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Halal awareness can't improved purchase intention imported skincare

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Abstract

Purpose of this study to find out how halal awareness and online consumer reviews (OCRs) on the decision to buy imported cosmetics, besides that, to find out how the influence of halal awareness of milleneals on purchasing decisions through the Online Consumer Review (OCRs) variable as a mediator. The design of this study uses a descriptive causality technique with a quantitative approach. The analysis technique used was PLS-SEM analysis with a milleneal sample of 203 respondents. The results of this study indicate that halal awareness has a negative effect on purchasing decisions for imported cosmetics and is in the medium category. Halal awareness towards purchasing decisions for imported cosmetics through Online Consumer Reviews (OCRs) as a moderating variable has a significant effect and is in the moderate category. In this study, halal awareness is also hypothesized to have a negative effect on purchasing decisions, where it is researched by milleneals who use imported cosmetics. For the halal cosmetics industry, this research can be used as input and reference material for the policies to be taken. Domestic cosmetics entrepreneurs will also find out what are the determining factors so that millennials do not buy imported cosmetics.

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Introduction

The increasing number of beauty products originating from outside Indonesia, these imported beauty products do not guarantee the halalness of their products, which is caused by the absence of a halal label on the imported beauty product packaging, so there is no guarantee of halalness in imported cosmetics in circulation, so there is a need for halal awareness from the public in

the use of imported cosmetics. This phenomenon can be explained by the habit among Muslims not to pay attention to whether the products sold by the industry are labeled halal because according to them the products are generally classy. (Mufflih & Juliana, 2021). Awareness to buy and consume halal products is very important for Muslims. This is because products that are certified halal are not only produced by Muslim producers but are also handled by a number of non-Muslim groups (Yunus et al., 2014 ; Monoarfa et al., 2021).

With the circulation of various cosmetic products, it is now used to support appearance (Florent Beauty, 2017), then cosmetics are one of the main needs for women in everyday life, where a woman will feel more beautiful and also more confident when using cosmetics (Ananda & Wandebori, 2016). Indonesian consumers in choosing cosmetics have their own characteristics, especially those from millennials and socialites who tend to hunt for cosmetics compared to facial skin care products because they are considered safer to experiment with. It is also driven by their spirit that likes challenges, including unusual makeup (Juliana, et al., 2022a). The price range for cosmetics that are targeted by millennials is not limited to certain brands because they prioritize product quality (Hasibuan, 2018).

So far, marketers in sales and promotion activities using Internet media have become an effective way. A marketer can easily take advantage and market his products through social media where to introduce and disseminate information about the advantages of his product. In Indonesia, the use of internet media is often used to access various kinds of social media. The results of a survey conducted by the Indonesian Internet Service Providers Association (APJII) in 2016 are now being used by marketers to see consumer feedback about the quality of their products. (Febriani & Yulianto, 2018).

Beauty-related content generates more than 169 billion views on the Youtube platform. The most popular types of YouTube beauty content include DIY tutorials and videos, reviews, and videos produced by beauty vloggers (Clement, 2019). With the use of Youtube, beauty vloggers are now starting to use it to create vlogs which contain content on their experiences in using a product, especially regarding cosmetic and beauty products. In general, a vlogger will share his experience through a video, namely vlogging activities. A beauty vlogger is an individual who has an impact on beauty who shares their review in a video rather than in a blog post (Duyen, 2016).

As for Beauty vlogger come in into the concept of Online Consumer Reviews (OCRs) as a medium for consumers to see reviews from other consumers of a product, company services and how a producer company is (Khammash, 2009). With the existence of Online Consumer Reviews (OCRs), consumers and potential consumers can be helped to obtain the information needed in determining purchasing decisions. Therefore, potential customers can be more convinced or will answer their curiosity about the things they question about a product. In general, Online Consumer Reviews (OCRs) are needed for other consumers, but on the other hand, it can make someone reluctant to buy a product. A person can make a positive or negative review of a product and there is no standard to measure it because it is very subjective (Sutanto & Aprianingsih, 2016). This makes the content about reviews very diverse which can make it difficult for consumers to find useful and reliable information.

There are still few studies that combine halal awareness in the field of cosmetics in relation to Online Consumer Reviews (OCRs), because so far they still see the relationship between halal awareness and the level of religions alone or reveal consumers' understanding of consuming halal food Yunus et.,al(2014); Setyaningsih & Marwansyah (2019); Phuah & Jusoh (2013); Febriana & Yulianto (2018); Wijayanti & Harti (2017); Hidayati (2018).

