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ANALYSIS OF CONSUMER ATTITUDE AND TRUST ON THE PURCHASE INTENTION TO BUY HALAL COSMETICS IN BATAM

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Abstract

This study aims to determine the behavior and consumer confidence in the intention to buy halal cosmetics in Batam City. The research method used is quantitative method. The variables in this study are Religiosity, Brand Image, Trust and Attitude and Purchase Intention. The technique used in this research is purposive sampling. The object of research is consumers who have bought halal cosmetics in Batam City by distributing questionnaires via google form. The sample data used according to Hair et al., (2010) is the 1:10 technique. The data that has been collected by the researchers are 349 respondents. The data processed by the researcher is using the Smart PLS application. After this research was conducted, it can be concluded that Religiosity has a significant positive effect on Attitude, Brand Image has a significant positive effect on Attitude, Brand Image has a significant positive effect on Trust, Brand Image has a significant positive effect on Purchase Intention. Attitude has a significant positive effect on Purchase Intention, and Trust has a significant effect on Purchase Intention

Keywords: *Religiosity, Brand Image, Attitude, Trust, Purchase Intention.*

INTRODUCTION

Law NO 33 of 2014 concerning Halal Product Guarantee applies together with the pharmaceutical, food, beverage, and also includes cosmetic products. The growth of the halal industry is considered as one of the fastest growing markets worldwide, one of which is in Indonesia. The Global Islamic Finance Report 2019 stated that Indonesia was ranked first in the world in the development of the halal industry of 87.17 by shifting Malaysia's position in the last three years. (Data, 2020)

The increase in the order of the Islamic Finance Country Index (IFCI) is because Indonesia is able to create maximum performance for both government and private industries. The establishment of the halal industry is shown to attract domestic consumers, especially for people who believe in embracing Islam. The halal industry is known to be able to produce various types of goods/services products that are offered in accordance with the provisions of religious law so as to provide convenience for consumers (Han, 2019). According to data on the online news platform Katadata.co.id, it is stated that the largest Muslim country in the world is Indonesia with a population of 87.17% which is equivalent to 209.12 million Muslims (data, 2020) so that this forms Religiosity, the application of Religiosity is a concept to determine the level of obedience and obedience and commitment of each individual to a religion that is believed to be used as a guide in daily activities. Religiosity is used as a guide for each individual when carrying out daily activities, one of which is shopping. This is mostly applied to

groups of Muslims who carry out buying and selling transactions in choosing goods/services with labels as halal products, (Karimi-Malekabadi, 2019). identify goods or services. Brand Image can represent product identity and also to differentiate products from competing products so it is very necessary to develop more effective marketing programs (rosmayani & mardhatillah, 2020)

PROPOSED INNOVATION

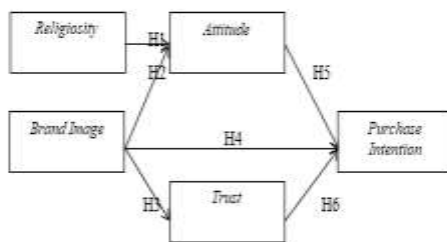
In Indonesian female consumers, especially in the Batam area, it is known that many choose to buy halal cosmetic products. Cosmetics is an important basic need in a woman's routine life for beauty. This is due to the Attitude and Trust of each consumer to know more about the products offered by marketers. Trust is the key to running a business. In the context of halal products, customers who believe in halal cosmetic products offered by marketers will cause them to prefer these products so that business continuity will be maintained. Attitude is an action that is formed from direct experience of the product, verbal information from other consumers, advertisements shown in the mass media or on the internet, and various forms of direct marketing Attitude is the tendency to learn to act consistently in choosing a product. The attitude of female consumers towards halal cosmetic products is measured by the level of their preference for the product. The hope is that if they believe in halal cosmetic products they will direct themselves to support these products. (aziz et al., 2019). This means that Attitude is quite important for consumer judgment when buying halal cosmetic products. Thus, if the evaluation given to halal cosmetic products has been able to create a sense of

