

The Influence of Halal Labeling and Product Quality on Intention to Purchase Azarina Hydrasoothe Sunscreen

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Abstract : *This study aims to determine the effect of halal labeling and product quality on buying intention of Azarine Hydrossoothe Sunscreen. This research approach uses quantitative research .The research was conducted in March. The number samples in the study were 109 respondents using the accidental sampling technique. Then analyse the data obtained in the from of quantitativ e analysis which includes descriptive analysis, validity test, reliability test, hypothesis testing through t test. Test the analysis of the coefficient of determinan (R^2) classical assumption test and multiple linier regression analysis which serves to see the influence between variables. The results of this study indicate that halal labeling and product quality have an effect on purchas intention. Correlation coefficeient (R) value is 0,830 which indicates a strong and positifve relationship. While the coefficient of determinan (adjusted R^2) is 0, 682. This shows that 0,682 or 68,2% of purchase intention is influenced by the independet variables, namely halal labeling and product quality, while the remaining 31,8% is influenced by order variables not examined in this study.*

Keywords : *Halal Labelling, Product Quality And Purchase Intention*

INTRODUCTION

Now a days halal requirements are not only limited to food but also non-food products such as cosmetics. Halal cosmetics continues to develop from year to year. This can be seen from the number of new products or products that previously did not have a halal label, now starting to have a halal label (Fathurrahman & Anggesti, 2021). This is because the majority of Indonesian people are Muslims, so halal is a priority when choosing a product. In terms of product quality, the thayyib concept must be considered. Halal refers to whether a product is allowed to be consumed or not. Products sold must go through a halal checking process carried out by the MUI (*Majelis Ulama Indonesia* or Indonesian Council of Ulama), an institution that is competent in guaranteeing halal. The Food, Drug and Food Research Institute (LPPOM-MUI) assists MUI in its duties. LPPOM-MUI sets

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policies, formulates provisions, recommends and provides guidance regarding food, medicine and cosmetics in accordance with Islamic teachings (Chairunnisyah, 2017).

Therefore, the research that will be tested in this study is Azarine Hydrasoothe Sunscreen. One of the products from the Azarine Indonesia skincare brand is Azarine Hydrasoothe Sunscreen. The aim of halal labeling on azarine products is to provide certainty of the product's halal status and a reference for Muslim customers, considering that the majority of Indonesia's population is Muslim. Apart from that, the quality of Azarine products includes ingredients that are safe and suitable for all skin types, especially sensitive skin. Azarine Hydrasoothe sunscreen has been certified halal by LPPOM-MUI.

Previous researchers have conducted several studies on halal labels and product quality. As researched by (Ismunandar et al., 2021), product quality and halal labels influence MSME product purchasing decisions in Bima City. Likewise, research conducted by (Veranita et al., 2022) shows that product quality and halal labeling influence purchasing decisions for Saffa Tjahya Lestari products. Likewise, research conducted by (Nurjannah et al., 2022) found that halal labeling partially had a significant effect on purchasing decisions for Safi skincare products. However, in contrast to research conducted by (Cahyani et al., 2023) states that partial halal labeling does not have a significant effect on purchase intention. Previous research has shown mixed results. This is due to differences in product types, respondents and locations study. Therefore, looking at the various results of previous research. So this research will re-examine the halal labeling variables and the quality of Azarine Hydrasoothe Sunscreen products and their impact on purchase intentions. This research replicates the research model conducted by (Nurjannah et al., 2022). Based on the description of the problem above, researchers are interested in conducting research with the title "The Influence of Halal Labeling and Product Quality on Intention to Purchase Azarine Hydrasoothe Sunscreen".

METHODOLOGY

This type of research is quantitative research. According to Sugiyono (2018) quantitative research is research that is based on concrete data, data in the form of numbers that will be measured using statistics as a calculation test tool, related to the problem being studied to produce a conclusion.

Population and Sample

(Cooper & Schindler, 2014) population is a collection of all objects to be studied. Therefore, researchers classified respondents based on who knew or knew about Azarine Hydrasoothe Sunscreen products. (Cooper & Schindler, 2014) samples are elements of a population. In other words, the sample is part of the total number of characteristics that the population has. Using samples can

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minimize research time and avoid invalidity due to using a smaller sample size. In this study, the sample was obtained from the Lemeshow formula calculation of 109 respondents.

Data collection technique

The data collection technique used by the author is the questionnaire method with a Likert scale. This technique is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer via Google Form.