Literature Review

Concept of Halal Awareness

Consciousness according to Borzooei & Asgari (2015) is an ability to be able to understand, feel, and be aware of an event and object. Halal awareness from an industrial perspective is awareness to be able to consume products that are free from ingredients that contain alcohol and pork and their derivatives (Aspan et al., 2017). Therefore vigilance towards halal awareness in cosmetic products is not only focused on being aware of raw materials, but on safety and the production process (Aspan et al., 2017). Halal awareness is Islamic knowledge about the concept of the halal process and considers that consuming halal products is very important for oneself (Borzooei & Asgari, 2015).

According to Zakaria, Majid, Ahmad, Jusoh, & Zakaria (2018). Regarding the concept of halal, consumer awareness of halal can influence consumer decisions to buy halal products. The existence of halal awareness to consume halal products is important for the community, especially Muslims (Juliana et al., 2022b). This is because products that have received halal certification are not only produced by Muslim producers but also produced by a number of non-Muslim groups (Zakaria et al., 2018). For a Muslim, the values of religiosity are one of the factors in considering the intention to consume a product (Bukhari et al., 2020).

Consciousness has now become something that Muslim consumers in Indonesia rely on. In connection with this, the presence of high consumer awareness is expected to encourage producers to now care more about products / services that are halal for consumption. Where the existence of halal is an absolute matter for producers of all types of products aimed at the Muslim market (Azam, 2016). The addition of a logo and halal certification has resulted in awareness among Muslims about the importance of consuming products or being involved in accordance with the guidelines on Islamic principles (Haslinda, 2016).

Awareness among consumers can be a major determining factor in the purchasing decision-making process because it is important for Muslims to have and understand and know about halal about halal in measuring halal awareness (Yunus et al., 2014). Halal products are considered not only in terms of raw materials in products, but include several other aspects, namely safety, quality, handling, processing equipment, processing aids, packaging, storage, transportation, distribution and retail stages. Halal awareness is how Muslims understand the concept of halal. Halal awareness plays an important role in determining purchasing decisions. In indicators of purchasing decisions, halal awareness appears when consumers are aware of the importance of the concept of halal, so consumers will increasingly seek information about the product (Juliana, et al, 2022b). After that consumers will use the information to foster attitudes and actions in determining purchasing decisions. This is supported by research conducted by Phuah and Jusoh, (2013) get that result the majority of consumers are aware about foods with halal labels and Halal logos. Research Munir et al., (2019) obtained the results that Halal knowledge has a significant effect on purchasing decisions. Research Aspan et al., (2017) obtained the results that halal awareness variable has a significant effect on purchasing decisions. Research Adiba (2019) shows that halal awareness affects consumer behavior in purchasing halal cosmetics.

*H1:*Halal awareness has a negative effect on purchasing decisions for imported cosmetics.

Concept of Online Consumer Reviews (OCRs)

On line Consumer Reviews (OCRs) is a form of Electronic Word of Mouth (eWOM) (Lee and Shin, 2014). *Review* is part of the Electronic Word of Mouth (eWOM), which is a direct opinion from someone and not an advertisement (Sutanto & Aprianingsih, 2016). Online Consumer Reviews (OCRs) show that the Word of Mouth (WOM) is a powerful method to provide an understanding of a product to potential consumers (Wang et al., 2020; Schindler & Bickart,

2012). *Review* is one of several factors that determine a person's buying decision. This form of Electronic Word of Mouth (eWOM) is in online sales where potential buyers get input information about products from consumers who have benefited from the product (Sutanto & Aprianingsih, 2016). Sutanto & Aprianingsih (2016) also explain that Online Consumer Reviews (OCRs) are part of the Electronic Word of Mouth (eWOM) which is used as a way of new marketing communication and can also influence and play a role in a purchasing decision process (Mo et al., 2015).

Online Consumer Reviews (OCRs) defined as a review which is given by consumers regarding information from the evaluation of a product about various aspects, with this information consumers can get knowledge about the quality of the product being sought (Shimp, 2007). From the reviews and experiences written by these consumers who have bought products from online sellers (Ananda & Wandebori, 2016). Online Consumer Reviews (OCRs) can be a reference and influence other consumers to decide to shop at an online store (Huang & Pape, 2020). With the online consumer reviews (OCRs), it is easier for consumers to find comparisons with similar products sold at other online sellers. This is due to the rapid use of digital marketing so that it provides benefits to consumers, namely consumers do not have to visit different sellers directly (Putri & Wandebori, 2016). Based on some of the Online Consumer Reviews (OCRs) indicators above, the researcher focused on combining all indicators, which is due to the existence of several indicators that are the same, namely according to Putri & Wandebori (2016), and Zhao et al (2015).

