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Perception of Consumer Towards Halal Labelled Cosmetic Products Among Muslimah Banten

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Abstrak

Keywords:

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This study aimed to determine the influence of attitudes, subjective norms and perception control modified with religiosity, product knowledge of buying intentions and consumer behaviour in purchasing halal cosmetic products.

The halal-labelled cosmetic sector is expected to thrive in Banten. The consumption and expenditure among Banten Muslimah on cosmetic products in personal body care, beauty and wellness products are increasing rapidly over time. At the same time, government bodies have to make sure that manufacturers comply with Banten Halal and Shari'a standards.

The subject in this study is several Muslimah students aged 17-23 years studying at UIN Sultan Maulana Hasanuddin Banten. This research uses purposive sampling in collecting the

	sample. The analytical method used is multiple linear regression. A closed questionnaire is used in this research for up to 107 samples. This paper studies the effect of knowledge, attitude and practice on the perception of consumer toward halal labelled cosmetic products in Banten. This study is useful to fill the gaps in the Banten literature regarding the importance of knowledge and its relationship with the attitude and practice. The findings of this study show that religiosity, product knowledge, attitudes, subjective norms, and perception control have a positive and significant influence on consumer intentions in buying halal cosmetic products. All of that affects consumers' attitudes in choosing cosmetic products labeled halal. The marketing of halal products is no less competitive with non-halal cosmetic products. It is expected to know the halal label and its content for every cosmetic product that will be used to avoid products that are not halal or forbidden by Shari'a. It aims to care for and protect an Islamic worldview and life.
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INTRODUCTION

Human needs are a state of a fundamental feeling that is felt or realized in every aspect. The necessity is a lack of satisfaction with specific policies, as seen in human life. The cosmetics industry

is growing today, with a percentage of growth in 2015 reaching 9%. Increasingly fierce competition in the cosmetic industry requires companies to increase product excellence to compete. The growth of the cosmetic industry market is mainly due to the shift in beauty trends that give rise to various types of beauty cosmetic products for consumers.

The purchase of a cosmetic product is no longer to fulfill the desire (wants) only but also because of the necessity (needs).¹ It is in understanding the way consumers make purchasing decisions that consumers go through five stages of the information process a) the need for problems, b) information search, c) alternative evaluation, d) buying decisions, and e) post-purchase behavior.² Halal awareness is known based on understanding whether or not a Muslim is halal, knowing the correct slaughter process, and prioritizing halal food for their consumption.

The halal word comes from Arabic, meaning free to break, dissolve, and allow. According to Qardhawi, halal is an easy (permissible), which is separated from the bond of the ban, and allowed by the makers of Islamic Sharia. Thus the definition of halal based on the Qur'an and Hadith is straightforward and clear.³ Therefore, not everyone can know the validity of a product with certainty. The halal certificate as proof of establishing a halal fatwa

¹ et al Eta Mamang Sangadji, *Consumer Behavior* (Yogyakarta: CV Andi, 2013), 121.

² Philip Kotler And Keller, *Marketing Management*, Twelfth. (Jakarta: PT Indeks, 2007), 156.

³ Yusuf Qardhawi, *Halal and Haram in Islam* (Jakarta: Rabbani, 2002), 13.

for a product issued by MUI is an inevitability necessary for its existence.⁴

According to Rangkuti, halal labeling is less of a concern for consumers because of less understanding or lack of information about food products that have included halal labels. For this reason, the government still needs to provide information about this halal label to the community, especially Muslims⁵.

Meanwhile, Suryani showed that halal labels only know by a few, so the relationship between halal labels to purchasing decisions is minimal. For that reason, related parties need to provide socialization about halal products for consumption⁶.

