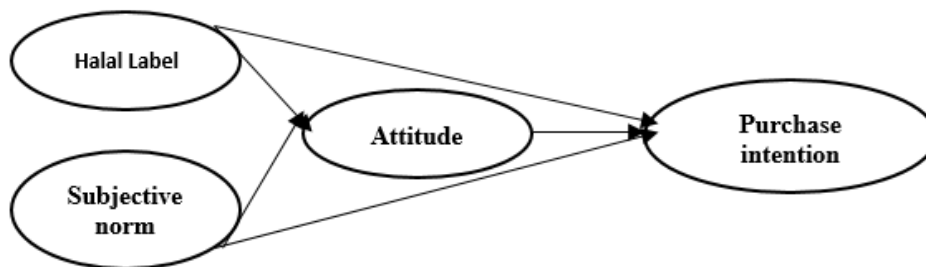
Subjective norms can be said to be individual beliefs regarding the expectations of a group of people around them who influence whether or not to take an action, so that someone must measure subjective norms that influence intentions to act. Subjective norms can be measured directly by assessing how relevant people who are role models such as family, close friends or work colleagues will support or not support the action taken (Suprpto, 2010: 147). Subjective Norms can be measured either directly or indirectly, directly by asking other people's opinions regarding the behavior carried out. So that subjective norms are a specific goal regarding a person's beliefs or convictions to assess whether an action is acceptable or not. Individuals will behave when other people give feedback about what should be done. This response comes from those closest to them, friends, co-workers. According to research conducted by (Ujang, 2011: 183), indicators of subjective norms, consumer concern for halal cosmetics, motivation to comply and normative beliefs.

Previous research

Rakhma, Ariningsih and Rahmawati, (2019) explained that purchase intention increased due to the role of Electronic Word of Mouth. Udayana and Ramadhan, 2019) with research results explaining that Perceived usefulness has a significant positive effect on Attitude and Purchase Intention. Perceived Ease of Use has a significant positive effect on Attitude and Purchase Intention. Subjective norms do not have a significant effect on Attitude and Purchase Intention. Perceived Ease of Use, Perceived Usefulness, and Subjective norm together have a significant positive effect on Attitude. Kamalul et al, (2019) explained. The research results show that a positive attitude is the most important factor in increasing consumer purchasing interest in halal cosmetics. The results of this research provide information to cosmetic companies that Muslim women with high brand awareness, attitudes and perceived behavioral control will have a high purchase intention towards halal cosmetic products.

Haro (2015) The findings of this research contribute to knowledge about Muslim consumer behavior in consuming snack products labeled halal. This will help manufacturers in producing and expanding their market for halal snack products.

Conceptual framework



Gambar 1. Conceptual framework

Hypothesis:

H1: The halal label influences attitude

H2: Subjective norms influence attitude

H3: The halal label influences purchase intention

H4: Subjective norms influence purchase intention

H5: Subjective norms influence purchase intention

H6: The halal label influences purchase intention through attitude

H7: Subjective norms influence purchase intention through attitude

METHOD

The research design uses quantitative descriptive research using primary data taken directly from respondents in the form of questionnaire answers. The research sample of students who used Emmina cosmetic products and were Muslim in Kudus Regency amounted to 92 respondents. The scope of the research is Muslim women who use Emmina brand cosmetics in Kudus district, especially active female students.

RESULTS AND DISCUSSION

The validity test is a validity measurement that shows the degree of agreement between the actual data and the results of the questionnaire which is an indicator of the research variables (Ghozali, 2016: 52). The validity test can be used to determine whether the questions in the questionnaire are valid or not. In preparing the questionnaire, the list of questions must first be clear about the variables being measured. Validity testing can determine the accuracy and accuracy of the questionnaire questions distributed (Ghozali, 2016:52).

