

**ANALYSIS OF FACTORS INFLUENCING DECISIONS TO PURCHASE
HALAL LABELED FACIAL FOAM FOR MEN PRODUCTS
(STUDY IN SERANG CITY COMMUNITIES)**

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Abstract: The Indonesian cosmetics industry is currently experiencing very rapid development so that this situation has given rise to competitive and tight business competition. Even though the majority of the cosmetics industry targets women as its main consumer target, it has recently begun to innovate with products for men. Currently, the halal trend is receiving special attention in society, including cosmetics in the form of facial foam products for men which are labeled halal. There are several factors that influence consumer purchasing decisions in purchasing halal products, including halal labeling, *brand image*, product quality and also product price. The method used in this research is quantitative research with a descriptive approach because the data used is in the form of numbers which are then processed using statistical methods. Based on research results It was concluded that halal labeling, product quality, product price and *brand image* simultaneously influence purchasing decisions. This is proven by the calculated F test results of 19.388 with an F significance of 0.000, so it can be concluded that the four independent variables simultaneously have an influence significant to the dependent variable. However, halal labeling and product price partially influence it, but product quality and brand image do not partially influence the decision to purchase facial foam products for men labeled halal in Serang City.

Keywords : Purchase Decision; Facial Foam For Men; Halal Label.

INTRODUCTION

Along with increasingly rapid developments, companies are now required to implement quality standards for the products they produce. This happens because the quality of a product will determine the success or failure of the product to penetrate the market. The problem that then arises is if the product produced is the same as products from other companies, so of course this will lead to competition from several existing companies. By facing increasingly sharp levels of market competition, every company will certainly try to always improve the quality of production and marketing management and try to achieve the targets desired by each company. The level and type of needs of each consumer can certainly differ from one another, this can also lead to greater business competition opportunities. That way, every company will compete with each other to be able to produce superior and quality products by developing creativity and also creating new innovations in their products (Hendri Hartono, 2012).

The Indonesian cosmetics industry is currently experiencing very rapid development so that this situation has given rise to competitive and tight business competition. The population is around 270 million people, making Indonesia a promising market for cosmetics companies. Even though the majority of the cosmetics industry targets women as its main consumer target, it has recently begun to innovate with products for men. The development of the Indonesian cosmetics industry is relatively solid. This can be seen from the increase in cosmetics sales in 2019 to US\$ 600 million, from previously US\$ 556.36 million based on data from the Ministry of Industry.

The Indonesian Cosmetics Companies Association estimates that cosmetics sales could grow to IDR US\$ 6.03 billion in 2019. From the export side, the cosmetics industry is estimated to grow 20% to US\$ 8.46 billion in 2022.

According to research conducted by Hautelook, globally since 2010, 76% of men have consumed women's cosmetics for themselves. The most popular types of cosmetics consumed are skin care products, including cleanser, moisturizer and eye cream. In line with Hautelook's research results, it turns out that quite a few Indonesian men consume cosmetic products, especially facial cleansers. In Indonesia itself, the best-selling product on the market is *facial wash* or *facial foam*, or facial cleanser. This can be seen from the rise in advertisements for facial cleansers from various brands that appear in various media every day.

The growing awareness of society, which is increasingly paying attention to health and self-care, of course encourages the growth of Indonesian skin care companies. Currently, competition between skincare companies is getting tighter, which is reflected in the popularity of various skincare products, especially facial foam products. Every company is competing to come up with innovative marketing ideas to attract consumers to buy the products they offer. Every consumer's decision to choose a particular brand is not only made by himself, but he must make a lot of considerations before finally deciding to buy a product. Consumers also expect not only good product quality, but also good service and a fast way of conveying information to satisfy the desires and needs as well as the ever-growing needs of consumers.

Skin care is one of society's most important needs today. The use of skincare or facial care, of course, depends on the type of each skin, it is said to be able to help maintain the health of the user's facial skin and can also make facial skin healthier. Skin care especially facial foam can not only be used by adults, even teenagers, the use of skincare is very important to avoid various facial health problems. Not only women, men also need skincare to maintain facial health. Basic skincare that must be used by men is facial foam for men to treat the skin barrier or the outermost part of the facial skin and functions to protect the skin from exposure to free radicals which can cause changes in the skin. Another reason is the high number of outdoor activities which make the skin dirty more easily as a result of exposure to dust and also air pollution, as well as direct exposure to *Ultra Violet (UV)* rays.

Problems with dull facial skin and acne often reduce a man's self-confidence, especially as the pores on men's faces tend to be larger than the pores on women's faces. So doing activities outside the home can clog facial pores with dust or dirt. As a result, the skin becomes oily more easily and is also prone to acne. So that men's facial skin can be free from these problems, one solution is to use facial foam for men regularly. Apart from women who are the main target for sales of skincare products, especially facial foam, now many men also pay attention to their appearance, so skincare companies are growing rapidly.

