

## THE ROLE OF HALAL LABELING AS MODERATING BRAND IMAGE, PRODUCT QUALITY, AND PRICE ON THE PURCHASE INTENTION OF COSMETIC PRODUCTS

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**Abstract** This study aims to examine and analyze the role of the halal label in moderating the effect of brand image, product quality, and price on cosmetic purchase intention. The method used is quantitative. The data used is a questionnaire. The data analysis technique uses Partial Least Square (PLS). The results showed that brand image and product quality significantly impact purchasing interest with p-values of  $0.000 < 0.05$  and  $0.020 < 0.05$ , respectively. On the other hand, the Price and Halal Labels have no significant effect on purchasing intention, as evidenced by their respective p-values of 0.232 and  $0.562 > 0.05$ . As a moderating variable, the Halal Label can only moderate the effect of Price on Purchase Intention with a significance p-value of  $0.019 < 0.05$ . However, the Halal Label cannot moderate the influence of Brand Image and Product Quality variables on cosmetic Purchase Intention.

**Keywords** *Brand image, Product Quality, Price, Halal Label, Purchase Intention*

## INTRODUCTION

The cosmetics industry rapidly expanding in Indonesia, with new types and brands emerging. Cosmetics are sought after to satisfy desires and are considered necessary to support daily activities, particularly for women involved in many tasks at home and outside. The desire to appear confident in public, whether during a night out, at work, or presentations, et cetera, prompts women to allocate a budget for purchasing cosmetics.

Several factors encourage consumers to purchase cosmetic products (Haque et al., 2018). These factors include brand image, product quality, pricing, and halal labelling – especially for Muslims. Muslims must watch whether a product is halal when buying consumer products. According to (Ishak et al., 2019), halal cosmetics should not incorporate haram substances, including alcohol, pig-derived oil and its derivatives, and other prohibited elements according to Islamic principles.

The sustainability of the products made by a company plays a crucial role in consumers' purchase decisions, with brand image being a significant contributing factor. Yusuf (2021) defines brand image as a company's corporate identity encompassing its essence, values, personality, and proposition. The research conducted by Effendi et al., (2022) indicates that brand image considerably impacts purchase intention. Contrary to Sulaiman et al., (2022) research, which suggests that brand image has no impact on consumer purchasing interest, the quality of a company's

Products should be able to deliver results that meet or even surpass consumers' expectations (Kotler & Keller, 2016). Quality products have a significant influence on consumer buying interest in these products. This result follows the research results (Haqiqi & Adji, 2021) (Asia et al., 2023), which show that product quality impacts consumer purchase interest.

Price is a crucial factor that motivates consumer purchases. Competitive prices offered by other competitors often attract consumers to purchase cosmetic products. This opinion is supported by research by Astutik & Sutedjo (2022), who found that price plays a significant role in influencing consumers to purchase skincare products. However, the study conducted by Sulistyawati et al. (2023) yielded dissimilar results that suggest price has no bearing on buying decisions.

Previous research has yielded differing results, indicating the need for additional variables to enhance consumer interest in purchasing cosmetic products. Accordingly, this study seeks to conduct empirical tests on the impact of brand image, product quality, and price on consumers' intentions to purchase cosmetics. Including halal labelling as a moderator, variable is expected to fortify the variables examined about cosmetic purchase intention. The findings of this investigation are anticipated to provide insight into the broader community, particularly women, regarding crucial factors in the procurement of cosmetic products. Additionally, the results can serve as a reference point for other scholars researching the same subject, enhancing their comprehension and knowledge.

## **THEORITRICAL REVIEW**

### **Brand Image**

A brand is a combination of symbols, names, terms, and designs that identify a seller or group of sellers' goods or services and differentiate them from competitors' goods or services. According to Firmansyah (2019), the brand image is an overall impression of the brand, including its past information and experience.

Brand image is consumers' perception of a brand based on the quality of its products (Keller & Swaminathan, 2020). For companies to establish a favourable brand image that will gain consumers' trust, they must try to be memorable (Fatmalawati & Andriana, 2021). The company's brand image differentiates it from competitors and becomes the basis of its products to consumers (Sutiyono & Hadibrata, 2020).

### **Product Quality**

The company is committed to enhancing the quality of its products to ensure customer satisfaction and repeat purchases. According to Kotler & Keller (2016), product quality is defined as durability, strength, and physical condition that meets the needs and preferences of consumers relative to the value of money spent.

### **Price**

Product pricing by companies is a critical factor in achieving financial goals that include generating profits and capital for product development (Keegan & Green, 2017). For consumers, the price of a product holds significant importance as it determines the value they receive in exchange. On the other hand, for producers, the price represents the profit and revenue earned from the product (Nasution et al., 2020).

