

ANALYSIS OF THE INFLUENCE OF BRAND IMAGE, HALAL LABEL, AND CONSUMER REVIEWS OF PURCHASE DECISIONS WARDAH COSMETIC PRODUCTS

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Abstract

The purpose of this study was to determine the significant effect on Brand Image, Halal Label, and Consumer Reviews on Purchase Decisions for Wardah Cosmetic Products. This research is a research using a quantitative approach. The population in this study are people who use Wardah Cosmetics in South Tangerang City. The sampling technique uses simple random sampling. The data analysis technique used in this study used SPSS software. Based on statistical tests, the results of the study show that Brand Image does not have a significant direct effect on purchasing decisions, Halal Labels do not directly have a significant effect on purchasing decisions, while Consumer Reviews have a significant effect on purchasing decisions.

Keywords : Brand Image ; Halal Label; Consumer Review; Purchase Decision

INTRODUCTION

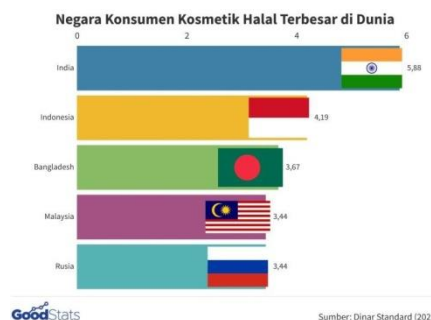
Competition between the facial care industry market as well cosmetics are increasingly competitive. Cosmetics already become a primary need for women from adolescents to adults who cannot be separated to support their daily appearance. Various beauty trends have emerged, as a result of which competition is fierce happened in the beauty product industry. This is proven by the many types of internally produced cosmetics country as well as production outside country which spread good in Indonesia. based on data Body center Statistics (BPS) in the first quarter of 2020 the growth of the chemical, pharmaceutical and traditional medicine industries including cosmetics grew 5.59%. The growth of the cosmetics market in Indonesia is also projected to increase by 7% in 2021. It makes sense There is intense competition in the cosmetic industry today. This is because the market value of the cosmetics business is silent very large and tantalizing. based on monitoring (compas.co.id) in early 2021, category beauty treatments outperformed sales transactions in e-commerce by 46.8%. In addition, the total value transaction category care beauty on market online yourself has managed to penetrate number Rp40 Billion.

The flood of cosmetic products on the market affects one's interest in purchasing as well impact on purchase decision. Purchase something product cosmetics no again for Fulfill only wants , but because cosmetics is a need at this time (Stefani , 2013). Purchasing decision making is an individual activity that is directly involved in getting as well as use the product which is offered. A process decision buy no just knowing the various factors that will influence the buyer, but based on the role of purchase and decision to buy. This process is the completion process problem buying product and service for Fulfill needs consumer. Remember consumer able to influence success company as well as potentially grow sale in period front, every company certain need as well as expect presence

consumer. by because that, behavior consumer must always the company pays attention to, especially regarding purchasing decisions. The number of cosmetic brands that are spread across Indonesia provides many choices to consumers, in deciding to buy a product brand cosmetics. Wardah Cosmetics is a cosmetic brand under the auspices of PT. Paragon Technology and Innovations with image brand lawful which the product has pocketing certificate halal. Brand which quality able to influence consumer in make a purchase decision.

Labels have a close correlation with marketing. Labels are part of a product convey information about what contained in the seller as well as the product itself. labeling (labeling) is a very important product element that deserves careful attention The aim is to attract consumers. Consumers in determining the purchase will choose a product which capable give satisfaction highest, wrong one that effort could conducted that is look for information listed on the product attribute in the form of a halal label. Indonesia on the consumption of halal products is one of them biggest in world. Start from food, drink, drugs until product beauty.

Figure 1. Row country with consumption product beauty lawful biggest in world | GoodStats



Source: Base standard (2021)

Based on data from Dinar standard which issued year 2021, Indonesia Becomes country largest consumption of halal cosmetics after India. Halal cosmetics users in Indonesia reached 4.19 billion US dollars while the largest came from India which amounted to 5.88 billion US dollars. Development Halal cosmetics in Indonesia have grown quite significantly, wrong one of them is a Wardah Cosmetics product which is a pioneer of halal cosmetic products, cosmetics under the auspices of PT Paragon Technology & Innovation the more diverse form innovation on product beauty to meet para needs consumer.