Data analysis method

In this research, the data was processed using SPSS version 29. According to (Moleong, 2018), data analysis is the process of organizing and sorting data into patterns, categories and basic units of description so that themes can be found and working hypotheses can be formulated as suggested by the data. Previously, instrument tests were carried out, namely validity and reliability. Next, a classical assumption test was carried out which included a normality test, a multicollinearity test and a heteroscedasticity test. Data analysis in this study used multiple linear regression tests and beta coefficient tests. and hypothesis testing which includes the t test and determination test.

RESULTS AND DISCUSSION

Results

Validity test

Validity test is carried out by calculating the correlation between the score of each question and the total score (Ghozali, 2018). The validity test was carried out with criteria using an r table at the 0.05 level. If $r_{count} > r_{table}$ then the item is declared valid, otherwise if $r_{count} < r_{table}$ then the item is declared invalid (Gunawan, 2018). From the results of data processing and calculations, both variables X1, X2, and variable Y, are all valid.

Reliability test

Table. 1 Reliability Test Results

<i>Variable</i>	<i>Cronbach's Alpha Value</i>	<i>Cronbach's Alpha Coefficient</i>	<i>Cronbach's Alpha Value > Cronbach's Alpha Coefficient</i>
Halal Labeling	0,940	0,60	Reliabel
Product Quality	0,898	0,60	Reliabel
Purchase Intention	0,873	0,60	Reliabel

Table source: pimary data proced, 2024

The reliability coefficient calculation technique is to determine the level of consistency of consumer answers. If the alpha value is greater than 0.60 then the questionnaire can be said to meet the concept of reliability, whereas if the alpha value is smaller than 0.60 then the questionnaire does not

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meet the concept of reliability so the statement cannot be used as a research measuring tool (Ghozali, 2018). Based on table 4.1 it can be concluded that all variables are declared reliable.

Classic Assumption Test

Normality Test

Table 2. Normality test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		102
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.9900495
Most Extreme Differences	Absolute	.067
	Positive	.059
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200 ^c

Table source: pimary data proced, 2024

Based on table. 2 it can be concluded that the residual values contained in the research variables are normally distributed because the significance number of the Kolmogorov-Smirnov test is greater than 0.05 ($0.200 > 0.05$).

Multicollinearity Test

Table 3. Multicollinearity test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Halal Labeling	0.820	1,220
Product Quality	0,820	1,220

Table source: pimary data proced, 2024

Based on table. 3 it can be seen that the VIF value of each independent variable is the same. Has a VIF value of no more than 10 of 1.220 and a tolerance of each variable of no less than 0.1, namely 0.820. So from the results presented in table 4.13, it can be concluded that all independent (free) variables of Halal Labeling and Product Quality do not have multicollinearity. This is in accordance with the opinion (Ghozali, 2018) that a good regression model should not have correlation between independent variables.

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Heteroscedasticity Test

Table 4. Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	2,757	0,856			3,220	0,002
Total_LH	0,085	0,058	0,218		1,448	0,151
Total_KP	-0,163	0,060	-0,411		-2,724	0,008

a. Dependent Variable: ABS_RES1

Table source: primary data proced, 2024

Based on the calculation results in the table. 4 it was concluded that the halal labeling variable was more than 0.05, namely 0.151, there were no symptoms of heteroscedasticity. This is in accordance with the opinion of (Ghozali, 2018) that a good regression model is one with homoscedasticity or no heteroscedasticity. While the product quality variable is less than 0.05, namely 0.008, there are symptoms of heteroscedasticity.

Data Analysis Test Results

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	4.588	2.164			2.121	0.036
Labelisasi Halal (X1)	0.231	0.097	0.228		2.382	0.019
Kualitas Produk (X2)	0.341	0.091	0.360		3.755	0.000

Table source: primary data proced, 2024

From table 5. above, the multiple linear regression equation is obtained as follows:

$$Y = 4,588 + 0,231X_1 + 0,341X_2$$

From the multiple linear regression equation above, it can be explained as below: A constant value of 4.588 means that if the halal labeling variables and product quality are constant or fixed, then purchase intentions are also constant or do not increase or decrease. The halal labeling coefficient (X₁) value is 0.231, meaning that if halal labeling is increased by 0.231, it will increase purchasing intentions. And the product quality coefficient (X₂) value of 0.341 means that if product quality is increased by 0.341, it will increase purchasing intentions.

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Beta Coefficient Test

Based on table 5. the Unstandardized Coefficients Beta value for the halal labeling variable (X_1) is 0,231, and the product quality variable (X_2) is 0,341. So it can be concluded that the most dominant variable influencing the purchase intention variable (Y) is the product quality variable of 0,341.