### Purchase Interest

According to Tania et al. (2022), purchase interest refers to the desire to purchase and own a product after viewing it. This interest is closely linked to the wants and needs of consumers for the given products.

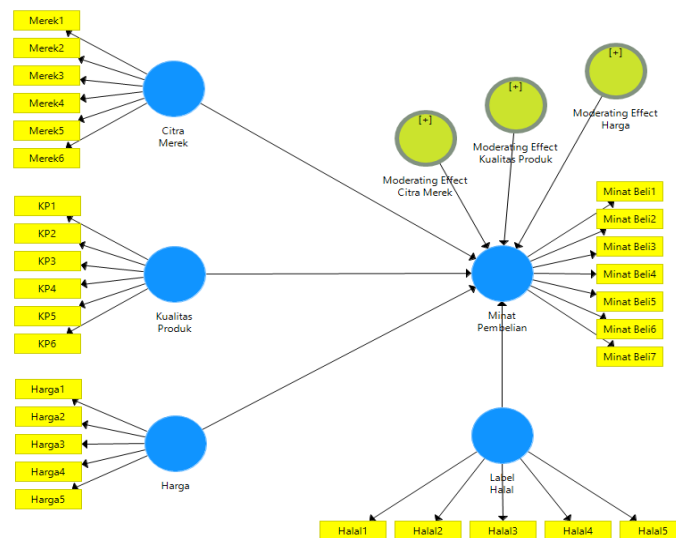
### Halal Label

According to Harahap (2020), the halal label represents recognition from the Assessment Institute for Foods, Drugs and Cosmetics, the Indonesian Council of Ulama (LPPOM-MUI), that consumer products comply with Islamic law's halal criteria.

The purpose of displaying the halal label on products is to safeguard consumers from any detrimental impacts of consuming them.

## 6. Conceptual Framework

To be able to understand this research, the following framework is described:



Picture 1. Research Framework

Based on the model picture, the hypothesis of this study is:

- Ha1: It is suspected that there is a significant influence between Brand Image and Purchase Intention.
- Ha2: It is suspected that there is a significant influence between Product Quality and Purchase Intention.
- Ha3: It is suspected that there is a significant influence between Price and Purchase Intention.
- Ha4: It is suspected that the Halal Label significantly affects Purchase Intention.
- Ha5: It is suspected that the moderating influence of the Halal Label is between Brand Image and Purchase Intention.

Ha6: It is suspected that the moderating influence of the Halal Label is between Product Quality and Purchase Intention.

Ha7: It is suspected that the moderating influence of the Halal Label is between price and purchase intention.

**METHODOLOGY**

This research utilizes a quantitative approach to investigate the relationship among Brand Image, Product Quality, and Price on the purchasing Interest of Cosmetics with a Halal Label. The study focuses on Adult Women in Mataram City, utilizing a purposive sampling technique to obtain a sample size of 100 respondents. Data collection involved the use of a randomly administered questionnaire.

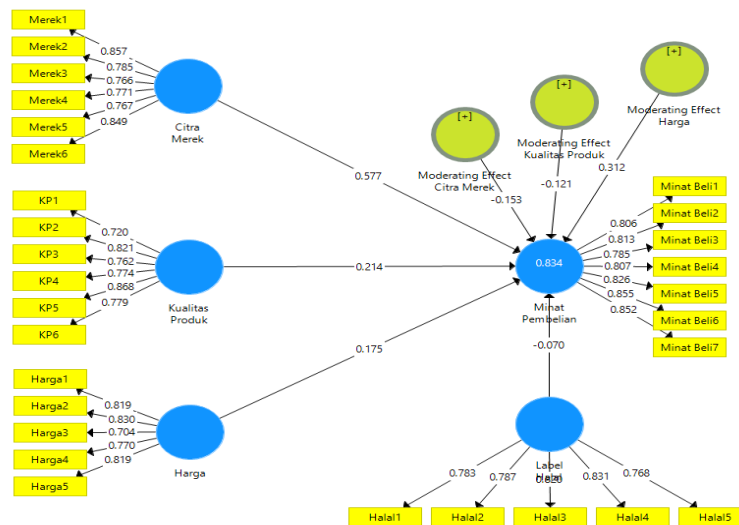
The study utilized Partial Least Squares (PLS) as the data analysis technique. PLS is an equation model of Structural Equation Modeling (SEM) with a structural equation modelling approach based on either variance or components (Ghozali & Latan, 2019).

**RESULTS AND DISCUSSIONS**

**RESULTS**

The results of the Smart-PLS analysis in this study involve two sub-models: the measurement model (outer model) and the structural model (inner model).