At present there are many types of cosmetics on the market, it is not uncommon for consumers to buy them difficult to choose which product is good and safe. not infrequently many women want results aporisma with a short period of use without thinking about the side effects that can occur in long term due to regular use. Consumer reviews are a form of electronic word of mouth which is used as a medium for consumers can have good reviews in the form of suggestions, criticisms, and everything that is desired regarding the product or service to be purchased, from the information that can be used for other

consumers in search of information (Almana and Mirza, 2013). Consumer reviews deserve to be studied because can made media promotion which is considered most honest from somebody consumers by on line. generally consumers before deciding to make a purchase consumers will seek information about the product by looking at other consumer reviews. It was done to answer consumer curiosity about products or services so as to be able to help consumers in making the decision to buy is good, safe, worth it or not. In addition, consumers also see reviews for compare with product other.

Based on studies which previously has conducted, there is a number of difference about image brand, label lawful, and review consumer to purchase decision product Cosmetics wardah. The results of research conducted by Dharma and Sukaatmadja (2015) show that brand image has a positive and significant influence on purchasing decisions. Meanwhile, according to DID Lubis (2019) and R Hidayat (2019) state that in a manner Partial image brand no take effect to buying decision. According to Sudjatkika (2017); Febriana and Yulianto (2018); Arbaini, et, al., (2020); and Purwanto (2019) state that review consumer take effect positive to buying decision. Meanwhile, according to Sari (2019) states that consumer reviews have no effect on purchase decisions. Previous research conducted by Hussain (2016), Ismail (2016), Yunus (2016) that labels lawful no take effect to purchase decisions. Whereas according to Tri Widodo (2015) in the research says that label lawful have influence significant to purchase decision.

The existence of the Wardah brand image as a pioneer of halal cosmetics in Indonesia, the inclusion of a halal label on Wardah cosmetics and consumer reviews are used by Wardah in marketing its products. Wardah Cosmetics became a pioneer in the development of halal cosmetics in Indonesia as if it was the answer uneasy consumers who want to use beauty products with natural and guaranteed ingredients its halal. Based on background behind the, writer interested for To do study about "Analysis of the Influence of Brand Image, Halal Label, and Consumer Reviews on Purchasing Decisions Product Cosmetics Wardah".

1. Theoretical Background

Brand Image

Every product that is sold in the market has its own image in the eyes of its consumers created by marketers to differentiate it from competitors according to Kotler and Keller (2016). Brand Image can be considered as a type of association that comes in the minds of consumers when remembering a brand certain. These associations can simply appear in the form of a certain thought or image associated with a brand, the same way when someone thinks about other people. The association can conceptualized by type, support, strength, and uniqueness. Types of brand associations include attributes, benefits and attitudes. Attributes consist of attributes related to the product, for example price, user, and usage image. According to Kotler (2013) those who interpret are consumers and those who are interpreted is information. Image information can be seen from the logo or symbol used by the company for represent the product. Where these symbols and logos are not only a differentiator from similar

competitors but also can reflect the quality and vision and mission of the company. In addition to the logo, advertising also holds important role in creating a brand image. The use of advertising is to enhance the image brand, where in in advertisement consumer could see straight what which product the give. Brands The image that is built can be an identity and a reflection of vision, excellence, quality standards, service and the commitment of business actors or owners. According to Kotler and Keller (2016: 347), brand image indicators could seen from:

1. Advantages of brand associations, one of the factors forming a brand image is product superiority, where product the superior in competition.
2. The strength of brand associations, every valuable brand has a soul, a special personality is a fundamental obligation for brand owners to be able to disclose, socialize soul/personality the in one form advertisement, or form activity promotion and other marketing. That is what will continue to be a link between products/brands with customers. thus the brand will be quickly recognized and will be maintained in the midst of intense competition. Build the popularity of a brand into a brand that famous no easy. However thereby, popularity is wrong one key which could form brands image on customers.
3. Uniqueness association brand, is uniqueness which owned by product the. Based on the descriptions above it is concluded that brand image is a consumer assessment to brand the in a market. Creation the could created based on experience personal nor heard of his reputation from person other or media.

