
**THE EFFECT OF RELIGIUSITY ON THE PURCHASE INTENTION HALAL COSMETICS THROUGH ATTITUDE
(STUDIES ON MUSLIM AT SEVERAL UNIVERSITIES IN MALANG, INDONESIA)**

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ABSTRACT

The cosmetics industry is an industry that continues to develop because cosmetics are a necessity, cosmetics are not only used by certain ages but all ages. The content in cosmetics is a consideration for whether cosmetics are safe or not because cosmetics are in direct contact with human skin and even the content is intended to treat skin from within, this is where Islam plays a role in monitoring and regulating life for the good either individuals and groups even in terms of cosmetics which contain, the process and even the distribution method must be in a lawful way (allowed). This study aims to determine the direct and indirect effect of each variable on purchase intention for halal cosmetics. Purchase intention. This research is an ex post facto research with a quantitative approach. The population in this study were female Muslim students at 4 universities in Malang, the sample in this study were 200 respondents. The analysis technique used is multiple regression with the SPSS analysis tool. The results of this study indicate that religiosity has a direct effect on attitudes and purchase intentions of halal cosmetics, attitudes have a direct effect on purchase intentions of halal cosmetics, the study uses the TRA (Theory of Reasoned Action) method as a measure of attitude.

Keywords: Religiosity, Attitude, Purchase Intention, TRA (Theory of Reasoned Action)

INTRODUCTION

The phenomenon for the demand for consumption of halal products has recently been discussed in several countries, especially Indonesia, with the largest Muslim population based on Global religious futures data. reached 239.89 million people. This means that this population will affect the amount of demand for consumption of halal food products to increase rapidly, this is in line with the expansion of the 2.1 billion Muslim population worldwide. The development of the halal market around the world reaches around USD 2.1 trillion per year.

The advancement of the halal industry needs to be balanced with consumer awareness of halal, both in its concept, process, and consumption. Simply put, if consumers do not want to choose a product because there is no halal certification, the industry or producer will do more research and find to the product to get halal certification.

Halal is a guarantee of a product or service that does not conflict with Islamic sharia, something can be declared halal, including if it has received a permit or halal certificate to convince consumers. Halal certification is a guarantee of safety for Muslims to be able to consume a product. One of the ways of halal certification can be proved by the inclusion of a halal logo. Halal awareness is Muslim knowledge about the concept of halal, the halal process, and consuming halal products. As Muslim consumers, should be vigilant and careful when choosing the products, they consume, consumers should be more active in finding out about whether a product is halal or not.

The results of the Classical Assumption Test show that this study meets the requirements for follow-up. Reliability test results show that the data regression model is normally distributed because the dots spread across the diagonal line and follow the diagonal line.

According to Imam Ghozali (2011: 107), there is no symptom of multicollinearity if the tolerance value is >0.100 and the VIF value is <10.00 , the calculation results show a tolerance value for the Knowledge variable of 0.629, Religiosity of 0.720, and Attitude of 0.735 which value is greater than 0.100. Whereas for the VIF value from Table 4.12 the calculation shows Knowledge of 1.591, Religiosity of 1.389, and Attitude of 1.361, which value is less than 10.00. So, the results of the multicollinearity test of this study showed no symptoms of multicollinearity.

Based on the image of the results of the Heteroscedasticity Test, it can be concluded that there are no symptoms of heteroscedasticity because it does not make a certain pattern, and the dots spread above and below the number 0.

Purchase intention is a common research but what about purchase intentions that are subject to halal cosmetics in Indonesia with the largest Islamic population in the world, of course this research aims to raise awareness of Islamic law which requires believer to do and consume everything that is halal or in allow.

The scope that needs to be highlighted is awareness of halal and knowledge about halal products and the most important thing is the level of religiosity whether it affects the purchase intention of halal cosmetics and leads to purchase decisions, the results of the study show that respondents are very religiously aware of the importance of understanding the concept of halal but not offset by the low knowledge regarding halal cosmetics.

LITERATURE REVIEW

Consumers' awareness of halal cosmetics also needs to be increased, namely, Muslim cosmetic consumers also need to know the ingredients contained and listed in cosmetics. Lately, the availability and accessibility of halal make-up products, increasing consumer awareness, and understanding of the benefits of halal products are also factors that drive why halal cosmetic products continue to experience market expansion. Coupled with the influence of religious values in countries with Muslim populations is a supporting factor.