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satisfaction and fulfillment of consumer needs, it will form an effort, namely the intention to buy halal cosmetics. It can be seen that the intention to buy halal cosmetics is intended as a desire for female and male consumers, especially in Batam to make a purchase intention on halal cosmetic products according to the results of the Attitude and Trust aspects which are influenced by several factors including Religiosity and Brand Image. In accordance with the explanation that has been explained by the author, further discussion will be carried out to further provide informative, significant, and maximum research results on various factors that affect Purchase Intention of Halal Cosmetics Products, especially for female and male consumers who are in the Batam area. Thus, the authors conducted research in the preparation of this paper entitled "Analysis of Consumer Behavior and Trust on Purchase Intentions for Halal Cosmetics in Batam City"

Figure 1. Proposed Model



Soucre : author

METHODS

• Design in Research

This study, it is known that it belongs to the category of causal comparative method (Causal Comparative Research) where this method identifies facts in an incident as a variable that is influenced by the dependent variable and conducts an investigation on the independent variable. According to Beckett *et al.* (2017) This research to support the results of the study also applied the use of a quantitative approach method. According to (sriminarti & nora, 2018) this quantitative method is one of the research methods that produces data in the form of numbers that can be analyzed using statistical techniques. This data collection technique is

usually by asking questions in the form of a questionnaire that aims to find out all the effects caused by various kinds of data. The variables used in this study include the independent variable religiosity and brand image, while the intervening variable trust and attitude and the dependent variable in this study is purchase intention

• Objects in Research

The object of this research is person who has bought a cosmetic product labeled "halal" in the city of Batam. This study uses the method of distributing questionnaires via links from google forms with various social media used in Indonesia, namely Whatsapp, Telegram, Line, Facebook, Instagram and others. This sample collection technique has used a technique called a non-probability technique or purposive sampling. Data analysis of this research will use the PLS Structural Equation Modeling (SEM) method with SMARTPLS version 3.0 software.

• Variable Definition

a) Religiosity

According to (suparno, 2020), Religiosity refers to a person's level of commitment to teaching religion, and it shows that it is closely related to Attitude. They mention that information about an object that is owned by people can be represented by belief (Belief). From this understanding, it shows that religiosity can change the attitude and interest of consumers when carrying out a transaction. Religiosity has an important role in Muslim consumers in determining their attitude when making a purchase. Religiosity is interpreted as the extent to which a person follows religious practices, values and beliefs and their implementation in daily life (Aziz *et al.*, 2019) Religiosity is a system of practices and beliefs that deeply (Garg & joshi, 2018) influence people's decisions and satisfaction The religiosity variable can be measured through 5 (five) statements from the questionnaire (Handriana *et al.*, 2020).The statement uses a five-point Likert scale.

Table 1. Religiosity's Statements

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No	Question	Source
1	I use cosmetic products labeled "halal" because of religious beliefs	(Handriana et al., 2020)
2	I avoid buying cosmetic products that are considered makruh	
3	I follow religious advice to buy "halal" cosmetic products	
4	I choose halal products because halal products are safe to use in my religion	

b) Brand Image

Every product sold in the market must have a brand, which distinguishes one product from another. Brand Image is a perception that comes to the mind of consumers when remembering a certain product brand. Brand Image is a set of consumer trust towards a brand (Rahman, 2020). Brand Image is a consumer response to all offers provided by the company. The Brand Image variable can be measured through 5 (five) statements from the questionnaire (Handriana et al., 2020). The statement uses a five-point Likert scale.