H2 : Online Consumer Review (OCRs) moderate (strengthen) the effect of halal awareness on imported cosmetic purchasing decisions.

Concept of Purchasing Decision

A smart company strives to be able to understand how the customer purchase decision process in full including the consumer experience in the process of learning, choosing, using and even disposing of products (Kotler & Keller, 2016). The purchase decision is what the next stage is after there is an intention or desire to buy. Purchase decisions will occur when there is a desire to buy / purchase interest has been collected. The purchase decision is an action in which the consumer determines whether or not to buy a product directly after going through several considerations (Kotler & Armstrong, 2017).

From the definition above, it can be concluded that the purchase decision is a form of consumer behavior in using a product. In using a product to make a purchase decision, consumers will go through a process which is a description of consumer behavior to analyze various choices to make a purchase decision.

Methodology

The research method used in this research is quantitative with causality research design. The population in this study is millennial consumers born from 1980 to 2000, namely women who have used imported cosmetic products in Indonesia. The sampling technique refers to non-probability sampling, it is based on a widespread number of samples and is not yet known the exact number. Meanwhile, the time of data collection was carried out from May 2020 to July 2020 in Indonesia. Data analysis techniques used path analysis with Structural Equation Modelling.

Results and Discussion

Respondents in this study were millennial consumers born from 1980 to 2000, namely women who had used imported cosmetic products in Indonesia as many as 203 respondents. In this section will be described about the characteristics of respondents based on the results of field

findings conducted by researchers based on age, recent education, and tourist work. Here is a descriptive analysis of respondents from the results of the study:

Table 1. Description of Respondent Profiles

Variable	Description	Numbers	Percentage (%)
Age	20-24 years old	189	93.1%
	25-34 years old	11	5.4%
	35-40 years old	3	1.5%
Education	SMA / equivalent	113	55.7%
	D3	19	9.3%
	S1	71	35%
	Java	178	87.6%
Origin	Sumatra	7	3.5%
	Sulawesi	17	8.5%
	Borneo	1	0.5%
	Papua	-	-
	Others	-	-
Profession	Students	124	61.1%
	Private Employee	15	7.4%
	Government Employee	35	17.2%
	Entrepreneurship	29	14.3%
	Other		

Based on the research and data processing conducted, the age characteristics of respondents in this study are in the age range of 20 years to 40 years. The highest frequency is in the age of 20-24 years, namely as many as 189 respondents or 93.1%. It can be determined that the tendency of imported cosmetic users is dominated by respondents with an age range of 20-24 years due to technological developments and cosmetic trends in young people who have their own characteristics in choosing cosmetics, especially those from millennials and socialites who tend to hunt for cosmetics (Florent Beauty, 2017).

Characteristics Based on The Last Education Based on research and data processing conducted, shows the most frequency contained in the last high school education of 189 respondents or 55.7%. This is if associated, then the last education sma / equivalent including to millennials, namely among young people who have the freedom to tend to hunt cosmetics because it is considered safer to experiment (Ananda & Wandebori, 2016).

Based on the research and data processing conducted, shows the majority of respondents are working as students of 61.1%. Because of the development of technology and cosmetic trends pda among young people the majority of the work respondents are students / students so have a low income because students or students do not have their own income. In general, spending on cosmetics is not great.

Validity Test on outer Models

Convergent Validity

To measure the validity of this convergent, can be seen in the test results loading factors. Indicators can be said to be valid if the loading factors value is greater than 0.70. But according to Ghozali (Ghozali, 2014) revealed that for early stage research the value of loading factors 0.5-0.6 is considered quite good.