Thus, Halal is labeled as the main parameter in choosing products, ensuring halal cosmetics become a responsibility for every Muslim. It can be seen from the halal label listed on the cosmetic packaging to make it easier to know the cosmetics consumed by halal, especially cosmetics in packaging. Labels on beauty products are critical.⁷

Consumers who have little information about halal labels will assume that the halal label listed in the product they buy is legitimate. At the same time, the determination of the halal label of a product cannot only be of sticky origin. However, it must be based

⁴ Ma'ruf Amin, et al, *MUI Fatwa Association in POM and Science and Technology* (IPTEK Jakarta: Erlangga, 2015), 27.

⁵ Tengku Putri Lindung, "Influence of Halal Labelization on Sausage Purchase Decision in Kuala Simpang Aceh Tamiang Regency," *Journal of Financial Management* Vol 5, no. 1 (2016): 434.

⁶ Ibid., 432.

⁷ Wahyu Budi Utami, "The Influence of Halal Labels on Purchasing Decisions (Survey of Buyers of Cosmetic Products Wardah Dioutlet Wardah Griya Muslim an Nisa Yogyakarta)" (UIN Yogyakarta, 2013), 5.

on the provisions of Islamic sharia involving experts from various disciplines, both religious and other sciences, that support it⁸.

METHODOLOGY

The method used in conducting this research is a quantitative method with a phenomenological approach. According to J.Moleong⁹, phenomenology is a way of thinking that focuses on subjective experiences and human interpretations of the world. Meanwhile, according to Husserl, phenomenology is interpreted as subjective experience or phenomenological experience and the study of awareness of one's perception. Researchers also conducted participatory observations of informants.

The Model of Knowledge, Attitude, and Practice (KAP) method can be defined as targeted representative learning to collect known, believed, and complete data that shows relationships with specific topics within a given population¹⁰. KAP models are easy to do, productive, and better meet research needs. KAP surveys adopt quantitative models that access quantitative and qualitative information through questions formatted in standardized questionnaires. Misunderstandings and

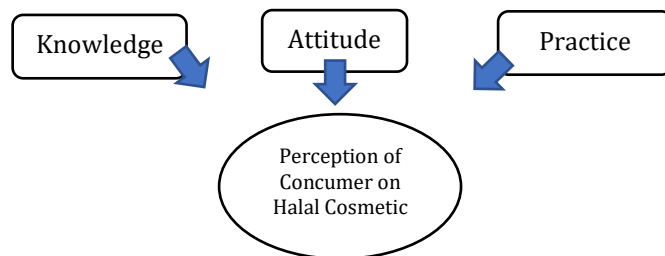
⁸ Helsy Zella Rafita, "Influence of Halal Labels on the Decision to Purchase Cosmetic Products" (UIN Jakarta, 2017), 23–24.

⁹ J. Moleong, *Qualitative Research Methods* (Bandung: PT Remaja Rosdakarya, 2013), 15.

¹⁰ O Zahedi, L., Sizemore, E., Malcolm, S., Grossniklaus, E., & Nwosu, "Knowledge, Attitudes and Practices Regarding Cervical Cancer and Screening among Haitian Health Care Workers.," *International journal of environmental research and public health* 11, no. 11 (2014): 11541–11552.

misunderstandings, which disrupt implementation activities and cause possible behavioral changes, can be detected in this way¹¹.

KAP surveys include measuring the extent of known situations and establishing essential references for future assessments¹². These three-part work together and lead to results in the study, which is consumers' perception of halal labeled cosmetic products in our scenario where their relationship is illustrated as shown in Picture 1 below. The KAP model was partly adopted as a conceptual shell to explain the relationship between consumer knowledge, attitudes, and practices to consumers' perceptions of halal cosmetic products. These three main conceptual independent determinants for shaping perceptions about halal cosmetic products. In addition, the KAP model was applied to determine the level of consumer perception of halal cosmetic products.



Picture 1 The Theoretical Framework Model for KAP.¹³

¹¹ N Memon, M. S., Shaikh, S. A., Shaikh, A. R., Fahim, M. F., Mumtaz, S. N., & Ahmed, "An Assessment of Knowledge, Attitude and Practices (KAP) towards Diabetes and Diabetic Retinopathy in a Suburban Town of Karachi," *Pakistan journal of medical sciences* 31, no. 1 (2015): 183.