Table 2. Brand Image's Statements

No	Question	Source
1	I feel the "halal" cosmetic brand has a different personality from competitors	(Handriana et al., 2020)
2	Brands on halal cosmetics will not disappoint customers	
3	Brands on halal cosmetics will not disappoint customers	
4	Halal cosmetic brand is one of the best brands in its class	

c) Attitude

Attitude has an important role in sustainable consumer behavior, it is defined as the summed product of a person's beliefs about the outcome of the behavior and the evaluation of those beliefs, beliefs are influenced by one's values, perceptions of social pressures and opinions about what other people think how individuals should behave. (Neumann et al., 2020). with these authors, we incorporate general attitudes into our analysis for an understanding of ethical consumer psychology. When studying certain behaviors (such as consumer behavior in the context of environmental sustainability), it is suggested that general attitudes may not be sufficient, which is why we also include perceptions of social responsibility and consumer trust. Attitude variable can be measured through 5 (five) statement items from the questionnaire (Handriana et al., 2020)The statement uses a five-point Likert scale.

Table 3. Attitude's Statements

No	Question	Source
1	Halal cosmetic products are important to me	(Handriana et al., 2020)
2	I like to use halal label cosmetic products	
3	I feel that halal label products are of higher quality	
4	The cosmetics that I currently have are labeled halal	
5	Using halal label cosmetic products is my own choice	

d) Trust

Trust is defined as Trust in the reliability and integrity of exchange partners, which is associated with consistency, honesty, fairness, responsibility, benevolence (Neumann et al., 2020). Trust is the foundation of business. Consumers who have trusted a company, they will repurchase. Trust is also a significant predictor of positive marketing outcomes, such as loyalty, customer retention and purchase intention. In addition, consumer trust is formed when a company can provide self-confidence and reliability

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and sincerity to its partners (Handriana et al., 2020) Trust can only exist if consumers believe that the seller has the ability to provide and deliver goods from these goods. Trust variables can be measured through 5 (five) statement items from the questionnaire (Handriana et al., 2020)The statement uses a five-point Likert scale.

Table 4. Trust's Statements

No	Question	Source
1	I feel that halal cosmetic products are more trustworthy	(Handriana et al., 2020)
2	I feel confident with this halal cosmetic product.	
3	I feel that the performance of halal cosmetic products meets expectations	
4	I believe that halal label cosmetics are of better quality	

a. Purchase Intention

Purchase intention is defined as the possibility that consumers will buy a product or service in the future. A person's intention to behave in a certain way can be explained by Attitude towards behavior, perceptions of social pressure and perceptions of behavioral difficulties (ie perceived behavioral control (Neumann et al., 2020)Increased purchase intention will make purchases more likely (suparno, 2020), the Purchase Intention variable can be measured through 5 (five) statements from the questionnaire (Handriana et al., 2020).The statement uses a five-point Likert scale.

Table 5. Purchase Intention's Statements

No	Question	Source
1	I will choose halal cosmetic products for consumption	(Handriana et al., 2020)
2	I will buy halal-certified products even if they cost more	
3	I will fulfill my cosmetics by buying halal cosmetics	

	products	
4	I will tend to choose halal cosmetic products in the future	

• Data Collection Techniques

The data was collected by distributing the google form link to the respondents targeted by the researcher during the data collection period from November 2020 to October 2021. The questionnaire used in this study includes 2 parts, namely: The questionnaire consists of questions related to demographics of the respondents themselves and also questions about the relationship between independent and dependent factors. The questionnaires distributed contained questions about religiosity, Brand Image, Attitude, trust and purchase intention.

• Data Analysis Method

a. Descriptive Statistic

Descriptive statistics are the characteristics of the respondents who filled out the questionnaire. In descriptive statistics, there are data in the form of gender, age, last education, occupation, monthly income, and whether the respondent has ever bought halal cosmetics or not. use or interest Descriptive statistics make it easier for researchers to manage and know the characteristics of respondents and are very helpful in presenting more accurate information. (K. Lee et al., 2018)

b. Quantitative Analysis Methods

This study used data analysis using structural equation modeling methods which are multivariate statistical analysis techniques used to analyze structural relationships. This technique is a combination of factor analysis and multiple regression analysis, and is used to analyze the structural relationship between measured variables and latent constructs (Kline, 2015). The software used for SEM analysis in this study is SMARTPLS version 3.0.