Olson & Peter (2010) define attitude as a person's overall evaluation of a concept. Schiffman and Kanuk (2010) define attitude as an expression of inner feelings that reflect whether someone tends to like or not have an object.

Actual behavior control thus moderates the effect of intention on behavior. To fully predict and understand behavior, we must therefore assess not only intentions but also actual behavioral control (e.g. relevant skills and abilities as well as barriers and behavioral performance facilitators). For most of the behaviors, however, actual control measures are not available. In that sense, we can use a measure of perceived behavioral control as a proxy. The extent to which perceived behavioral control accurately reflects actual control can be used to improve behavior predictions. This theory states that intention is the single best predictor of behavior but it is also important to take skills and abilities as well as environmental factors (eg behavioral control) into account.

Each religion provides teachings that greatly influence the attitudes, perceptions, and behavior of consumers of its holders and have its own rules and regulations, and these religious rules are one of the things that influence consumer behavior in Indonesia. Islam is the religion practiced by most of the Indonesian population and affects the lives of the Muslim population in Indonesia. In Islam, there are religious teachings to acknowledge the existence of Allah, establish prayers, fulfill Ramadan fasts, pay zakat, and make the pilgrimage if you have the ability. The six basic principles of Islamic teachings have influenced how a Muslim consumer behaves as a consumer.

Engel *et al* (1995) defined intention as a fully planned purchase. Kotler and Armstrong (2007) describe purchase intention as something that leads to a goal or intention, namely the consumer's tendency to buy the brand he likes best. Khan (2009) in Rezvani *et al* (2012) describes purchase intention as individual awareness in trying to buy a brand. Ajzen & Fishbein (1975), defines purchase intention as the tendency of consumers to own certain products and is the main factor for predicting consumer behavior.

Religiosity on Purchase Intention

Religion is the main factor that regulates all forms of behavior carried out by individuals, including the purchase intention halal food products. (Golnaz Rezai, 2009). Meanwhile, religious commitment is the level of how much an individual reflects on his commitment to behave under the demands of religion in everyday life. The role of religious commitment is very important in encouraging one's intention to consume halal food products under faith. Religious norms contain values that require someone who believes in them to follow the applicable rules.

This is manifested as an example by purchasing food products that have instructions for Muslim consumption, namely in the case of this study the halal label (Schiffman & Kanuk, 2010). In Islam, a Muslim is obliged to do things that are justified or lawful and following the faith. Islam has completely regulated the actions of a Muslim, including in the consumption of food and beverages and even cosmetics. Products that are allowed to be consumed are only halal products, keep away from ingredients that are haram or which cannot be ascertained whether the product is legal or not for consumption by a Muslim.

From previous research that knowledge and religiosity affect purchase intention, the hypothesis put forward is:

H_1 : There is a positive and significant relationship between religiosity and purchase intention halal cosmetics.

Religiosity on Attitude

The relationship between knowledge and attitude is not significant, but there is a significant positive relationship between religiosity and attitude. there is a negative relationship between knowledge and attitude. However, the relationship between religiosity and attitude and the relationship between attitude and intention are both positive. The attitudes and intentions of consumers towards choosing halal food products are more positive than their attitudes and intentions in choosing halal cosmetics (Rahman *et al.* 2015). A negative relationship with all dimensions of religiosity in research studies and youth attitudes towards fashion. The intellectual and consequential dimensions have the strongest significant negative relationship with the attitudes of Muslim youth towards fashion (Farrag, 2015), but there is a significant positive relationship between religiosity and attitude (Rahman *et al.* 2015). Religiosity is one of the main factors that must be taken into account in promoting their cosmetic products (Azmawani *et al* 2105).

From previous research that knowledge and religiosity affect attitudes, the hypothesis put forward is:

H_2 There is a positive and significant relationship between religiosity with attitude to halal cosmetics.

Attitude on Purchase Intention.

There is a positive relationship between consumer attitude variables and intention to choose halal cosmetic products. Rahman *et al* (2015). Environmental knowledge, environmental concern, and attitudes were found to increase the explanation of Theory Reasoned Action specifically in predicting consumer green purchase intentions according to Aman *et al* (2012). Attitudes and subjective norms are important antecedents of Pakistani Muslims intending to choose halal products (Mukhtar *et al.* (2012). Attitudes have a positive and significant effect on consumer purchase intentions, meaning that the higher the attitude value, the higher the consumer's purchase intention (Nurul & Liza, 2018).).