¹² S. Raina, "Assessment of Knowledge, Attitude, and Practice in Health Care Delivery.," *North American journal of medical sciences* 5, no. 3 (2013): 249.

¹³ Raina, "Assessment of Knowledge, Attitude, and Practice in Health Care Delivery."

COSMETIC CONSUMPTION IN BANTEN

Consumer behavior, especially Muslimah in Banten, is the behavior shown by consumers in finding, using, buying, spending, and evaluating a product or service that is expected to satisfy their needs¹⁴. Meanwhile, a Muslim's consumption role is regulated as a social creature. According to Rahman¹⁵, consumption behavior in Islam is not only to meet physical needs but also to meet spiritual needs.

Attitude is one of the very significant factors in influencing the awareness and perception of a particular product or event. Azmi revealed that a positive attitude is one factor determining the decision to choose halal cosmetics¹⁶. Jihan and Rosidah argue that attitudes affect young urban Muslim women toward Halal cosmetics based on the Theory of Planned Behavior¹⁷. The dimensions most discussed in attitude which halal cosmetics in terms of price, Halal logo, Halal label, and ingredient issues. A theory by Noor and Eta suggests additional variables, namely

¹⁴Havard Hansen Leon G. Schiffman, Leslie Lazar Kanuk, *Consumer Behavior: A European Outlook* (New Jersey: Pearson, 2012), 145.

¹⁵ Aulia Rahman, "Community Consumption Behavior in Islamic Perspective in Barombong Village of Makassar City" (UIN Alauddin Makassar, 2018).

¹⁶A. Muslim and I. Zaidi. Azmi, A.A., "The Perception to Choose Halal Cosmetics Products: An Empirical Study for Malaysian Consumer" (Turkey: Business, Management and Economics, 2010).

¹⁷C.M.H. and M. Rosidah Azreen Jihan, "Modeling the Effects on the Attitude of Young Adult Urban Muslim Women towards Halal Cosmetics Products: New Insights for Championing the Halal Economy," *International Journal of Education and Research* 1, no. 8 (2013): 1–8.

knowledge, safety, and purity as the main intention in purchasing Halal cosmetics¹⁸.

In the steps of consumer decisions, Muslim women Banten pay attention to several factors that give any effect. Culture is one factor that significantly affects consumption patterns or consumer behavior in Indonesia. The American Marketing Association defines consumer behavior as the dynamic interaction between affection and cognition, behavior too, and the environment in which humans conduct exchange activities in their lives.

HALAL COSMETICS

Halal comes from Arabic means permissible. Halal is everything that is allowed to be done or used in Islam. Halal is not only about food or drink but is now growing in cosmetics, pharmaceuticals, recreation, and others. Halal is also not limited to the use of alcohol, pigs, or dogs but also the production process. According to Qardhawi, everything is originally halal unless there is a strict sharia rule that bans it. Halal rules are not only limited to objects but also include deeds and adab or mu'ammalat¹⁹.

This research specializes in halal cosmetic products because, currently, halal also covers various aspects of life, not only in the food industry. Cosmetic products that are declared halal are

¹⁸A.A. and W. Eta Noreen Noor, "Undesrtanding of Halal Cosmetics Products: TPB Model," *UTHM*, last modified 2013, accessed December 23, 2013, 1st FPTP Potsgraduate Seminar 2013.

¹⁹Yusuf Qardhawi, *Halal and Haram in Islam* (Bangil: Bina Ilmu, 1993), 22–23.

not only halal on a sharia basis but also those that have certification from the Indonesian Ulama Council (MUI).

COSMETICS ATTRIBUTES

The definition of cosmetic based on the Regulation of the Minister of Health No.1176/MenKes/Per/VIII/2010 is an ingredient or preparation intended for use on the outside of the human body (epidermis, hair, nails, lips, and outer genital organs) or teeth and mucosa of the mouth especially to clean, look, change the appearance and improve body odor or protect or protect or protect or maintain the body in the best condition. Cosmetics are also an ingredient used in the human body as a cleanser (cleansing), beautifying (beautifying), promoting attractiveness, or altering the appearance without any result in body structure or function.