DISCUSSION

The data resulting from this management is data on the characteristics of the respondents in the form of the gender of the respondents. The results of the analysis show

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that there are 349 respondents who filled out the questionnaire through this google form consisting of 74.6% men with a frequency of 70 people and 20.1% ,women with a frequency of 279 people and 79.9% The conclusion of the respondents, most of these respondents are women

Table 6 Gender

		Frequency	Percent
Valid	Man	70	20.1%
	Woman	279	79.9%
	Total	349	100.0

Source : author

The analysis a table 7 containing the demographics of the respondents according to their age. Based on the distribution according to the age of category < 17 years is as many as 14 people (4.0%), ages 18-25 years as many as 299 people (85.7%), ages 26-35 years as many as 28 people (8.0%), age >35 years as many as 8 people (2.3%) The results of the respondents, most of the respondents aged 18 to 25 years

Table 7 Age

Age		Frequency	Percent
Valid	< 17	14	4.0
	18 -25	299	85.7
	26 - 35	28	8.0
	> 35	8	2.3
	Total	349	100.0

Source : author

The analysis from table 7 is the demographics of the respondents from their last education. The results of the questionnaire show that, 2 people (6%) 291 people (83.4%) were SMA, 17 people (4.9%) were Diplomas, 39 people (11.2%) were BachelorsThe largest percentage of respondents have a high school education.

Table 8 Education

		Frequency	Percent
Valid	≤ Middle School	2	6
	High School	291	83.4
	College	56	10.6
	Total	349	100.0

Source : author

The analysis from table 9 is in the form of demographic analysis of respondents Based on the respondent's occupation, 228 people (65.3%) were self-employed, 49 people (14.0%) were private employees, 8 people (2.3%) were civil servants, 64 people (18.3%) is not working. Most of the respondents are self-employed

Table 9 Occupation

		Frequency	Percent
Valid	Self employee	228	65.3
	Private employees	49	14.0
	Civil servants	8	2.3
	Not Working	64	18.3
	Total	349	100.0

Source : author

Table 10 is a table of respondents' demographic analysis of the respondents' monthly income. The results of the analysis <Rp 4,000,000.00 with as many as 97 people (27.8%), income of Rp. 4,000,000.00-Rp 8,000,000.00 as many as 214 people (61.3%), income of IDR 8,000,001.00 - IDR 12,000,000.00 as many as 25 people (7.2%), and income of > IDR 12,000,000.00 as many as 13 people (3.7%). The largest frequency of respondents earning Rp. 4,000,001-Rp 8,000,000

Table 10 Income

		Frequency	Percent
Valid	< Rp. 4,000,000	97	27.8
	Rp. 4,000,001 – Rp. 8,000,000	214	61.3
	Rp. 8,000,001 – Rp. 12,000,000	25	7.2
	> Rp. 12,000,000	13	3.7
	Total	349	100.0

Source : author

Table 11 shows the number of respondents who have bought halal cosmetic products

Table 11. Frequency

		Frequency	Percent
Valid	Iya	349	100.0

Source : author

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The results of the analysis in table 12 Based on the data, it is known that the most respondents are Wardah, about 223 respondents (63.9%), Make Over 47 respondents (13.5%), L'Oreal around 42 respondents (12.0%), Sariayu 37 respondents (10, 6%). From the results, it can be said that most of the respondents who filled out the questionnaire had used halal cosmetic products with the Wardah .

Table 12 Providers used

	Frequency	Percent
Valid Wardah	223	63.9
Make Over	47	13.5
L'oreal	42	12.0
Sariayu	37	10.6
Total	348	100.0

Source : author

Common Method Biases (CMB)

Based on the test results (CMB) through SPSS, it is known that the discrepancy value is 26.846%, which means this value is >50%, so it means that all variables have the stages of passing the CMB test. the following is a display of all the results of the data managed by the CMB

Table 13 CMB

Total	% Of Variance	Culmulative
5.638	26.846	26.846

Source : author

Quantitive Analysis Methods

a. Outer Model

1. Convergent Validity

This validity testing method is a method in determining the indicators of each construct. The test results can be seen through the out loading and AVE values. Out loading results that show a value of 0.5 – 0.6 are considered sufficient and declared valid (Hair et al., 2019). While the AVE value above 0.5 is data that is considered valid (Ghozali, 2021).