Table 2. Loading factor

No.	Indicators	R-value	Minimum Limit	Information
Halal awareness				
1	In buying imported cosmetic products, I pay attention to the halal logo from LPOM MUI and the Halal Product Guarantee Agency (BPJPH) on imported cosmetic packaging.	0.924	0.361	Valid
2	I realize that the halal products I use are the demands and principles of the Islamic religion that I adhere to.	0.892	0.361	Valid
3	I choose imported cosmetics because they are kept clean.	0.909	0.361	Valid
4	I choose imported cosmetics because of the quality that is expected / obtained.	0.904	0.361	Valid
5	I pay attention to the manufacture and expiration date on imported cosmetic packaging.	0.901	0.361	Valid
6	I carefully check the condition of the product before I buy imported cosmetic products.	0.919	0.361	Valid
Online Consumer Review (OCRs)				
7	I realize that the halal products I use are the demands and principles of the Islamic religion that I adhere to.	0.831	0.361	Valid
8	I choose imported cosmetics because they are kept clean.	0.906	0.361	Valid
9	I choose imported cosmetics because of the quality that is expected / obtained.	0.911	0.361	Valid
10	I pay attention to the manufacture and expiration date on imported cosmetic packaging.	0.902	0.361	Valid
11	I carefully check the condition of the product before I buy imported cosmetic products.	0.920	0.361	Valid
12	With the role of beauty vloggers, it can add to my references in choosing imported cosmetics.	0.905	0.361	Valid
Buying decision				
13	I bought imported cosmetics because I needed these items.	0.779	0.361	Valid
14	I bought imported cosmetics because of the attractive packaging design.	0.609	0.361	Valid
15	I bought imported cosmetics because of their good quality.	0.802	0.361	Valid
16	I can easily get the imported cosmetics I want.	0.749	0.361	Valid
17	I chose imported cosmetics because of their affordable price compared to local cosmetics.	0.651	0.361	Valid

No.	Indicators	R-value	Minimum Limit	Information
18	I can easily choose the type of imported cosmetic variants because they are always available.	0.843	0.361	Valid
19	I feel comfortable when shopping for imported cosmetics.	0.846	0.361	Valid
20	I buy imported cosmetics as needed.	0.615	0.361	Valid
21	I bought imported cosmetics again when my cosmetics supply ran out.	0.809	0.361	Valid
22	I find it easy to pay for imported cosmetics online or in person.	0.865	0.361	Valid

Based on the tables above, there are no invalid items because the questionnaire question has a total grain correlation coefficient (r calculate) higher than r table, so the number of items variable purchase decisions, Online Consumer Review (OCRs), and purchase decision rates .

Composite Reliability and Cronbach's Alpha

The composite reliability test and Cronbach's alpha are tests conducted to assess the reliability of the construct that can be known through the indicator block. The construction is declared reliable when composite reliability and cronbach's alpha values above 0.70.

Table 3. Composite Reliability value and Cronbach's Alpha

	<i>Cronbach's Alpha</i>	<i>Description</i>
X1	0.918	Reliable
X2	0.958	Reliable
Y	0.951	Reliable

The table above shows that all variables have composite reliability values and cronbach's alpha is above 0.70. This indicates that all research variables are reliable

Research hypothesis testing

The method of data processing with path analysis tools with SEM analysis is not much different from multiple linear regression carried out using the SPSS application and has an output in the form of a research equation / model which can then be interpreted in the research carried out. However, in path analysis, regression tests are carried out in stages according to the number of paths tested. So that the research model in this PLS analysis can be substituted into the following:

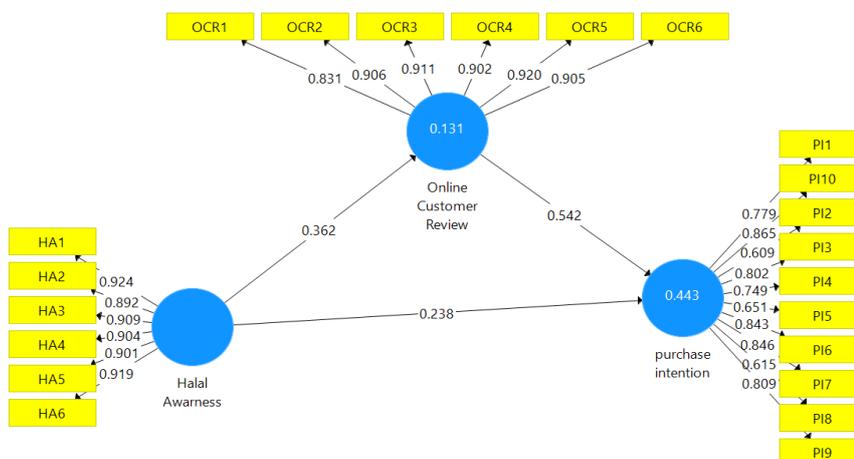


Figure 1. Convergent validity

It can be seen the influence of Halal Awareness on the Purchase Decision of Imported Cosmetics through *Online Consumer Review* with PLS value of 0.238, which means that the result of indirect influence is smaller than the direct influence between Halal Awareness on Imported Cosmetics Purchase Decisions with a regression coefficient value of 0.542. This result shows that the coefficient of an indirect relationship is greater than a direct relationship, then it can be said that the real relationship is a with indirect relationship.

