

**THE EFFECT OF BEAUTY INFLUENCER, AND HALAL  
LABELING ON PURCHASE DECISIONS THROUGH BRAND  
IMAGE AS A MEDIATION VARIABLE TOWARD HALAL  
PRODUCT OF WARDAH COSMETICS**



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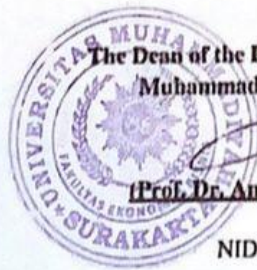
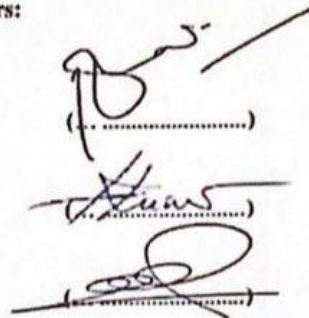
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# **THE EFFECT OF BEAUTY INFLUENCER, BRAND IMAGE AND HALAL LABELING TOWARD HALAL PRODUCT OF WARDAH COSMETICS**

## **Abstrak**

Perkembangan industri kosmetik mengalami perkembangan yang cukup pesat. Hal tersebut dapat dilihat dari banyaknya produk kosmetik yang berkembang dengan inovasi yang tinggi guna menarik konsumen. Penelitian ini untuk menganalisis pengaruh influencer kecantikan, citra merek, label halal terhadap keputusan pembelian. Penelitian ini dilakukan pada konsumen wanita yang pernah membeli atau ingin membeli produk kosmetik wardah. Metode pengumpulan data menggunakan kuesioner dengan jumlah sampel sebanyak 159 responden dan di olah menggunakan alat analisis Partial Least Square (PLS) dengan software SmartPLS 3.0. Berdasarkan hasil analisis dan pembahasan data yang dihasilkan pengaruh influencer kecantikan, citra merek, dan label halal terhadap keputusan pembelian menunjukkan bahwa: (1) influencer kecantikan secara signifikan mempengaruhi keputusan pembelian. (2) influencer kecantikan secara signifikan mempengaruhi citra merek. (3) influencer kecantikan berpengaruh signifikan terhadap keputusan pembelian melalui citra merek. (4) label halal secara signifikan mempengaruhi keputusan pembelian. (5) label halal secara signifikan mempengaruhi citra merek. (6) label halal berpengaruh signifikan terhadap keputusan pembelian melalui citra merek. (7) citra merek secara signifikan mempengaruhi keputusan pembelian.

**Kata kunci:** Influencer Kecantikan, Citra Merek, Label Halal, Keputusan pembelian

## **Abstract**

The development of the cosmetic industry is experiencing a fairly rapid development. This can be seen from the number of cosmetic products that are developing with high innovation to attract consumers. This study was to analyze the influence of beauty influencers, brand image, halal label on purchasing decisions. This research was conducted on female consumers who have bought want to buy Wardah cosmetic products. The data collection method used a questionnaire with a sample of 159 respondents and processed using Partial Least Square (PLS) analysis tool with SmartPLS 3.0 software. Based on the results of the analysis and discussion of the resulting data, the influence of beauty influencers, brand image, and halal labels on purchasing decisions shows that: (1) beauty influencers significantly influence purchasing decisions. (2) beauty influencers significantly affect brand image. (3) beauty influencers have a significant effect on purchasing decisions through brand image. (4) Halal label significantly influences purchasing decisions. (5) Halal label significantly affects brand image. (6) the halal label has a significant effect on

purchasing decisions through brand image. (7) brand image significantly influences purchasing decisions.