1.1 Uji Outer Loadings

Outer loading is an indicator value of a variable, the value obtained from the outer loading value indicates the validity of the problems contained in the researcher's questionnaire. The validity marker can be seen from the outer loading value which is smaller than 0.5 (Shandyastini et al., 2016). In the outer loading test, there are three benchmarks from the data analysis, the first is convergent validity, composite reliability, discriminant validity

Table 14 Outer Loadings

Statement	Loading Factor	Results
Religiosity 1	0,745	Valid
Religiosity 2	0,749	Valid
Religiosity 3	0,773	Valid
Religiosity 4	0,724	Valid
Brand Image 1	0,798	Valid
Brand Image 2	0,712	Valid
Brand Image 3	0,746	Valid
Brand Image 4	0,789	Valid
Attitude 1	0,762	Valid
Attitude 2	0,784	Valid
Attitude 3	0,704	Valid
Attitude 4	0,750	Valid
Attitude 5	0,792	Valid
Trust 1	0,739	Valid
Trust 2	0,806	Valid
Trust 3	0,812	Valid
Trust 4	0,753	Valid
Purchase Intention 1	0,814	Valid
Purchase Intention 2	0,788	Valid
Purchase Intention 3	0,770	Valid
Purchase Intention 4	0,845	Valid

Source : author

1.2 AVE

It can be concluded that all AVE values in the statement are worth more than <0.5 and are valid. This is in accordance with the statement (Ghozali, 2021) which says that the outerloading value greater than 0.5 is valid data.

Table 15 AVE

Variabel	AVE	Results
Religiosity	0,560	Valid
Brand Image	0,576	Valid
Attitude	0,580	Valid
Trust	0,605	Valid
Purchase Intention	0,647	Valid

Source : author

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2. Reliability

2.1 Cronbach's Alpha

Reliability research test is to test whether the questionnaires distributed are reliable or not to get primary data. A variable will be declared reliable if it has a Cronbach's Alpha value of more than 0.6 (Ghozali & Latan, 2015). The results of the study in table 4.12 show that all variables are reliable

Table 16 Cronbach's Alpha

Variabel	Cronbach's Alpha	Results
<i>Religiosity</i>	0,871	Reliable
<i>Brand Image</i>	0,846	Reliable
<i>Attitude</i>	0,880	Reliable
<i>Trust</i>	0,836	Reliable
<i>PurchaseIntention</i>	0,859	Reliable

Source : author

2.2 Composite Reability

The Composite Reliability test is different from other reliability tests because the value or result obtained is smaller so that this test is usually recommended to measure or test a construct with a closer approximation so that the resulting parameter estimate is more accurate and the resulting value or construct can be said to be reliable if the value is reliable. obtained is greater than 0.6 (Ghozali & Latan, 2015)

Tabel 17 Reability

Variabel	Composite Reability	Results
<i>Religiosity</i>	0.890	Reliable
<i>Brand Image</i>	0,897	Reliable
<i>Attitude</i>	0,907	Reliable
<i>Trust</i>	0,904	Reliable
<i>PurchaseIntention</i>	0,917	Reliable

Source : author

3. Direct Effect

This test is done so that researchers can find out how much influence from variable to other variables without a mediating variable. The magnitude of the influence can be seen through the path coefficient. The significance of a variable is seen through the path coefficient table, namely T-

Statistics which is declared significant if it reaches 1.96 or P-values < 0.50(Ghozali & Latan, 2015).