From previous research that knowledge and religiosity affect attitudes, the hypothesis put forward is:

H_3 : There is a positive and significant relationship between attitude and purchase intention kosher cosmetics.

Religiosity and Attitud on Purchase Intention

The results of this study indicate that knowledge and religiosity have a significant effect on attitudes partially and simultaneously. Knowledge, religiosity, and attitude have a significant effect on the purchase intention of halal cosmetic products partially or simultaneously (Rohmatun & Dewi, 2017). The relationship between knowledge and attitude is not significant, but there is a significant positive relationship between religiosity and attitude. There is a positive relationship between attitude and intention to choose halal cosmetic products. This study also found a significant difference between consumer attitudes towards halal cosmetics and attitudes towards halal food products, as well as consumer intention to choose halal cosmetics and intention to choose halal food products. Consumers have more positive attitudes and intentions towards halal food products than towards halal cosmetic products (Rahman, 2015). Attitude towards halal cosmetic products is an important antecedent of the purchase intention halal cosmetic products and is mediated by the influence of knowledge, religiosity, and subjective norms (Briliana & Mursito, 2017). From previous research that knowledge and religiosity affect purchase intention through attitude, the hypothesis put forward is:

H_4 : There is a positive and significant relationship between religiosity and purchase intention through halal cosmetics.

METHODOLOGY

Research Approach

Based on the type, this research is classified as an ex post facto research with a quantitative approach, namely observing events that have occurred. This study has Independent Variables, Religiosity (H_2); Intervening variable Attitude (Z); and the dependent variable, purchase intention (Y).

Population and Sample

The population of this research is Muslim female students in four universities in Malang city, namely, State University of Malang, University of Muhammadiyah Malang, Brawijaya University, Islamic University of Malang. Because the population is so large, this study belongs to this type of population. Samples were taken using the purposive sampling technique, purposive sampling is one of the non-random sampling techniques where the researcher determines sampling by determining specific characteristics following the research objectives so that it is expected to be able to answer research problems. Based on the calculation, the number of samples used was 200 respondents, as samples for research data with the following criteria: (1) users of halal cosmetics in everyday life (2) Muslim women.

Data collection

Data were collected from 200 Muslim female respondents spread across four universities in Malang with proportions according to the number of populations of each campus, the sampling method used was purposive sampling and the formula is below:

$$\text{percentage of sample} = \frac{\text{The number of students per campus}}{\text{total students}} \times 100\%$$

$$\text{Total sampel} = \text{persentase sampel} \times 200$$

questionnaires were distributed both online and hardcopy to obtain the data needed. Each statement item uses a Likert scale measurement of 1-5 with a weighted score, namely: 5 strongly agree, 4 agree, 3 quite agree, 2 disagree, 1 strongly disagree.

Furthermore, the data were analyzed using the Statistical Package for The Social Science application or now better known as the Statistical Product and Service Solution (SPSS), and here SPSS version 25 is used.

Data analysis

Before doing data analysis, it is necessary to test the data first, namely using validity and reliability tests. After that, it was analyzed using descriptive analysis.

The aim is to test the validity and reliability test so that the questionnaire that will be distributed to respondents has a high level of validity and a high level of reliability. Descriptive analysis aims to determine the description/description of the demographic profile of respondents.

RESULT

Validity test

The validity test of this study was declared valid because of the 23 sub-variables of the study showed the Pearson correlation approaching 1

Table 1: Validity Test Results

Variabel	Pearson correlation	Result
Religiosity	0,802-0,466-0,665-0,675-0,671-0,788-0,532-0,556	Valid
Attitude	0,865-0,801-0,653-0,844-0,639	Valid
Purchase Intention	0,732-0,881-0,938-0,909-0,639	Valid

Source: SPSS Data Processing Result V.25 (2020)

Reliability Test

The results of the calculation of the reliability test show that all variables are reliable instruments. This can be concluded from the results of all Cronbach's Alpha calculations that are above 0.60 or closer to 1, the more reliable the instrument is.

Based on Table 2, shows the results of the calculation of the reliability test that all variables are reliable instruments. This can be concluded from the results of all Cronbach's Alpha calculations that are above 0.60 or closer to 1, the more reliable the instrument is.