Validity measurement uses SPSS (Statistical Package For Social Sciences), by comparing the results of the calculated r value with r table calculated with Degree of Freedom (df) = n-2, in this case n is the number of samples to test whether the indicator is valid or invalid, which can be seen through the Cronbach alpha output results in the correlation-total correlation column. If the calculated r shows a result that is 0.05 greater than the r table and is positive, the indicator is said to be valid (Ghozali, 2016: 53). The validity coefficient value (calculated r) of each statement item is greater than the r table value of 0.197. The results of this test show that all statement items for the halal label, subjective norm attitude and Purchase Intention variables are valid (valid) to be used as research measuring tools and can be used for further analysis.

In the reliability test, the reliability value of the statement items in the questionnaire for each variable being studied is greater than 0.7. This result shows that the statement items in the questionnaire are reliable for measuring the variable.

Identification Based on Pocket Money Per Month

The grouping based on monthly pocket money in this study is divided into three groups which can be seen in table 1 as follows:

Table 1.
Characteristics of Respondents Based on Monthly Pocket Money

Pocket Money Per Month	Frequency	Percentage
	82	82
1.100.000-2.000.000	15	15
2.100.000-3.000.000	3	3
Total	100	100

Source: Primary data, processed

From table 1, it can be seen that the number of respondents who have pocket money of 100,000-1,000,000 per month is 82 respondents or 82%, 15 respondents or 15% of people have pocket money of 1,000,000-1,500,000, 3 respondents or 3% have pocket money 1,500,000-2,000,000. So it can be concluded that the majority of Emina cosmetics users at the Faculty of Management have pocket money ranging from 100,000-1,000,000.

Confirmatory Factor Analysis of Exogenous Constructs

Confirmatory factor analysis of exogenous constructs is used to determine whether the indicators forming latent variables have shown unidimensionality or not. The confirmatory results of exogenous constructs can be seen in table 2 as follows:

Table 2.
Confirmatory Factor Analysis of Exogenous Constructs Regression Weights:

	Estimate	S.E.	C.R.	P	Label
X1.1 <-- BAW	1,000				
X1.2 <-- BAW	1,274	,211	6,046	***	par_1
X1.3 <-- BAW	1,466	,209	7,014	***	par_2
X1.4 <-- BAW	1,375	,206	6,675	***	par_3
X1.5 <-- BAW	1,458	,202	7,221	***	par_4
X2.1 <-- LH	1,000				
X2.2 <-- LH	1,000	,081	12,414	***	par_5
X2.3 <-- LH	1,132	,086	13,161	***	par_6
X2.4 <-- LH	1,044	,081	12,915	***	par_7
X2.5 <-- LH	1,043	,084	12,463	***	par_8
X3.1 <-- SN	1,000				
X3.2 <-- SN	1,368	,214	6,401	***	par_9
X3.3 <-- SN	1,343	,211	6,376	***	par_10

(Group number 1 - Default model)

From the results of data processing, it can be observed that each indicator and dimension forming the latent variable shows good results, namely the probability value is smaller than 0.05. With these results, it can be said that the indicators forming the latent variable have shown unidimensionality. Furthermore, based on the confirmatory factor analysis, the research model can be used for further testing without having to make modifications or readjustments.

The results of the goodness-of-fit test of confirmatory analysis of endogenous variables can be seen in table 3 below:

Table 3.
Goodness of Fit Model Test for Endogenous Variables

Goodness-of-fit Indeks	Cut-off-value	Value	Information
X ² -Chi-Squarey	Expected to be small	31.516	Good
Significance Probability	≥ 0,05	0.210	Good
RMSEA	≤ 0,08	0.046	Good
GFI	≥ 0,90	0.931	Good
AGFI	≥ 0,90	0.881	Marginal
CMIN/DF	≤ 2,00	1.212	Good
TLI	≥ 0,95	0.992	Good
CFI	≥ 0,95	0.994	Good

Source: Primary data, processed

Based on Table 3, the chi square value is 31.516 with a probability of 0.210, the CMIN/DF value is 1.212, the GFI value is 0.931, the AGFI value is 0.881 < 0.90 and more than 0.80 is said to be quite good, the CFI value is 0.994, the TLI value is 0.992 and the RMSEA value of 0.046 shows that after modifications to this model, it can produce good and acceptable acceptance. Therefore, it can be concluded that these indicators constitute the same reference dimension for an acceptable construct.