In this section, a discussion of research hypotheses will be carried out which can be seen from the t-count value and probability value. To test the hypothesis in this study used a significance level of 5% so that the t-table value used was 1.97190. The criteria for acceptance or rejection of the Hypothesis H_a are accepted and H_0 is rejected using t-count, that is, if the t-count $> 1,971$ then the hypothesis is accepted, and vice versa. Furthermore, to reject or accept the hypothesis using probability i.e. H_a is accepted if the significance value < 0.05 . The discussion of each variable is presented as follows:

Halal Awareness Negatively Affects the Purchasing Decision of Imported Cosmetics

The statistical results of the regression test found that halal awareness has a calculated t value $= 5.301 > t \text{ table} = 1.980$ with a significance level of $0.000 < 0.05$. This means that H_0 is rejected and H_a is accepted, hence the hypothesis that "halal awareness negative affects the purchase decision of imported cosmetics" is proven. This shows that halal sensitivity has an impact on the purchase decision of imported cosmetics. The higher or better the halal awareness in using imported cosmetics, it will affect the decrease in demand and the number of imported cosmetics entering Indonesia.

The influence between halal awareness on the purchase decision of imported cosmetics has been proven by several previous studies conducted by [Yunus et.al \(2014\)](#), the results show that high awareness about halal and product ingredients will influence consumers to buy halal products. In line with research conducted by [\(Munir et al., 2019\)](#) and [Juliana, Rizaldi, Al Adwiyah & Marlina \(2022b\)](#) said that halal awareness has a positive effect on product purchase decisions.

Research by [Aspan, Sipayung, Maharani, & Ritonga \(2017\)](#) also states that halal awareness variables simultaneously have a significant effect on purchasing decisions. In contrast to the application in previous research, it was applied in a different sector from researchers did where researchers used the imported cosmetics sector where the higher the level of halal awareness, the more it can reduce the level of purchase of imported cosmetics. In the culinary sector, tourists even during the pandemic also showed a positive influence between halal awareness and purchasing decisions ([Adirestuty et al., 2021](#); [Jamian et al., 2021](#); [Monoarfa et al., 2021](#); [Juliana et al., 2022c](#)).

Thus, it can be concluded that based on the findings in this study and also supported by the empirical results of previous studies that there is a negative influence between halal awareness and the purchase decision of imported cosmetics. With the increasingly high level of halal awareness, it can reduce the level of purchases of imported cosmetics and consumers can switch to using cosmetics that are already BPOM and certified halal by the Indonesian Ulema Council (MUI), where cosmetics that have received a lot of halal certification in Indonesia are local cosmetics, that way consumers can prefer cosmetics that already have halal certification from the Indonesian Ulema Council (MUI).

Halal Awareness Affects Purchasing Decisions through Online Consumer Review (OCRS) as an Intervening Variable

Based on the results of the sobel test, it can be seen the influence of halal awareness through *Online Consumer Review* (OCRs) on the purchase decision of imported cosmetics. In this case, the magnitude of the indirect influence is 0.196 with a t-count value of $4.002 > \text{the t-table}$,

which is 1.97190 with a significance level of 5%, it can be concluded that the mediation coefficient of 0.196 has an effect, which means that there is an influence of intervening *Online Consumer Review* (OCRs) in the relationship of halal awareness to the purchasing decision of imported cosmetics. This indicates that the better the awareness of halal, the more it will increase *Online Consumer Reviews* (OCRs) which will influence consumers to make purchase decisions for imported cosmetics.

The influence of halal awareness on purchasing decisions through *Online Consumer Reviews* (OCRs) is proven by several studies conducted by [Katrina & Kusumati \(2018\)](#) from the results of the study, it was found that *Online Customer Reviews* (OCRs) have a positive and significant effect on purchasing decisions. ([Phuah & Jusoh, 2013](#)) According to [Shimp \(2007\)](#) *Online Consumer Review* (OCRs) as a review which is given by consumers regarding information from the evaluation of a product, with this information consumers can get knowledge about how the quality of the product is sought. From the reviews and experiences written by consumers it is easier to look for various comparisons with similar products.