Table 2: Reliability Test Results X1, X2, Z, Y

Variabel	Cronbach's Alpha	Kriteria Reliabel	Hasil
X	0,758	$\geq 0,60$	Reliabel
Z	0,819	$\geq 0,60$	Reliabel
Y	0,881	$\geq 0,60$	Reliabel

Source: SPSS Data Processing Result V.25 (2020)

Descriptive Analysis

The results of the description based on pocket money or income were at most in the range of under two million rupiahs, namely 129 samples because the study took a sample of students who were not yet working, the characteristics of the respondents based on the majority of age were in the 23-27 range, namely 119 samples. Descriptions based on the origin of the university have been presented for each university based on the number of student populations from each university and the majority of the sample comes from Brawijaya University, which is 80 samples. Based on the duration of the use of cosmetics per week, the majority was in the range of 4-5 times per week, namely 95 samples. Based on halal awareness, the majority of the samples chose halal cosmetics, namely 162 samples, but based on the results of the research the majority of respondents did not know cosmetics with authentic halal logos.

Normality test

A normality test is a test that is carried out to assess the distribution of data in a group of data or variables, whether the data distribution is normally distributed or not. The normality test is useful for determining data that has been collected is normally distributed or taken from the normal population. The results of the normality test show that the data regression model is normally distributed because the dots spread across the diagonal line and follow the diagonal line.

Multicollinearity Test

Multicollinearity test is a test that is carried out to determine whether in a regression model there is intercorrelation or collinearity between independent variables. Intercorrelation is a linear relationship or a strong relationship between one independent variable or predictor variable and other predictor variables in a regression model.

From Table 3, the results of the above calculations can be seen that the tolerance value for the Knowledge variable is 0.629, Religiosity is 0.720 and Attitude is 0.735, which value is greater than 0.100. Whereas for the VIF value from Table 4.12 the calculation shows Knowledge of 1.591, Religiosity of 1.389, and Attitude of 1.361, which value is less than 10.00. So, the results of the multicollinearity test of this study showed no symptoms of multicollinearity.

Table 3: Multicollinearity Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.286	1.642		1.393	.165		
	Religiusitas	.194	.058	.219	3.361	.001	.720	1.389
	Sikap	.418	.056	.478	7.420	.000	.735	1.361

a. Dependent Variable: Niat Beli

Source: SPSS data processing result v.25 (2020)

Heteroscedasticity Test

Based on Table 4, the Sig. for the Religiosity variable of 0.779 > 0.05 and finally for the Attitude variable of 0.61 > 0.05. From these data, it can be concluded that the Heteroscedasticity Test in this study did not occur in Heteroscedasticity.

Table 4: Heteroscedasticity Test Results Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.745	.968		.770	.442
	Religiusitas	.010	.034	.023	.281	.779
	Sikap	.063	.033	.155	1.883	.061

a. Dependent Variable: abs_res

Source: SPSS Data Processing Result V.25 (2020)

Path Analysis

Effect of Religiosity (X) on Attitude (Z)

The magnitude of the influence of religiosity on attitudes can be seen partially in table 8. Referring to the output of Table 8, it can be seen that the significant value for Religiosity 0.028 is smaller than 0.05. The results of this calculation can indicate that Religiosity (X) has a positive and significant effect on Attitude (Y) so that it can be concluded that Hypothesis 1 is accepted.

The interpretation or meaning of the results of these calculations is that the higher the level of religiosity of the respondent, the higher the attitude of the respondent's tendency to halal cosmetics.

Hypothesis 1

H₁: There is a positive and significant relationship between religiosity and attitude.

In the regression test results above, it can be seen that the Sig value. For the Religiosity variable is 0.028 < 0.05, it can be concluded that the Religiosity variable has a positive and significant effect on the Attitude variable. Then for the value of e1 can be found with the formula $e1 = \sqrt{(1-0,265)} = 0.857$, thus obtaining the path diagram for the structure model 1 on below:

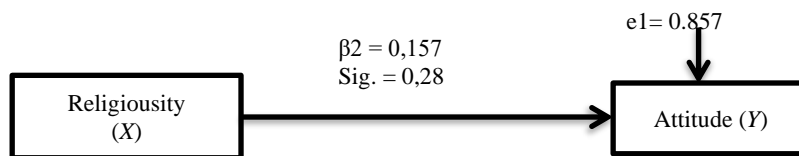


Figure 2: The direct effect of variable X on Y

Religiosity and Attitude on Purchase Intention

The magnitude of the influence of Knowledge, Religiosity, and Attitudes towards Purchase Intention can be partially seen in Table 5 below:

Referring to the output of Table 8, it can be seen that the significant value for Religiosity is 0.001 and for Attitude 0.000, the value is smaller than 0.05. it was concluded that H₁ and H₂ were accepted.