Structural Equation Modeling (SEM) Analysis

Structural equation modeling analysis is used to determine the structural relationships between the variables studied. The structural relationships between variables are tested for suitability with the goodness of fit index. The results of the analysis can be seen in table 4 below:

Table 4.
Model Accuracy Test (Goodness of Fit Model)

Goodness-of-fit Indeks	Cut off value	Value	Information
X ² -Chi-Squarey	Diharapkan kecil	276.700	Good
Significance Probability	≥ 0,05	0,000	Marginal
RMSEA	≤ 0.08	0.063	Good
GFI	≥ 0.90	0.805	Marginal
AGFI	≥ 0.90	0.800	Marginal
CMIN/DF	≤ 2.00	1.000	Good
TLI	≥ 0.90	0.959	Good
CFI	≥ 0.90	0.965	gOOD

The Chi-Square value is 276.700 with a probability value (p-value) of 0.000 ($p < 0.05$), including the marginal fit category. The GFI value of 0.805 is less than 0.90 and more than 0.80, this result is included in the quite good category (marginal fit), then the CMIN/DF value of 1.100 is between < 2-5, which is included in the good category (good fit), the RMSEA value of 0.063 is below 0.08, which is included in the good category (good fit), the AGFI value is 0.800 - 0.90 and more than 0.80, this result is included in the quite good category (marginal fit). Furthermore, the TLI value of 0.959, CFI of 0.965 above 0.90 is included in the good category for the results of this test, the model can be used. This means that empirically the influence of subjective norms and halal labels with attitude as a mediator (intervening) variable is in accordance (fit) with the theoretical model (good fit), according to Hair et. al (2013) stated that none of the goodness of fit indices (GOFI) measures can be used exclusively as a basis for evaluating the overall suitability of the model. Thus it can be stated that from the results of this test, the model can be used. This means that empirically the influence of subjective norms and halal labels with attitude as a mediator (intervening) variable is in accordance with the theoretical model.

The halal label has a positive and significant effect on attitude with a critical ratio of 2.611 and a probability of 0.009. The halal label is an important part of the products that people consume or use every day. Whether a product is halal or not is influenced by the basic ingredients of the product. Emina products are halal certified products from MUI and have been recognized by BPOM. The respondents have admitted that Emina products are halal products, and this makes respondents buy Emina products without looking carefully at all Emina products whether they have a halal label or not, so that consumers of these products immediately have attitude of trust towards the Emina cosmetics brand.

In this research, halal labels are measured using several indicators, namely images that are the result of imitation in the form of a shape or pattern, writing that is expected to be read, and attached to the packaging, which can be interpreted as a trademark. It could 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 attitudes of Muslims in Indonesia towards halal products. Subjective norms have a positive and significant influence on attitude with a critical ratio of 2.391 and a probability of 0.017. Subjective norms are the views of a consumer or a belief that can influence consumers' desires and considerations in considering whether to buy a product or not. With these results, respondents who are users of the Emina cosmetic brand considered several aspects of Emina products, including reviews from consumers who have used Emina products and the halalness of Emina products. By knowing several aspects of Emina products, the respondents immediately took their next stance on the product.

Subjective norm according to Tjiptono in Udayana (2019) is an expectation within a group for individuals to take or not take action which can be measured directly by assessing how important the role of people around them such as family, close friends or work colleagues who can later support or not to the action decided. These results are in line with research conducted by Udayana (2019) entitled *The Influence of Perceived Usfulness, perceived ease of use, and subjective norms on purchase intention through attitude as mediation. Case Study of Yogyakarta Online Digital Warehouse Consumers* which examined 100 respondents and used analytical techniques Descriptive results produce a positive and significant influence of subjective norms on attitudes. Subjective norms can be measured by looking at consumers' concern for halal cosmetics, motivation to comply and normative beliefs. These three things can determine whether an individual wants to act or not in accordance with group expectations.