As time goes by, nowadays it is not only women who are required to take care of their appearance but men too. Of course, this encourages the need for special skincare for men. Realizing this opportunity, more and more companies are starting to produce skincare, especially facials foam specifically for men (Yohanes Sondang, 2007). Optimism for companies that produce *skincare* specifically for men is increasing along with future men's trends. Currently, the halal trend is receiving special attention in the eyes of the world. The proportion of Muslims in Indonesia will reach 86.7% or around 237.56 million of the total population of Indonesia in 2022, namely 275.77 million.

Based on this piece of data, Indonesian Muslims can increase the potential of the Halal industry in Indonesia. Based on this information, Indonesia certainly has the potential to become the largest halal consumer in the world. Indonesia's halal industry grows every year, and skin care is no exception.

A purchasing decision is a consumer's action in choosing to buy or not buy a product. Purchasing decisions are consumer actions or behavior (Philip Kotler 2002). Whether purchases or transactions are made or not, the number of consumers involved in the decision-making process is one of the key factors whether or not company goals are achieved (Bagas Rifki Wicaksono 2016). Purchasing decision is a person's behavior in deciding a product choice to achieve satisfaction according to the needs and desires of consumers. This includes problem identification, information search, evaluation of alternative purchases, purchase decisions, and post-purchase behavior (Mujiroh 2005).

Consumption of Indonesian halal products in 2019 reached US\$144 billion, making Indonesia the largest consumer in this sector. The Muslim-friendly tourism sector makes Indonesia occupy the 6th position in the world with a value of US \$ 11.2 billion. The contribution of the halal industry to the national economy has also increased as seen from the increase in the market share of the halal sector to GDP in 2016 by 24.3% to 24.86% in 2020.

This development is supported by the government by establishing three halal industrial zones in Serang, Sidoarjo and Bintan. The level of intention to purchase halal products in the people of Serang City is in the category of having a high intention to buy halal products. Based on empirical facts in Serang City, the majority Muslim population is 97.93% of the total population of 720,362. shows that the majority of the population of Serang City is Muslim, protecting or protecting Muslims from consuming food, medicines and cosmetics that come from non-halal types and substances. In practice, the halal lifestyle brings great benefits to one's quality of life (Alvina Damayanti 2022).

The halalness of a product is an important thing for consumers, especially Muslim consumers. For Muslim consumers, safe skincare is not only free from chemical or physical hazards, but also has an essential element, namely that skincare is safe from the dangers of ingredients that are doubtful and prohibited by Islamic law. In the product packaging, of course, there is detailed information about a product that can be used as a benchmark for consumers to obtain more in-depth information before using the product. By evaluating the sources of information contained on the packaging of a product, especially the halal label, it is hoped that consumers will be able to make the right decision in making a purchase.

METHOD

The research method used in this research is quantitative research, which is a method of testing a particular theory by examining the relationship between variables. This research is a descriptive research with a quantitative approach because the data used is in the form of numbers which are then processed using statistical methods. The sampling technique used in this study is to use the probability sampling method with the simple random sampling method, namely the sample is taken from a random population (Sugiyono 2013). Sampling in this study refers to the statement that the population size is not known with certainty . Meanwhile, data collection techniques were carried out using primary data (Raihan 2017).

Primary data is data obtained directly from the first source, either through observation or through the results of questionnaire research and interviews with respondents and informants. Questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The type of questionnaire used in this study was a closed questionnaire, meaning that the researcher had provided the answers to the questions, then the respondents only chose from the answers provided.

RESULTS AND DISCUSSION

In the following discussion, a description of the data obtained from the research is presented. The results of the research data were obtained directly from the respondents by asking questions in a questionnaire prepared by the researcher. In this study, there were 90 respondents who were male. In the respondent's description, information about the general condition of the respondent is based on age, domicile and type/brand of facial foam used, which is more clearly presented in the tables below. This research aims to analyze the factors that influence purchasing decisions for *facial foam products for men* labeled halal. Based on the results of the analysis, there are several factors which then become independent variables in this research, including; Halal Labeling, Product Quality, Product Price and *Brand Image*. This research also aims to test the influence of these variables on the decision to purchase *facial foam products for men* labeled halal among the people of Serang Banten City.