The results of the calculation of the religiosity variable which has a positive and significant effect on the purchase intention halal cosmetics, which means that if the higher the level of one's religiosity, the higher the purchase intention halal cosmetics, this is found in research in the field where respondents hope their favorite cosmetics will one day be. has a halal certification and includes an authentic halal label on the product.

The results of the calculation of the attitude variable show a positive and significant influence so that the interpretation of the results of these calculations is that if the higher the attitude towards halal cosmetics, the higher the purchase intention halal cosmetics. Research in the field shows that respondents strongly agree that halal cosmetics will be safe to use, therefore they hope that their favorite cosmetics that are not halal will one day become halal cosmetics.

Table 5 The Effect of Religiosity and Attitudes on Purchase Intention Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.286	1.642		1.393	.165
	Religiosity	.194	.058	.219	3.361	.001
	Attitude	.418	.056	.478	7.420	.000

a. Dependent Variable: Purchase Intention

Hypothesis 2

H₂: There is a positive and significant relationship between religiosity and purchase intention.

In the regression test results above, it can be seen that the Sig value. For the Religiosity, the variable is 0.001 < 0.05, it can be concluded that the Religiosity variable has a positive and significant effect on the purchase intention halal cosmetics.

Hypothesis 3

H_3 : There is a positive and significant relationship between attitude and purchase intention.

In the regression test results above, it can be seen that the Sig value. For the attitude variable is $0.000 < 0.05$, it can be concluded that the attitude variable has a positive and significant effect on the purchase intention halal cosmetics. Then for e1 value can be found with the formula $e2 = \sqrt{(1-0.401)} = 0.774$.

Hypothesis 4

Analysis of the influence of Religiosity X on Purchase Intention (Y) through Attitude (Z). It is known that the direct effect that has on (Y) is 0.219. While the indirect effect of X on Y through Z is the multiplication of the beta value of X against Z and the value of beta Z on Y, namely: $0.157 \times 0.478 = 0.075$. then the total effect given by X on (Y) is the direct effect plus the indirect effect, namely: $0.219 + 0.075 = 0.294$. Based on the results of the above calculations, it is known that the value of the direct effect is 0.219 and the indirect effect is 0.075 which the interpretation is that the value of the direct effect is greater than the indirect effect.

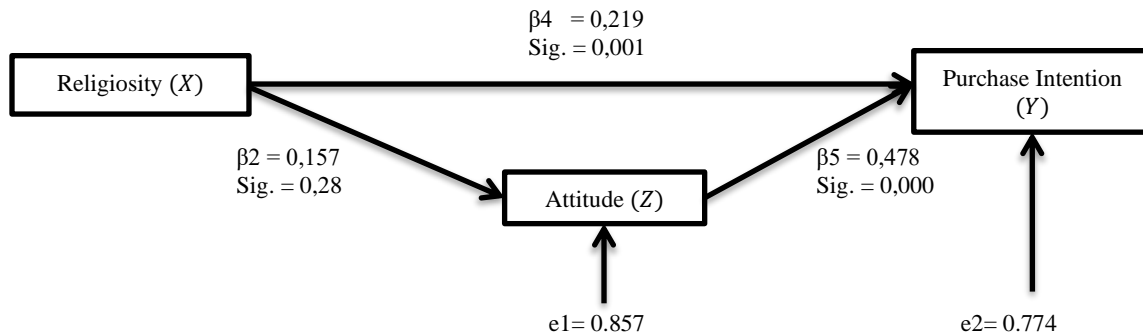


Figure 3: Direct and indirect effects of variables X, Z on Y

CONCLUSION

It's just that the results of the field findings show that respondents don't quite know which brands are halal, respondents prefer cosmetic products based on their friendship environment who generally prefer Korean cosmetic products because they are more suitable on the skin and are made from herbal or natural ingredients.