**Keyword:** Beauty Influencer, Brand Image, Halal Labeling, Purchase Decision

## **1. INTRODUCTION**

Competition in cosmetic industry is currently very competitive. the cosmetic sector is still growing significantly in 2020. This can be seen from the growth performance of the chemical, pharmaceutical and traditional medicine industries, where cosmetics are included, which grew 9.39 percent and contributed 1.92 percent to Gross Domestic Product (GDP). In the last five years, the Food and Drug Supervisory Agency (BPOM) noted that there were 185,290 cosmetic products circulating in the community Association of Indonesian Cosmetics Companies and Associations (PPAK Indonesia). Companies are organizations that serve consumers by offering and selling goods or services. To obtain the purpose of profit from sales received from consumers, and fulfill the objectives for consumers, namely to meet needs or obtain satisfaction from the goods or services they receive. One of the most important goals of every organization is to serve customers as best as possible (de Waal, 2012). In order to fulfill this goal, employees of the organization need to realize that customers are the most important thing in the world to them, and that without satisfied customers the organization does not have a reason to exist.

The development of technology and information greatly affects the behavior of consumers who want to be practical and efficient both in product consumption to meet their needs and desires. Nowadays, social media has become a daily necessity for a person, of course, it can affect the way companies communicate with their consumers. This encourages companies to be good at reading the market situation in the community to share information openly. Social media in the current era has helped women a lot in getting information on various beauty products and various other

beauty content through the existence of Beauty Influencers or Beauty Vloggers who have provided a lot of information on social media (Nurhadi, 2020).

The selection of social media is an important factor for a beauty brand in marketing and promoting its products through content and strategies that can attract many people, especially women. In addition, the role of beauty influencers is suitable to be used to effectively improve brand image and increase consumer's Brand Awareness of the brand. It is important for marketers to build a perception to understand a buying process. Brand images are the response of the customer towards the brand, sign or the perception of belonging to a person towards the brand of product or service (Dichter, 1985; Keller, 1993; Kotler and Armstrong, 2008).

Consumption of cosmetics must comply with government regulations. For Muslim consumers, cosmetics must also have a halal label. Halal means it does not contain ingredients that are not allowed to be used and consumed such as alcohol or harmful chemicals, fat, placenta, or gelatin from pigs or animals that are not slaughtered according to Islamic rules (*Q.s Al Baqarah 168-169*, n.d.). Consumers or Muslim companies must have awareness of the concept of halal in a product. Both halal in terms of raw materials and processes (Jamal Abdul Nassir & Nur Shahira, 2009).

The importance of improving consumers' purchasing decisions for their brands or products triggers companies management to understand the relationship between beauty influencers, brand image and halal label on the product company brand as supporters. Purchase decision is a process where consumers recognize the problem, seek information about a particular product or brand and evaluate well each of these alternatives can solve the problem, which then leads to a purchase decision. From this understanding, it can be concluded that the purchase decision is a decision-making

process that begins with the introduction of the problem then evaluates it and decides the product that best suits the needs (Tjiptono 2012).

## **2. METHOD**

### **2.1 Research design and variables**

The type of research used in this research is explanatory research. This type of research is causal which aims to test and explain the causal relationship of each variable whether other variables influence it through hypothesis testing. The variables studied in this study consisted of three variables, namely the independent variable, mediating variable and the dependent variable. The independent variables in this study are beauty influencers and halal labels. The mediating variable is the brand image. The dependent variable is the purchase decision. The approach used in this study is a quantitative method approach.

### **2.2 Data and data sources**

The source of data used in this study is primary data. Primary data is obtained or collected directly in the field by the researchers themselves from the first source or respondents (Suhartanto, 2014), namely Wardah product consumers, through online questionnaires.

### **2.3 Sampling design**

The data collection method in this study was distributed by using a Google form questionnaire. This study provides a questionnaire directly to the Shopee marketplace consumers. According to Siyoto & Sodik (2015), the questionnaire is a method of sampling from a population that enables analysis of the attitudes, beliefs, behaviours, and characteristics of several people in the organization who can be affected by the existing system.