Based on the research results it is known that there are four independent variables which simultaneously influence the purchase decision as the dependent variable. Purchase Decision (Y) = $4.172 + 0.443 X_1 + 0.148 X_2 + 0.326 X_3 - 0.034 X_4 + e$ is a regression equation obtained from research results using multiple linear regression analysis tests. The regression coefficient value obtained from this equation is 4.172 which indicates that the X variable affects the Y variable and vice versa. The equation of multiple linear regression analysis is intended as a basis for predicting whether the dependent variable, namely purchasing decisions, will change in response to the independent variables, namely Halal Labeling, Product Quality, Product Price, and *Brand Image*. The research findings are explained in more detail below:

The Influence of Halal Labeling on Purchasing Decisions

Based on the results of the hypothesis test analysis of the halal labeling variable, the halal labeling variable has a significant effect on purchasing decisions for *Facial Foam For Men products* labeled halal among the people of Serang Banten City. This can be proven through t-table testing with the results obtained, namely the t-count value is greater than the t-table value, namely $4.287 > 1.988$ and also the significance value shows the number $0.000 < 0.05$, meaning that the Halal Labeling variable has an influence partially (separately) on purchasing decision variables. Meanwhile, the results of the regression analysis of the coefficient value

The results of research on the Halal Labeling variable (X1) are also strengthened by the results of previous research conducted by Mahwiyah entitled *The Effect of Halal Labeling on Consumer Purchasing Decisions (Study of Lecturers at the Faculty of Sharia and Law, UIN Jakarta)* that the results of hypothesis testing show a significance value of 0.000 which is smaller of 0.05, this indicates that the Halal Labeling variable influences purchasing decisions.

The inclusion of a halal label on a product aims to provide certainty about the halal status of a product, halal standards on a product can provide more functional value for consumers because with a halal label there is no longer any doubt from consumers about the raw materials and also how the process works. production of a product. This will certainly increase consumers' trust and buying interest, in this way producers are expected to brand their products with a halal label, one of which can be done by registering their products with the halal regulator to provide halal labels on product packaging. This is one of the determinants of purchasing decisions and also adds to consumer attraction because the products sold can be guaranteed to be halal and safe for Muslim consumers so that consumers will not hesitate to purchase these products.

The Influence of Product Quality on Purchasing Decisions

Based on the results of the hypothesis test analysis of the Product Quality variable, the Product Quality variable does not have a significant effect on purchasing decisions for Facial Foam For Men products labeled halal among the people of Serang Banten City. This can be proven through t-table testing with the results obtained, namely the t-count value is smaller than the t-table value, namely $1,966 < 1,988$ and also the significance value shows the number $0,053 > 0,05$, meaning that the product quality Halal has no partial (separate) influence on purchasing decision variables. Meanwhile , the results of the regression analysis of the coefficient value

A product can be assessed by its quality, by having superior product quality this can enable a positive perception of quality assessment in the eyes of consumers so that consumers will hopefully no longer hesitate in deciding to purchase a product. However, from the results of research that has been carried out, Product Quality has no influence on purchasing decisions for facial foam products for men labeled halal in Serang City, Banten. This is because purchasing decisions can be influenced by other factors such as halal labeling on products, product prices and also several other factors that are not included in the variables of this research.

The Influence of Product Prices on Purchasing Decisions

Based on the results of the hypothesis testing analysis of the Product Price variable, the results obtained were that the Product Price variable had a significant influence on purchasing decisions for Facial Foam For Men products labeled halal among the people of Serang Banten City. This can be proven through t-table testing with the results obtained, namely the t-count value is greater than the t-table value, namely $3,473 > 1,988$ and also the significance value shows the number $0,001 < 0,05$, meaning that the Product Price variable has an influence partially (separately) on purchasing decision variables.

Meanwhile , the results of the regression analysis of the coefficient value The research results on the Product Price variable (X3) are also strengthened by the results of previous research conducted by Destalianiko Andikarini which stated that the price variable had a positive and significant effect on purchasing decisions for Wardah lipstick based on demographic characteristics in Yogyakarta . Price is one of the factors in determining purchasing decisions for a product by consumers. Price is an important factor in purchasing decisions because price will be a benchmark for consumers to buy a product because if consumers think that the price is higher than the value of a product, it is unlikely that consumers will buy that product. Price will influence purchasing decisions if the price of a product is in accordance with the quality, benefits, and is also affordable for various groups.

Consumers are more likely to choose products with good quality and at affordable prices. Consumers also consider purchasing decisions more about a product whose price is equivalent to the quality of the product, even though the price of the product offered is too high but the quality is comparable, consumers tend to accept the product.

The Influence of *Brand Image* on Purchasing Decisions

The results of the hypothesis test for the Brand Image variable showed that the Brand Image variable did not significantly influence purchasing decisions for Facial Foam For Men products labeled halal among the people of Serang Banten City. This can be proven through t-table testing with the results obtained, namely the t-count value is greater than the t-table value, namely $-0.369 < 1.988$ and also the significance value shows the number $0.713 > 0.05$, meaning that the Brand Image variable There is no partial (separate) influence on the purchasing decision variable.