Hypothesis test

t test

Based on the results of statistical calculations in Table 5. It is known that the Halal Labeling variable obtained a significance value for the Halal Labeling variable of less than 0.05, namely 0.019. And based on the results of statistical calculations in Table 5. It is known that the Product Quality variable obtained a significance value for the product quality variable of less than 0.05, namely 0.000.

Correlation Coefficient Test (R)

Table 6. Correlation Coefficient Test (R)

Model Summary				
Model	R	R Square	<i>Adjusted R Square</i>	Std. Error of the Estimate
1	.830 ^a	0,689	0,682	1,80401

Table source: pimary data proced, 2024

Based on the regression test in Table 6, it can be seen that the Correlation Coefficient (R) value is 0.830, which indicates a strong relationship.

Coefficient of Determination Test (R²)

This test is a statistical technique used to show the percentage influence of all independent variables (X) on the dependent variable (Y). The results of this test explain the magnitude of the contribution made by the independent variable to the dependent variable. The results of the Coefficient of Determination test (Adjusted R²) in this research can be seen in Table 6. Based on the previous regression test in Table 5, it can be seen that the Coefficient of Determination (Adjusted R²) value is 0.682. This shows that 0.682 or 68.2% of purchase intentions are influenced by independent variables, namely halal labeling and product quality, while the remaining 31.8% are influenced by other variables not examined in this research. Such as price, promotions, customer satisfaction, trust, etc. Based on previous research conducted by (Veranita et al., 2022) and (Fatema et al., 2018).

Discussion

H₁ : Halal labeling is thought to have a significant effect on purchase intentions Azarine Hydrasoothe Sunscreen

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Based on the results of statistical calculations in Table 5. It is known that the Halal Labeling variable obtained a significance value for the Halal Labeling variable of less than 0.05, namely 0.019. Thus, it can be concluded that H1 is accepted or that halal labeling has a positive effect on consumer purchase intentions. Supported by previous research conducted by (Fatema et al., 2018), (Rektiansyah & Ilmiawan Auwalin, 2022), (Izza & Akbar, 2023), (Susilawati et al., 2023) which shows that the halal labeling variable influences purchase intentions. Bearing in mind that the majority of Indonesian people are Muslim, the halal label is an important component for consumers when choosing products based on the ingredients used which are safe and avoid ingredients prohibited by the Shari'a.

H₂ : Product quality is thought to have a significant influence on purchase intentions Azarine Hydrasoothe Sunscreen

And based on the results of statistical calculations in Table 5. It is known that the Product Quality variable obtained a significance value for the product quality variable of less than 0.05, namely 0.000. Thus it can be concluded that H2 is accepted or product quality has a positive effect on purchase intention. Supported by previous research conducted by (Fatema et al., 2018), (Ismunandar et al., 2021), (Fauzi & Tantra, 2023) and (Tri Oktavian & Roslina, 2023) which shows that product quality variables influence purchase intentions. Quality is a product characteristic that meets consumer desires and needs. So it is said to be a quality product if it meets what consumers need. Likewise, product quality is the level of assessment based on standards set by the drug and food regulatory agency, such as content, benefits and suitability for consumers.

CONCLUSION

There is an influence between halal labeling on purchasing intentions for Suncreen Azarine Hydrasoothe. Judging from the significance value, it is less than 0.05, namely 0.019. Supported by previous research conducted by (Fatema et al., 2018), (Rektiansyah & Ilmiawan Auwalin, 2022), (Izza & Akbar, 2023), (Susilawati et al., 2023) which shows that the halal labeling variable influences purchase intentions. Bearing in mind that the majority of Indonesian people are Muslim, the halal label is an important component for consumers when choosing products based on the ingredients used which are safe and avoid ingredients prohibited by the Shari'a. There is an influence between product quality on the intention to purchase Azarine Hydrasoothe Sunscreen. Judging from the significance value, it is less than 0.05, namely 0.000. Supported by previous research conducted by (Fatema et al., 2018), (Ismunandar et al., 2021), (Fauzi & Tantra, 2023) and (Tri Oktavian & Roslina, 2023) which shows that product quality variables influence purchase intentions. Quality is product characteristics in meeting consumer wants and needs. So it is said to be a quality product if it meets what consumers

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need. Likewise, product quality is the level of assessment based on standards set by the drug and food regulatory agency, such as content, benefits and suitability for consumers. In the beta coefficient test it is said that the most dominant variable influencing the purchase intention variable (Y) is the product quality variable (X_2) of 0.341.

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