Table 18 Path Coefficient

Jalur X → Y (Direct)	t-statistics	p-value	Results
Religiosity -> Attitude	5,565	0,000	Accepted
Brand Image -> Attitude	14,127	0,000	Accepted
Brand Image -> Trust	31,713	0,000	Accepted
Brand Image -> Purchase intetion	3,753	0,000	Accepted
Attitude -> Purchase Intention	6,355	0,000	Accepted
Trust -> Purchase Intention	5,187	0,000	Accepted

Source : author

H1: Religiosity affects Attitude

The religiosity variable shows a significant positive relationship on Attitude because T-Statistics gets a value of 5.565. These results are also supported by (Rahman, 2020)(garg & joshi, 2018) (suparno, 2020), (Handriana et al., 2020)

H2: Brand Image affects Attitude

Brand Image shows a relationship that has a significant positive effect on Attitude with a T-Statistic value of 14,127. This result is also supported by (Yu et al., 2018)(Lin & Chuang, 2018) (Handriana et al., 2020)

H3: Brand Image affects Trust

In the table above, Attitude shows a significant positive effect on Trust with a T-Statistic value of 31,643. These results are also supported by (Handriana et al., 2020) (Rahman, 2020) (rosmayani & mardhatillah, 2020)

H4: Brand Image has an effect on Purchase Intention

In the table above, Brand Image shows a significant positive effect on Purchase Intention with a T-Statistic value of 3,753 These results are also supported by (Ali et al., 2018)(Elseidi & El-Baz, 2016) (Sanny et al., 2020) (Agmeka et al., 2019)

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H5: Attitude affects Purchase Intention

In the table above, Attitude shows a significant positive effect on Purchase Intention with a T-Statistic value of 6355. These results are also supported by (Elseidi & El-Baz, 2016) (Nora, Liza & Minarti, 2016) (Aziz et al., 2019) (Neumann et al., 2020) (Clarita et al., 2020) (Jain, 2020)

H6: Trust has an effect on Purchase Intention

In the table above, Trust shows a significant positive effect on Purchase Intention with a T-Statistic value of 5.187. These results are also supported by (Rosmayani & Mardhatillah, 2020) (Neumann et al., 2020) (Dabbous et al., 2020)

4. R Square

The determinant coefficient test or R2 test is carried out so that researchers can test how much influence the variable has on the dependent variable. The test results of the determinant coefficient if it is close to the value of 1, the greater the suitability of the variable to the model (Ghozali & Latan, 2015).

Tabel 19 R Square

Variabel	Adjusted R Square	Percent
Attitude	0,706	70,6%
Purchase intention	0,799	79,9%
trust	0,699	69,9%

Source : author

5. Goodness of Fit Model

The quality of this test is used so that researchers can test whether the research model used for research is good or not. The higher the GoF value, the better the model will be. GoF value 0.10 is declared small, if 0.25 will be declared moderate, and > 0.36 will be declared high (Ghozali & Latan, 2015). The formula for calculating GoF is:

Table 20 GOF

Average Commuality/AVE	Average R Square	Gof
0,593	0,734	0,659

Source : author

$$\text{GoF} = \sqrt{\text{Comm} \times R^2}$$

Gof = Goodness of Fit

Comm = Average Commuality Index

$\overline{R^2}$ = Average R Square

$$\text{Gof} = \sqrt{0.593 \times 0.734}$$

Gof : 0.659

From the results of the Gof, it is concluded that it is classified as a strong golf because it exceeds 0.36.

LIMITATIONS

Limitations of the study:

1. The questionnaire distributed is only based on the results of 349 respondents which were distributed to the people of Batam. The data was obtained based on respondents who were used kosmetik halal
2. Researchers have limitations and it is difficult to test the data because there are respondents by filling out questionnaires incompletely or not suitable for processing.

FUTURE WORK

Recommendations from researchers:

1. Researchers hope that future researchers can test this research more specifically or more broadly than the current test which is only in the city of Batam.
2. In data collection, it is recommended to collect data with a relatively longer period of time.
3. Thanks to LPPM UIB

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