Meanwhile, the results of the regression analysis of the X4 coefficient value for the Brand Image variable show a value of -0.34 with a significance level of 0.713 , which is greater than 0.05 , so it can be concluded that the Brand Image variable does not have a positive and significant effect on purchasing decisions. Before making a purchase, consumers will first look for information regarding what type of product is good or what image is embedded in the brand of the product. Brand image for consumers can be positive or negative, therefore a brand image that is managed well will certainly produce a positive perception of the company, because consumers will first consider and evaluate the brand in their purchasing decisions. Brand Image is related to attitudes of belief or preference towards a brand, if the brand image of a product is considered good enough, this makes it more likely that consumers will make purchasing decisions. Brands with a high level of consumer trust tend to reduce the level of doubt in consumers when making purchasing decisions about that product.

However, from the results of the research that has been conducted, Brand Image has no influence on purchasing decisions for facial foam products for men in Serang Banten City. This is because purchasing decisions can be influenced by other factors such as halal labeling on products, product prices and also several other factors that are not included in the variables of this research.

The Influence of Halal Labeling, Product Quality, Product Price and *Brand Image* on Purchasing Decisions

Based on the results of the F test on the ANOVA table, the calculated F value is $19,388$ with an F significance of $0,000$. This means that the F sig shows the number $0,000 < 0,05$, so H_0 is rejected and H_a is accepted. So it can be concluded that the four independent variables simultaneously or simultaneously have a significant influence on the dependent variable. Then in the R Square test the result was 0.477 . So, Halal Labeling (X1), Product Quality (X2), Product Price (X3) and Brand Image (X4) have a simultaneous effect (together) on the dependent variable, namely Purchase Decision (Y) of 47.7% . While the rest is equal to 52.3% is influenced by other independent variables not included in this research. With respect to the four variables in this study, the people of Serang City are more dominant in buying facial foam for men products with the Halal label with the Garnier brand, but before deciding to buy these products, there are many factors that influence the community to reach a purchasing decision, including by looking at the labeling variable. Halal, Product Quality, Product Price and also Brand Image.

CONCLUSION

1. Based on the description and also the analysis that has been presented, it can be concluded in testing the variables Halal Labeling, Product Quality, Product Price and Brand Image on Purchasing Decisions on facial foam products for men labeled halal (a case study in the people of Serang City), it can be concluded as follows: Halal labeling has a positive value and has a significant effect on purchasing decisions for facial foam products for men labeled halal in the people of Serang Banten City, which means h_0 is rejected and h_a is accepted.
2. This conclusion is based on the results of the t test that has been carried out on the Halal Labeling variable (X1) on Purchase Decision (Y) which is obtained with a t-count $>$ t-table of $4,287 > 1,988$ and it is known that the significance value is $0.000 < 0.05$. Product quality has no partial effect on purchasing decisions for facial foam products labeled halal for people in the city of Serang, Banten, which means that h_0 is accepted and h_a is rejected.
3. This conclusion is based on the results of the t test that has been carried out on the variable Product Quality (X2) on Purchase Decision (Y) which is obtained with a t-count $<$ t-table of $1.966 < 1.988$ and it is known that the significance value of $0.053 > 0.05$. Product prices are positive and have a significant effect on purchasing decisions for facial foam products labeled halal for people in Serang Banten City, which means that h_0 is rejected and h_a is accepted.
4. This conclusion is based on the results of the t test that has been carried out on the Product Price variable (X3) on Purchase Decision (Y) which is obtained with a t-count $>$ t-table of $3,473 > 1,988$ and it is known that the significance value of $0.01 < 0.05$. Brand image has no partial effect on purchasing decisions for facial foam products labeled halal for people in the city of Serang, Banten, which means that h_0 is accepted and h_a is rejected.
5. This conclusion is based on the results of the t test that has been carried out on the Brand Image variable (X4) on Purchase Decision (Y) which is obtained with a t-count $<$ t-table of $-0.369 < 1.988$ and it is known that a significance value is $0.713 > 0.05$. Halal Labeling, Product Quality, Product Price and Brand Image simultaneously (together) influence the dependent variable, namely the Purchase Decision of consumers for facial foam products labeled halal in Serang Banten, which means that h_0 is rejected and h_a is accepted.
6. This conclusion was obtained based on the results of the F test that was carried out, namely with a calculated F value of 19.388 and an F significance of 0.000 . And it is known that the R Square value is 0.477 . Then Halal Labeling (X1), Product Quality (X2), Product Price (X3) and Brand Image (X4), have a simultaneous contribution (together) of 47.7% of the dependent variable, namely Purchase Decision. While the rest is equal to 52.3% is influenced by other independent variables not included in this research.

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