There has been limited comprehensive study to identify the image dimensions of cosmetic product attributes. Table I summarizes recent studies that have studied the attributes sought by consumers in their purchase of cosmetics. Hence based on the literature, the following attributes to is selected to take focus on this study:

Tabel I: Summary of recent studies on cosmetic attributes

Attributes	Literature
Packaging	Ahaiwe & Ndubuisi (2015) ²⁰

²⁰ U Ahaiwe, E. O. & Ndubuisi, "The Effect of Packaging Characteristics on Brand Preference for Cosmetics Products in Abia State, Nigeria," *British Journal of Marketing Studies* 3, no. 8 (2015): 79-90.

Peer Influence	Ansari & Muhammad (2015) ²¹
Halal	Muhammad, Irfan, Tooba (2015) ²²
Halal and Product Quality	Lutfie, Erdita, Osa & Dini (2015) ²³
Celebrity Edorsement	Munasinghe & Weerasiri (2016) ²⁴
Brand loyalty, brand name, product quality, price, feature desaign, store environment, promotion, and service quality	Alhedhaif et al. (2016) ²⁵
Celebrity endorsement, product packagingm brand image, price fairness, and perceived quality	Chin and Siti (2017) ²⁶

The aim of this study attributes which are selected the attributes of cosmetics as branded packaging, peer influence, celebrity endorsement, brand, product quality, price, feature design (application), halal certification or (halal labeled), and promotion. The store environment and service quality are omitted from the study as many consumers purchase cosmetic products online using the electronic commerce platform and many others.

²¹ H Ansari, N. U., & Mohammed, "Factors Affecting the Intent to Purchase Halal Personal Care Products : Empirical Evidence from Pakistan," *International Journal of Islamic Marketing and Branding* 1, no. 2 (2015): 199–213.

²² A Muhammad, B.M., Irfan, S., & Tooba, "Consumer Purchase Intention towards Halal Cosmetics and Personal Care Products in Pakistan," *Global Journal of Research in Business & Management* 1, no. 1 (2015): 45–53.

²³ D.A Lutfie, H., Puspa, E.P.S., Sharif, O.O., Turipanam, "Which Is More Important? Halal Label or Product Quality," in *3rd International Seminar and Conference on Learning Organization* (ISCLLO, 2015).

²⁴ S Munasinghe, U., & Weerasiri, "Empirical Study on the Impact of Celebrity Endorsement on Purchasing Decision in Cosmetics and Personal Care Products Industry" (University of Kelaniya Sri Lanka: Digital Repository, 2016).

²⁵ S Alhedhaif, "Brand Loyalty and Factors Affecting Cosmetics Buying Behavior of Saudi Female Consumers," *Journal of Business Studies Quarterly* 7, no. 3 (2016).

²⁶ Siti. H.M.H. Chin, T.K., "Factors Influencing Consumers' Purchase Intention of Cosmetic Products in Malaysia," *International Journal of Business and Innovation* 3, no. 1 (2017): 1–15.

RESULT AND DISCUSSION

Data processing in this study consists of 4 stages: the rehabilitation test, validity test, classical assumption test consisting of normality test, *heteroskedasticity* test, and *multicollinearity* test. Next is the double regression analysis test or analysis of hypothesis results. Based on the research model in figure 1, the regression analysis test was not done simultaneously but partially. Two stages are carried out, namely, (1) Measurement of consumer intentions in buying halal cosmetic products and (2) Measurement of consumer behavior in buying halal cosmetic products. No testing of theoretical structural models is performed.

The first stage of this study is the reliability test. The rehabilitation test is used to measure the indicator of a variable²⁷. A questionnaire is said to be reliable if Cronbach's alpha > 0.60 and is said to be unreliable if Cronbach's alpha < 0.60. In this test, all variables have a calculated result of Cronbach's Alpha > 0.60, so it can be concluded that all the variables used in this research model can be said to be reliable and worthy of being used as a measuring tool.