Respondents respond to the questionnaire by determining the level of approval on a statement item from the questionnaire by choosing one of the available scales. The



scale used to measure is a scale with intervals of 1-5 from strongly disagree to strongly agree (Sugiyono, 2012).

## **2.4 Data analysis methods**

This research uses Structural Equation Model (SEM) analysis with Partial Least Square (PLS). Partial Least Square is a powerful analytical method because it does not assume the data must be with a certain scale measurement. The number of samples is small (Ghozali, 2014). This study uses data analysis using SmartPLS 3.0 software running on computer media.

## **3. RESULT AND DISCUSSION**

### **3.1 Outer model analysis**

The outer model analysis is carried out to ensure that the measurement used is feasible to be used as a measurement (valid and reliable). The analysis of this model specifies the relationship between latent variables and their indicators. Analysis of this model uses validity tests (convergent validity and discriminant validity) and reliability tests (Cronbach's Alpha and Composite Reliability).

### **3.2 Inner model analysis**

#### **3.2.1 Coefficient Determination ( $R^2$ )**

The coefficient of determination value ( $R^2$ ) is expected between 0 and 1. The value of  $R$  square below 0.19-0.33 is declared to have a weak value, then 0.33-0.67 has a moderate/medium value, while the value of 0.67 and above has a strong value. The following are the coefficients of determination ( $R^2$ ) values from this study:

Table 1.  $R$  Square ( $R^2$ )

	<b>R Square</b>	<b>Explanation</b>
Brand Image	0.737	Strong
Purchase Decision	0.727	Strong

Based on the table above, the R square is used to see the magnitude of the influence of beauty influencer and halal label variables on the brand image with a value of 0.737, so it can be stated to have a strong value. R square is used to see the magnitude of the influence of beauty influencers, brand image, and halal label on purchase decision with a value of 0.727, so it can be stated to have a strong value.

### 3.2.2 The goodness of Fit (GoF)

The goodness of fit assessment refers to the Q-Square value. Q-Square is used to measure how well the conversion value is generated by the model as well as the estimate of its parameter. The value of Q-square  $> 0$  indicates the model has predictive relevance. The Q-Square quantity is  $0 < Q^2 < 1$ .

The Q square calculation shows a value of 0.925774 or 92%, which meets the Q square range with a range of  $0 < Q^2 < 1$ . This means that the diversity of models shown by independent variables in describing dependent variables is 92%, and other factors still influence the remaining 8%. In other words, the calculation results show that this research model is stated to have predictive relevance.

## 3.3 Hypothesis testing

### 3.3.1 Direct effect

The criteria for this analysis is to look at the path coefficients that show the original sample values are positive or negative. Then if the probability/significance value (P-Value)  $< 0.05$  (5%), then it is significant. If the P-Values  $> 0.05$  (5%), then it is rejected.

Based on the table above, the original sample value and P-value directly influence variables. The analysis results show the influence of beauty influencers on the brand image with an original sample value of 0.293 and P-value of 0.000  $> 0.05$ , which is stated to have a positive and significant influence. Then H2: Beauty influencer has a significant influence on brand image accepted.

The analysis results show the effect of beauty influencers on purchase decisions with the original sample value of 0.164 and P values of  $0.029 > 0.05$ , which is stated to have a positive and significant effect. Then H: Beauty influencer has significant influences on the purchase decision is accepted. This means that the stronger the beauty influencer, the stronger the purchase decision. The results of this study are in line with the research of Edi Wibowo (2020), which shows that beauty influencers have a significant positive influence on purchasing decisions. There is a close relationship between beauty influencers and purchasing decisions to get consumer interest. Companies need to use beauty influencers properly to have a very large influence on the level of product sales.