The results of ([Wijayanti & Harti, 2017](#); [Huseynov & Dhahak, 2020](#)) show that *Online Consumer Reviews* (OCRs) have a significant effect on the decision to buy fashion products in online stores in the younger generation of Turkey and Surabaya. Therefore, with the role of *Online Consumer Reviews* (OCRs) as an intervening variable, it can affect halal awareness of imported cosmetic purchase decisions, where with halal awareness and seeing online reviews, it can determine the purchase decision of imported cosmetics. The higher the level of halal awareness and consumers see reviews on *Online Consumer Reviews* (OCRs), the more it will reduce the purchase of imported cosmetics.

Thus, it can be concluded that based on the findings in this study and supported by the empirical results of previous studies, that there is a positive influence between *Online Consumer Review* (OCRs) as an intervening variable between halal awareness and the decision to purchase imported cosmetics, the results of this study are appropriate and support some of the results of previous research. Ratings in online reviews play an important role in customers' purchasing decisions. Rating reviews in the context of e WoM importance and novelty. Now review ratings are highly regarded by customers, not only for cosmetics, in the purchase of hotels, food, game rides, customer salons pay attention to rating reviews ([Elwalda & Lu, 2016](#); [Huang & Pape, 2020](#); [Maulan et al., 2016](#)).

Conclusion

Based on the research that has been done on consumers of imported cosmetics, it can be concluded as follows: Halal awareness level of imported cosmetic users mostly fall into the medium category. Consumers quite understand what is the concept of halal and how the production process of a product is in accordance with halal standards in Islam, and therefore it can be concluded that most respondents consider enough about halal awareness to buy imported cosmetics. *Online Consumer Review* (OCRs) level is dominated in the range of medium categories meaning, consumers are looking for reviews which are given by other consumers regarding information from the evaluation of a product on various aspects, so that the existence of this information consumers can get knowledge about how the quality of the product sought.

Halal awareness negatively affects the decision to purchase imported cosmetics. These results are in line with the initial hypothesis of research in which idolatry awareness will have a significant negative effect on purchasing decisions. Caused by the increasing awareness of halal, it decreases the demand and the number of imported cosmetic imports in Indonesia. The influence of moderation *Online Consumer Review* (OCRs) in the relationship of halal awareness to the decision to purchase imported cosmetics. This indicates that the better halal

awareness will increase online consumer reviews (OCRs) that will influence consumers to make decisions on purchasing imported cosmetics.

The implication of the results of this study is that if the halal awareness of millennial consumers who use imported cosmetics is positive and Online Consumer Review (OCRs) is high, it will lower the level of decisions on purchasing imported cosmetics. One of the factors that greatly influence the decision to purchase imported cosmetics made by millennial consumers is awareness in the consumption of halal-certified products which are issued by Majelis Ulama Indonesia (MUI).

Empirically, the implications of this research are expected to be considered by the government to limit the entry of imported cosmetics to Indonesia which in particular does not yet have Halal MUI certification, because this research shows a positive relationship between halal awareness and Online Consumer Review (OCRs). This is in line with this research which shows the high influence on halal awareness and decisions on the purchase of imported cosmetics.

The government should also encourage more education on the importance of halal awareness through school education, advertising or broadcasting on television in order to become a Sharia industry, because the population is majority Muslim, then halal cosmetics have become a necessity so that consumers prefer halal cosmetics that have been certified halal from MUI. It is also in line with this research which shows that the influence is high on halal awareness and purchasing decisions of imported cosmetics when there is a moderation effect of Online Consumer Review (OCRs). The other implications of this research are in theory expected to contribute in the development of science on Islamic economics, especially in the field of halal cosmetics. In addition, practically, business people, especially in the field of cosmetics, are expected to be able to be an overview of the importance of listing halal certification on cosmetic products.

The limitations of this study include the number of variables used which favors being small. Furthermore, the sample used is also relatively scanty thus it is apprehended not to provide a useful overview and generalization and the instruments used are still extremely limited to provide an overview in measuring each variable. Therefore, there need to be improvements for future research.

Author's Contribution

Hilda Monoarfa: Writing the draft, result discussion and analysis

Juliana Juliana: Literatur review and analysis

Sintiyawati: Writing the draft and data collection

Rida Rosida: Review of the draft

Rizuwan Abu Karim: Review of the draft.

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Declaration of Competing Interest

We declare that we have no conflict of interest.

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