The second stage conducted in this study is the validity test. Validity tests are used to measure the validity or validity of a questionnaire. The questionnaire is said to be valid if the question on the questionnaire can reveal something that the questionnaire will measure. Testing validity and knowing and disclosing data must also provide a detailed picture of data. The questionnaire in

²⁷ I Ghozali, "Multivariate Analysis Application with IBM SPSS 25 Program" (Diponegoro University Issuing Board, 2018).

this study consisted of 27 questions. 4 question items represented product information variables, 3 question items represented product price variables, 3 question items represented health content variables, 2 question items represented product safety variables, 2 Question items represented the procession variable, 5 question items representing the halal label assessment variable, and 8 question items representing behavioral variables based on interests, matches, and needs.

The third phase of the study was a classical assumption test consisting of a standard normality test, a heteroskedasticity test, and a multicollinerity test. Normality tests in this study showed that $\text{sig.} > 0.05$ ($0.099 > 0.05$), so that normal distributed data can be concluded. Furthermore, the heteroskedasticity test showed no symptoms of heteroskedatisity because the residual point spread randomly above and below the diagonal line. It is reinforced by sig results > 0.05 , meaning there is no heteroskedasticity. The last assumption test is a multicollinearity test, based on data processing results showing that the tolerance value ≤ 0.10 or VIF value ≥ 10 , meaning there is no multicollinearity in the data. The fourth stage of the study is a multiple regression analysis tests or analysis of hypothesis results. The results of multiple linear regression analysis concluded that each independent variable had a significant effect on the dependents. The results of the hypothesis analysis of stage (1) measurement of consumer intentions to buy halal cosmetic products and stage (2) measurements of consumer behavior to buy halal cosmetic products are shown in Table II.

Table II. Results of analysis of hypothesis

	Hypothesis	B	t-value	Sig.	Kesimpulan
H₁	Religiosity has a significant effect on consumers' intentions to buy halal cosmetic products.	.107	108	99,9%	Significant
H₂	Product knowledge has a significant effect on consumer intentions to buy halal cosmetic products	.362	428	84,58%	Significant
H₃	Attitudes have a significant effect on consumer intentions to buy halal cosmetic products.	.778	856	80,89%	Significant
H₄	Subjective norms have a significant effect on consumer intentions to buy halal cosmetic products.	.267	321	83,18%	Significant
H₅	Perception control has a significant effect on consumer intentions to buy halal cosmetic products.	.293	321	91,28%	Significant
H₆	Halal label assessment has a significant effect on consumer intentions to buy halal cosmetic products	.484	535	90,47%	Significant
H₇	The quality of the product has a significant effect on the intention of consumers to buy halal cosmetic products.	.388	428	90,65%	Significant

The double analysis test table above shows that all independent variables, religiosity, product knowledge, attitudes, subjective norms, and perception control, significantly influence the intention variable. These results support the research hypothesis (H1, H2, H3, H4, and H5). Later this also supports the theory that knowledge significantly affects consumer behavior. These results support the research hypothesis (H6 and H7). It is evident from the sig results. < 0.05 , which means that independent variables significantly affect dependent variables.

The relationship of each variable indicates that all independent variables of religiosity, attitudes, product knowledge, subjective norms, and perception control have a positive relationship to the intention variable. Then product knowledge and intentions also have a positive relationship to behavioral variables. It is seen from the result of B, which shows a positive number so that it is concluded that all independent variables have a positive relationship with dependent variables.

Much more of the respondents in this study were at a reasonably young age of 17th-50th years, with a Muslim composition of as much as 100%. The selection of respondents is used to see how responsive and mindset the surrounding community is outside the academics or students of Banten. Details are presented in table III.