Table 2. Direct Effect

<b>Hypothesis</b>	<b>Original Sample</b>	<b>P-Value</b>	<b>Conclusion</b>
Beauty Influencer → Brand Image	0.293	0.000	Positive, Significant
Beauty Influencer → Purchase Decision	0.164	0.029	Positive, Significant
Brand Image → Purchase Decision	0.475	0.000	Positive, Significant
Halal Label → Brand Image	0.619	0.000	Positive, Significant
Halal Label → Purchase Decision	0.274	0.012	Positive, Significant

The analysis results show the effect of brand image on purchase decision with the original sample value of 0.475 and P values of  $0.000 > 0.05$ , which is positively and significantly affected. Then H7: Brand image has a significant influence on purchasing decision is accepted. There is a close relationship between brand image and purchasing decisions because to get customer interest, companies need to have a good image of their quality products or company.

The analysis results show the effect of halal labels on the brand image with the original sample value of 0.619 and P values of  $0.000 > 0.05$ , which is stated to have a positive and significant effect. Then H5: Halal label has a significant influence on brand image is accepted. The awareness of halal labels is awareness of products labeled halal, which is sourced from consumer confidence that the product is able to meet the promised value and good intentions based on consumer confidence so that the brand image able to prioritize the interests of consumers.

The analysis results show that the effect of halal labels on purchase decisions with the original sample value of 0.274 and P values of  $0.000 > 0.05$  were declared to have a positive and significant effect. Then H4: the halal label significantly influences purchase decision accepted. This statement follows Kotler and Keller (2009), stating that beliefs and attitudes can influence purchasing decisions. In addition, the results of this study are relevant to research conducted by Rafita (2017).

### 3.3.2 Indirect effect

The criteria for this analysis is to look at the path coefficients that show the original sample values are positive or negative. Then if the probability/significance value (P-Value)  $< 0.05$  (5%), then it is significant. If the P-Values  $> 0.05$  (5%), then it is not significant.

Table 3. Indirect Effect

Hypothesis	Original Sample	P-Value	Conclusion
Beauty Influencer → Brand Image → Purchase Decision	0.139	0.000	Positive, Significant
Halal Label → Brand Image → Purchase Decision	0.294	0.000	Positive, Significant

Based on the table above, the analysis of the indirect effect of beauty influencers on purchasing decisions through brand image shows the original sample value of 0.139 and P values of  $0.000 > 0.05$ , which is stated to have a positive

and significant effect. Then H3: Beauty influencer has a significant influence on purchasing decision through brand image is accepted.

The indirect effect of halal labels on purchase decisions through brand image shows the original sample value of 0.294 and P values of  $0.000 > 0.05$ , which is stated to have a positive and significant effect. Then H6: Halal label has a significant influence on purchase decision through brand image is accepted. This research is in line with the statement of Wangean (2014:9) that the higher the quality of the product, the higher the consumer's decision to make a purchase. The results of this study are in line with the research of Nur Hidayanti and Yuliandani (2020), which shows that brand image and beauty influencers affect consumer purchasing decisions. There is a close relationship between brand image beauty influencers on purchasing decisions to get consumer interest. Companies need to have a good image with good product quality and use beauty influencers appropriately to have a very large influence on product sales levels.

## **4. CONCLUSION**

### **4.1 Implication of Study**

Based on analysis already done, the research can be summed up as follows:

1. Beauty influencers have a significant positive effect on purchase decisions.
2. Beauty influencers have a significant positive effect on brand image.
3. Beauty influencers have a significant positive effect on purchasing decisions through brand image.
4. Halal label has a significant positive effect on purchasing decisions.
5. Halal label has a significant positive effect on brand image.
6. Halal label has a significant positive effect on purchasing decisions through brand image.
7. Brand image has a significant positive effect on purchasing decisions.

## 4.2 Suggestion

Some suggestions that are needed for the future and become material for evaluation:

1. It is hoped that the next research will use a more respondent scale in obtaining research data so that the data collected can be more accurate and real.
2. For further researchers, if you want to research with the same theme, choosing another research object or adding additional variables to existing variables is recommended.

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