Descriptions of religiosity from interviews with some respondents as additional data. Religious activities that are obliged to be routinely carried out by respondents such as prayer, fasting, and zakat as well as additional activities such as watching religious events, respondents do it regularly, especially through social media Instagram and YouTube, only activities such as discussing religion, not all respondents are interested in doing it regularly. due to several factors, such as the fear of offending the other person if the understanding is different. Regarding religiosity with halal cosmetics, respondents agree that halal cosmetics will bring calm if used because they do not give worry when used in conjunction with compulsory worship, for example, prayer, therefore respondents hope that their favorite cosmetics will one day carry out halal certification and include a halal label.

Field findings show that respondents agree that halal cosmetics are safer to use, but the purchase intention is also determined by the friendly environment, for example, if one of his friends does not like a certain brand for reasons that do not match, this opinion will affect a person's attitude, making him tend to avoid the brand in question. but not necessarily the cosmetics give the same results.

The purchase intention halal cosmetics is quite high considering the knowledge of halal and the level of religiosity of respondents who prioritize halal according to Islamic teachings but a large number of cosmetic choices makes cosmetics that are halal less attractive to respondents and prefer Korean products in the hope that the respondent's favorite products will one day do halal certification for convenience when performing compulsory worship.

The results of the calculation between Religiosity to Purchase Intention indicate that there is a positive and significant influence, which means that the higher the level of one's religiosity, the higher the purchase intention for halal cosmetic products. This means that if the higher the level of one's religiosity, the higher the purchase intention halal cosmetics. The results showed that product knowledge had a positive and significant effect on attitudes, which means that the higher the knowledge of halal cosmetic products, the higher the behavior/attitudes towards halal cosmetics for respondents. The results of the calculation show that there is a positive and significant influence between religiosity towards attitudes, which means that the higher the level of one's religiosity, the higher the respondent's attitude/behavior towards halal cosmetic products.

The calculation results also show that there is a positive and significant influence between the attitude towards purchase intention for halal cosmetics, which means that the higher the behavior/attitude towards halal cosmetic products, the higher the respondents' purchase intention towards the product or the purchase intention of the respondent's halal cosmetic product is influenced by their behavior/attitude. Likewise, the results of the calculation of the indirect effect between knowledge on purchase intention through the attitude of the calculation results show a positive and significant influence, which means that the respondent's attitude towards halal cosmetics will support the respondent's knowledge of the purchase intention of halal cosmetics. The results of the study show that the role of attitude strengthens knowledge to buy halal cosmetics.

On the other hand, the calculation results show that there is no positive and significant influence between religiosity towards purchase intention of halal cosmetics through attitude, which means that attitudes towards halal cosmetics do not affect product purchase intentions. The results showed that attitudes have no role between religiosity and purchase intention, which means that higher religiosity is not balanced with attitudes towards halal cosmetics.

Theoretical Implications

Theoretically, the results of the research can have implications for the management company, especially the marketing division, to consider the halal of a cosmetic product in terms of Indonesia's market share, which is the majority of Muslims. When the implications of this theory have been proven applicable in the cosmetics industry and the results of this study will contribute to its reliability to be applied to cosmetics sector companies, besides this research can provide results on how much influence Knowledge and Religiosity have on the purchase intention halal cosmetics through attitude with tools. measuring TRA (Theory Reasoned Action) on students at 4 universities in Malang.

Practical Implications

The findings of this study can contribute to the cosmetics sector industry to make halal cosmetic products consideration to follow the wishes or expectations and needs of the cosmetic market share in Indonesia, in connection with this, the halal of a product is a component that needs to be considered by the company as well as It can be used as a reference for companies, especially the cosmetics sector, to find out the needs and desires of the market share that the halal product market is growing, while the consumer's needs regarding halal cosmetic products are still difficult to find and consumers are still looking at cosmetic products from Korea, which are not guaranteed their halal, this needs to be considered. because the majority of Indonesia's population is Muslim.

Limitations and Future Research

This study uses TRA (Theory of Reasoned Action) as a measure of attitude, the next researcher should use TPB (Theory of Planned Behavior) as a measure of attitude, this study only uses a sample of Muslim women in 4 universities in Malang. The next researcher should expand the research sample and conduct interviews to get more in-depth and accurate data. This study uses the SPSS analysis tool. Future researchers should use other analysis tools such as SmartPLS to support this research.

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