1. Outer Model



Picture 2. Outer Model

Convergent Validity

The outer loading value or loading factor is used to test convergent validity. An indicator is declared to meet convergent validity in a suitable category if the external loading value is > 0.7. The following is the outer loading value of each hand on the research variables:

Table 1. Outer Loading Indicators

	Brand	Price	Product	Halal	Purchase	Moderating	Moderating	Moderating
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Brand Image * Halal						1.560		
Halal1				0.78				
Halal2				0.78				
Halal3				0.82				
Halal4				0.83				
Halal5				0.76				
Price * Halal								1.386
Price1		0.						
Price2		0.						
Price3		0.						
Price4		0.						
Price5		0.						
KP1			0.720					
KP2			0.821					
KP3			0.762					
KP4			0.774					
KP5			0.868					
KP6			0.779					
Product Quality *							1.299	
Brand1	0.857							
Brand2	0.785							
Brand3	0.766							
Brand4	0.771							
Brand5	0.767							
Brand6	0.849							
Purchase					0.806			
Purchase					0.813			
Purchase					0.785			
Purchase					0.807			
Purchase					0.826			
Purchase					0.855			
Purchase					0.852			

From the table, it is evident that each indicator's outer loading value is greater than 0.700, leading to the conclusion that all indicators are deemed valid..

**Consrtuct Reliability and validity**

To ensure the indicator reliability of a construct, the Cronbach alpha value should exceed 0.70 (Ghozali & Latan, 2019). The Average Variance Extracted (AVE) evaluates convergent validity in a construct with reflective indicators. The construct is considered valid if the AVE value equals or exceeds 0.5, indicating at least 50% of the variance of its items is accounted for..

Table 2. Consrtuct Reliability and validity

Variabel	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
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Brand Image	0.887	0.896	0.914	0.640
Price	0.848	0.851	0.892	0.624
Product Quality	0.879	0.898	0.908	0.622
Halal Label	0.858	0.867	0.898	0.637
Purchase Intention	0.919	0.923	0.935	0.674
Moderating Effect 1	1.000	1.000	1.000	1.000
Moderating Effect 2	1.000	1.000	1.000	1.000
Moderating Effect 3	1.000	1.000	1.000	1.000

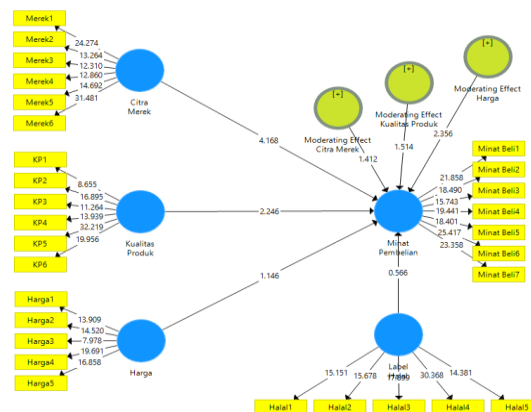
Based on the data presented in the table, all variables demonstrate a Cronbach alpha value exceeding 0.70, indicating strong reliability. Furthermore, the AVE value in the table exceeds 0.5, meeting the requirements for convergent validity. To ensure an accurate measurement of its construct, it is also necessary to conduct a discriminant validity evaluation alongside the assessments of construct reliability and convergent validity. It has been achieved by assessing if each indicator correlates significantly only with its corresponding construct, following principled guidelines.

Table 3. Discriminant Validity

	Brand Image	Price	Product Quality	Halal Label	Purchase Intention	Moderating Effect 1	Moderating Effect 2	Moderating Effect 3
Brand Image	0.800							
Price	0.856	0.790						
Product Quality	0.781	0.762	0.789					
Halal Label	0.879	0.852	0.763	0.798				
Purchase Intention	0.884	0.790	0.779	0.785	0.821			
Moderating Effect 1	0.373	0.381	0.242	0.291	0.337	1.000		
Moderating Effect 2	0.291	0.306	0.207	0.221	0.237	0.833	1.000	
Moderating Effect 3	0.428	0.360	0.287	0.322	0.442	0.908	0.792	1.000

According to the table, the roots of the AVE for each construct exceed the correlation, indicating a strong discriminant validity.

**Inner Model**



Picture 3. Inner Model

This model will provide an explanation of the outcomes from the R-Square, F-Square, path coefficient estimation, and Q-square predictive relevance tests.

**R-Square Test**

The R-squared test measures the extent to which the endogenous variable is influenced by other variables. Table 1 displays the R-squared results.

Table 4. R-Square Test

	R Square	R Square Adjusted
Purchase Intention	0.834	0.821

Based on the displayed results, the coefficient of determination (R Square) for all exogenous constructs on endogenous constructs (Purchase Intention) is 0.834. The Adjusted R Square value of 0.821 or 82.1% indicates a strong influence of all exogenous constructs on Purchase Intention, as it is above 75%.