Table III. Demographics of Respondents

No	Category	Frequency	%
1.	<i>Age</i>		
	< 17 year	1	0,9
	18 - 20 year	33	30,8

	21 - 30 year	65	60,7
	31 - 40 year	5	4,7
	> 40 year	3	2,8
2.	<i>Affiliate/Work</i>		
	Lecturer	1	0,9
	CPNS Teachers	29	27,1
	Teacher & Student	2	1,9
	Housewife	7	6,5
	Private Employee	2	1,9
	Student College	61	57,0
	Self employed	5	4,7
3.	<i>Knowledge of Product</i>		
	Obtain halal cosmetic information from advertising	87	81,31
	Obtain halal cosmetic information from friends/ relatives	84	78,50
	Composition of halal cosmetic products on packaging clearly	92	85,98
	Believing in halal cosmetics from BPOM and halal logo	99	95,52
	Raw materials of Halal products used from natural	96	89,72
	Halal cosmetic products take care of the skin	98	91,59
	The manufacture of halal cosmetic products is not mixed with haram ingredients	98	91,59
	Manufacture of halal cosmetic products under the supervision and permission of LPPOM-MUI	96	89,72

Source: Primary Data, 2021, Processed

Then most of the respondents who had a Lecturer job (0.9%), Teacher (27.1%), Teacher and Student (1.9%), Housewife (6.5%), Private Employee (1.9%), Female (57.0%), and Self-Employed (4.7&%). So that can be said that respondents are pretty educated and varied. The sample dominated by respondents at the Student level was caused by the sampling area located around the

UIN Sultan Maulana Hasanuddin Campus, Banten. It is also in line with the work of respondents who are generally still students (57.0%).

The young women segment is usually the primary target market for cosmetic manufacturers. At that age level, consumer awareness of appearing attractive tends to be higher because it is driven by more social interaction than at other age levels. However, consumers' financial condition is generally not established at that age level, so the sensitivity to prices is relatively high. Nevertheless, consumers consider halal cosmetics a necessity²⁸.

In addition, respondents' primary sources for information about halal cosmetics were advertising (81.31%) and friends/relatives (78.50%). It means that advertising is still the most effective promotional medium for marketing halal cosmetics. Advertising, in this case, is not only television and radio advertising but also includes advertisements in print media or banners on other websites. Marketing halal products is not an easy thing. Manufacturers must follow the rules or ethics in Islam²⁹.

It is because, for Muslim consumers, halal is not just a brand element; halal is a belief system and code of ethics. However, manufacturers should also be careful not to cause the perception of halal products as products that are "only for Muslim consumers."

²⁸ Rasidah Hashim, A.J., Musa, "Factors Influencing Attitude Towards Halal Cosmetic Among Young Adult Urban Muslim Women: A Focus Group Analysis," in *Procedia - Social and Behavioral Sciences* (Social and Behavioral Sciences, 2014), 129–134.

²⁹ Jonathan, W., Jonathan Liu, "Shaping Halal into a Brand?," *Journal of Islamic Marketing* 1, no. 2 (2010): 107–123.

Meanwhile, friends, as the second source of information after the ad, showed the role of Word of Mouth (WOM) in the marketing of halal cosmetics. Positive WOM is a form of consumer satisfaction with the product, and positive WOM is what the manufacturer expects.

The composition of halal cosmetic products is also clearly and easily understood on product packaging (85.98%), making consumers believe in halal products. The existence of the BPOM logo and halal logo (95.52%), natural raw materials (89.72%), the use of halal product ingredients that treat the skin (91.59%), also the manufacturing process is not mixed with haram ingredients (91.59%). All are under the supervision and permission of LPPOM-MUI, adding to the sense of safety and consumer confidence in cosmetic products labeled halal.

BEHAVIORAL ANALYSIS

There were 107 respondents used in the study. 91 respondents (85.05%) chose halal products because of their affordable price and good quality. These numbers believed halal products could beat other products that were priced above halal products, and (83.18%) of consumers also stated that the price of halal cosmetics is higher than products that have not been guaranteed (Table IV).