In this research which focuses on Kudus female students, it can be seen that most of them received encouragement to use Emina cosmetic products from college friends, encouragement and rumors about Emina products gave rise to an attitude to try and buy Emina products. The halal label has a positive and significant effect on purchase intention with a critical ratio of 2.061 and a probability of 0.039. The halal label is the most sensitive thing for Muslim consumers for the products they consume, be it drinks, food, cosmetics and so on. 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 the respondents who consume Emina products have an interest in buying without looking at the halal label of the product because they already believe that Emina products are halal without Look at the halal label.

The results of this research are in line with research conducted by Teng and Jusoh (2018) showing that there is a significant influence between the halal label and purchase intention and are directly proportional to research conducted by Sholihah and Welsa (2018) showing that the

halal label has a negative effect on purchase intention. Subjective norms have a positive and significant effect on purchase intention with a critical ratio of 2.209 and a probability of 0.027. Subjective norms are a reference for someone having an interest in purchasing a product. If the person believes a product is in accordance with their beliefs, then the person will purchase the product. The Emina cosmetics brand has built confidence in its products which can generate buying interest among consumers.

The results of this research are in line with research conducted by Udayana (2019), and Mulasakti and Mas'ud (2020) showing that subjective norms have a positive influence on purchase intention and are directly proportional to research conducted by Ariffin et al (2019) showing that the halal label does not have a significant effect on buying interest. Attitude has a positive and significant effect on purchase intention with a critical ratio of 7.993 and a probability of 0.000. Attitude is the first stage in making an interest in buying a product, in this attitude there is a search for information and getting information about the product to be purchased. The respondents behaved by looking for information and taking action to purchase Emina products. Apart from that, before getting the Emina product, the respondents had a positive impression and liked the product and immediately had an interest in purchasing the product.

These results are in accordance with research conducted by Haque et al (2018) showing that attitude has a significant influence on interest in buying cosmetics in Malaysia and research conducted by Dwitari and Kusdibyo (2019) shows that there is a significant relationship between consumer attitudes and interest in choosing skincare products. Local brands where the purchase can identify that the marketer has branding to provide an impulse to increase positive encouragement. Attitude has the power as an intervening variable between subjective norms and purchase intentions. With the indirect effect value on the Sobel Test, the t-value was 2.4926 and the p-value was 0.013, these results show that the Sobel Test value was > 1.96 and the p-value was significant at 0.05, while the indirect effect value greater than the direct effect ($0.157 > 0.166$). These results state that when subjective norms influence purchase intention through attitude, the influence will be greater through attitude than directly. In other words, respondents who were forced by social norms to use cosmetics asked about the product. Emina to those closest to her, will influence their attitude first and then have an interest in buying Emina's cosmetic products. These results are in line with research conducted by Rohmatun and Dewi (2017) that the hala label has a significant effect on attitudes and also has a significant effect on purchase intention.

Attitude has the power as an intervening variable between the halal label and purchase intent. With the indirect effect value in the Sobel Test, the t-value was 2.2930 and the p-value was 0.022. These results show that the Sobel Test value is > 1.96 and the p-value is significant at 0.05, while the indirect effect value is greater than the direct effect ($0.186 > 0.158$). These results state that when the halal label influences purchase intention through attitude, the influence will be greater than directly without attitude. In other words, respondents who saw the halal label or already knew that Emina products were halal immediately had an attitude of trust in Emina products, which influenced their buying interest in Emina products.

CONCLUSION

From the results of data analysis and hypothesis testing that has been carried out, it can be concluded that there is a significant influence regarding the influence of the subjective norm variable on purchase intention with the attitude variable as an intervening variable in Emina cosmetics. For further research, it would be better to develop research that influences attitude

and purchase intention by using variables other than brand awareness, subjective norms or halal labels so that many studies can be created that influence attitude and purchase intention variables.

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