**F Square Test**

The F-Square test determines the extent of the exogenous variables' impact on endogenous variables using Effect Size or f-square. The table presents the degree of this impact.

Table 5. F Square Test

Variabel	Purchase Intention	Keterangan
Brand Image	0.309	Medium
Price	0.035	Weak
Product Quality	0.094	Weak
Halal Label	0.005	Weak

Based on the table, it is evident that the Price, Product Quality, and Halal Label variables exhibit weak F Square values. However, the Brand Image Variable shows a medium value in predicting variables at the structural level of the model.

**Estimation Test for Path Coefficient**

This test is used to determine the significance of the influence between variables by looking at the value of the parameter coefficient and the significance value of the T statistic, namely through the bootstrapping method.

Table 6. Path Coefficient

	T Statistics	P Values	Remarks
Brand Image -> Purchase Intention	4.129	0.000	Significant Effect
Price -> Purchase Intention	1.197	0.232	Not Affected
Product Quality -> Purchase Intention	2.336	0.020	Significant Effect
Label_Halal -> Purchase Intention	0.580	0.562	Not Affected
Moderating Effect_Brand Image -> Purchase Intention	1.381	0.168	Not Affected
Moderating Effect_Price -> Purchase Intention	2.355	0.019	Significant Effect
Moderating Effect_Product Quality -> Purchase Intention	1.419	0.157	Not Affected

According to the table, brand image has a significant effect on purchase interest, while price has no effect, and product quality also has a significant effect on purchase interest, but halal label does not. The halal label serves strictly as a moderating variable for the effect of price on purchase interest, rather than moderating the effect of brand image and product quality on purchase intention.

## DISCUSSIONS

### **The Effect of Brand Image on Purchase Intention**

Based on table 6. Brand Image has a significant effect on Purchase Intention. This illustrates that, in general, respondents in this study are very concerned about the cosmetic brand to be purchased. This research is in line with the results of research conducted by (Effendi et al., 2022) and (Widyaningrum & Musadad, 2021) that Brand Image affects Purchase Intention. However, the results of this study differ from those conducted by (Geraldine, 2021), who found that brand image does not affect purchase intention.

### **Effect of Product Quality on Purchase Intention**

The p-value in the research results is contained in Table 6, amounting to  $0.020 < 0.05$ , so the conclusion is that Product Quality affects Interest in Purchasing Cosmetics. The product quality of a cosmetic that will be used certainly ensures the safety of its users. Sound quality will be a priority for users when making purchases. This study follows the results of research (Shabrina & Budiarmo, 2020) and (Puspitasari et al., 2022) that shows that the quality of cosmetic products significantly affects consumer purchase interest in cosmetics.

### **Effect of Price on Purchase Intention**

From the research results, the p-value of the price variable is  $0.232 > 0.05$ , so the conclusion is that price does not affect the interest in purchasing cosmetics. Respondents in this study assume that when making purchases of cosmetics, they do not look at prices. Good product quality and a well-known brand image will impact price. This research (Fatmalawati & Andriana, 2021) shows that price has no significant effect on cosmetic purchase interest. However, it is different from the research findings (Hanum & Rahmani, 2022), (Zubaidah, 2020) and (Larassati et al., 2023), which state that price has a significant effect on cosmetic purchase intention.

### **Effect of Halal Label on Purchase Intention**

The p-value on the Halal Label variable is  $0.562 > 0.05$  at the significance level, so the Halal Label does not affect Interest in Purchasing Cosmetics. Although all respondents are Muslim when purchasing cosmetic products, the Halal Label aspect is not a factor that can generate interest in purchasing cosmetics. The results of this study strengthen the research conducted by (Fatmalawati & Andriana, 2021) and (Maulidiyah et al., 2023) but contradict research conducted by (Luthfatul & Afandi, 2023) that the Halal Label affects the interest in buying cosmetics.

#### **1. Halal Label as a moderator of Brand Image, Product Quality, and Price on Purchase Intention**

As a moderator, the Halal Label can only moderate the effect of price on purchase interest in cosmetics with a p-value of 0.019, which is less than 0.05. Meanwhile, the Halal Label cannot moderate the influence of brand image and product quality variables on purchase interest.



## CONCLUSIONS

Based on the research and discussions, brand image and product quality significantly impact purchasing interest with p-values of  $0.000 < 0.05$  and  $0.020 < 0.05$ , respectively. On the other hand, the Price and Halal Labels have no significant effect on purchasing intention, as evidenced by their respective p-values of  $0.232$  and  $0.562 > 0.05$ . As a moderating variable, the Halal Label can only moderate the effect of Price on Purchase Intention with a significance p-value of  $0.019 < 0.05$ . However, the Halal Label cannot moderate the influence of Brand Image and Product Quality variables on cosmetic Purchase Intention.

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