Table IV. Behavioral Analysis

No	Category	Frequency	%
1.	<i>Subjective Norms</i>		
	Halal product prices are affordable but the quality is good	91	85,05

	The quality of halal products can beat other products that have higher prices than halal products.	91	85,05
	The price of halal cosmetic products is more expensive than other products that have not been guaranteed.	85	83,18
2.	<i>Perception Control</i>		
	The water used in the manufacture of halal cosmetic products is clean water.	99	95,52
	The place used in the manufacture of halal cosmetic products is a clean place.	98	91,59
	Beautiful and elegant halal product packaging adds to the confidence of healthy and safe product quality	96	89,72
3.	<i>Halal Label Assessment</i>		
	Halal label on halal cosmetic products guarantees the reliability of the product	95	88,79
	Halal label on halal cosmetic products able to beat competitors from products	96	89,72
	LPPOM MUI halal label information on packaging reinforces that halal cosmetics are harmless	96	89,72
	Halal label owned is official from LPPOM-MUI	99	96,52
	Halal guarantees are audited by auditors who are competent in their fields.	98	91,59
4.	<i>Attitude</i>		
	Decide to buy halal cosmetic products because of the quality of the materials used	96	89,72
	There is interest in using Halal Cosmetic products because they are labeled Halal.	98	91,59
	Interested in buying halal cosmetic products after understanding the halal label	97	90,65
	Halal cosmetics do not damage the skin, as they are made from natural ingredients.	97	90,65
	There is satisfaction during and after using Halal Cosmetics	100	93,46
	You are aware of the need to use products made from natural ingredients.	98	91,59
	You are aware of the need to use products that have been labeled halal	94	87,85

You can easily find halal cosmetics in markets and shopping centers in Indonesia	98	91,59
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Source: Primary Data, 2021, Processed

Judging from the purpose of cosmetic use, consumers generally pay attention to several things, namely perception control, halal label assessment, and consumer attitude to the assessment of halal products. It includes 95.52% clean water, 91.59% of the production used is clean, 89.72% attractive packaging, and 88.79% halal labels that guarantee. Meanwhile, 89.72% of halal labels can compete with other products, 89.72% of halal labels ensure the quality of ingredients is safe, 96.52% of halal labels are official LPPOM-MUI, 91.59% are competent halal label auditors.

Comment attitudes in determining that halal products are also very productive. 89.72% the quality of ingredients that guarantee, 91.59% halal labels that attract interest, 90.65% understanding of halal labels, and 90.65% natural ingredients that treat the skin. 93.46% satisfaction after use, 91.59% the need for natural ingredients, 87.85% the need for products labeled halal, and 91.59% halal cosmetics are easy to find around the environment, namely in markets and other shopping centers. It shows that the social environment and awareness of consumer needs have a significant impact on purchasing cosmetic products³⁰.

CONCLUSION

³⁰ W.V. Bonne, K. Irish Vermeir, and Florence, "Determinants of Halal Meat Consumption in France.," *British Food Journal* 109, no. 5 (2007): 367–386.

The study was conducted to analyze the behavior and factors that influence female consumers' decision to purchase halal-labeled cosmetics, especially in Banten. Label halal listed on cosmetic products is a significant presence for Muslim consumers, making social construction that occurs in users of cosmetic products that are Muslim in Banten. The first construction is for Muslim consumers of cosmetic products. Halal labels have added value because their products are safe and reliable. Consumers convince themselves and eliminate doubts about using a cosmetic product labeled halal because products that already have halal certification have a 'plus'. It is about the sense of security that increases consumer comfort in using halal cosmetics.

The second construction is the halal label as a symbolic representation of Islam in halal cosmetics. The halal label is an Islamic symbol to inform people that not all products can be used or consumed. It is because Islam has its rules to establish halal or haram ingredients as the main ingredients in the manufacture of cosmetic products that can be used on the body or not. In addition, the construction built by Muslim consumers of halal-labeled cosmetics follows the construction theory by Peter L. Berger regarding the three stages of social construction; externalization, objectification, and internalization.

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