Label Halal

Label is a part of a product that carries verbal information and is part of the packaging about the product. The label designed and imprinted on the product has various type. The label shows the supporting identity of the product. One of the labels listed on product is halal label. The halal label is a guarantee given by an LP authorized institution POM MUI to ensure that the product has passed the halal test according to Islamic law (Tjiptono, 2016). Label lawful a product could be included on a packaging (Umayya, 2018) a company by the POM Agency (FM Sari et al., 2019). Halal label is a guarantee given by an authorized institution such as the Research Institute for Food, Drugs and Cosmetics, the Ulema Council Indonesia (LP POM MUI) to ensure that the product has passed the appropriate halal test Islamic law (Sahir et al., 2018). So, the halal label variable can be represented by the following indicators this from (Utami, 2013)

1. Picture, is results imitation form form or pattern (animal, person, plant etc.)
2. Writing, is results from write that expected can for be read.
3. The combination of images and writing, is a combination of the results of images and written results made to be one part.
4. Attached to the packaging, can be interpreted as something attached (intentionally or not). accidentally) on the packaging (protector something product)

Consumer Review

Quality reviews is level where review or On line customers Reviews which given by the customer is qualified or not seen from his character. Quality reviews or so-called high quality review is a review that contains objectivity, logical reasons, provides understandable information, sufficient and relevant information about related products and services. Otherwise, unqualified or so called reviews with low quality reviews are low quality reviews because they have emotional, subjective, and unweighted, and does not provide factual information about the product. Previous research explains that information which clear will help consumer for evaluate product which could Keep going create interest buy (Bataineh, 2015)

So, it can be concluded that consumer reviews are one form of electronic word of mouth which is used as a medium for consumers to have good reviews in the form of suggestions, criticisms, or anything you want about the product or service to be purchased, from this information you can used for consumer other in look for information (Almana and Mirza, 2013).

So, the Consumer Reviews variable can be represented by the following indicators from (Putrid an Wandebori, 2016)

1. Benefit which felt
2. Credibility source
3. Quality argument
4. Valence
5. Amount review

Purchase Decision

Purchasing decisions are basically an alternative choice where consumers can decide for buy or nope something product which offered. With there are variety choice which offered, then consumers can make the best decision from the choices offered (Nistania, 2018). Purchasing decisions are activities carried out by consumers where they buy something product by sellers (Fauzi, 2017). In study this use four indicator for determine purchase decision which taken from (Kotler 2018:70), namely:

- a. Stability on a product
In making a purchase, consumers choose one of several alternatives. The choice is based on quality, quality, affordable price, and other factors can strengthen the desire of consumers to buy the product whether the product is really really want used or needed.
- b. Habit in buy product
Consumer habits in buying products also affect purchasing decisions. Consumers feel the product is too embedded in their minds because they have feel the benefits of the product. Therefore, consumers feel uncomfortable if try new products and have to adjust again. They tend to choose products that already commonly used.
- c. Give recommendation to person other.
In making purchases, if consumers get benefits that match a product, they are sure to recommend the product to others. They want people

other also feel that product the very good and more good from product other.

Research Hypotesis

The influence of brand image on purchasing decisions

According to research conducted by Prasastiningtyas (2016), Amilia and Nasution (2017), Ayuniah (2014), and Supangkat (2017) gave results which stated that brand image had a significant effect on buying decision. The results of research conducted by Dharma and Sukaatmadja (2015) show that brand image has a positive and significant influence on purchasing decisions and these results show the more tall image brand so the more tall level purchase decision consumer.

H1: Brand Image influences purchasing decisions

The influence of halal label on purchasing decisions

According to research that has been conducted by Rambe and Afifuddin in (Desmayanti, 2020) defines that the inclusion of a halal label on products is carried out to provide protection for consumers Muslims, with the inclusion of the halal label can influence consumers to take buying decision. The research conducted by Puspitasari (2018) concluded that labels Halal is a factor that can influence a person to make a purchase decision cosmetics.

H2: Halal Label influences purchasing decisions

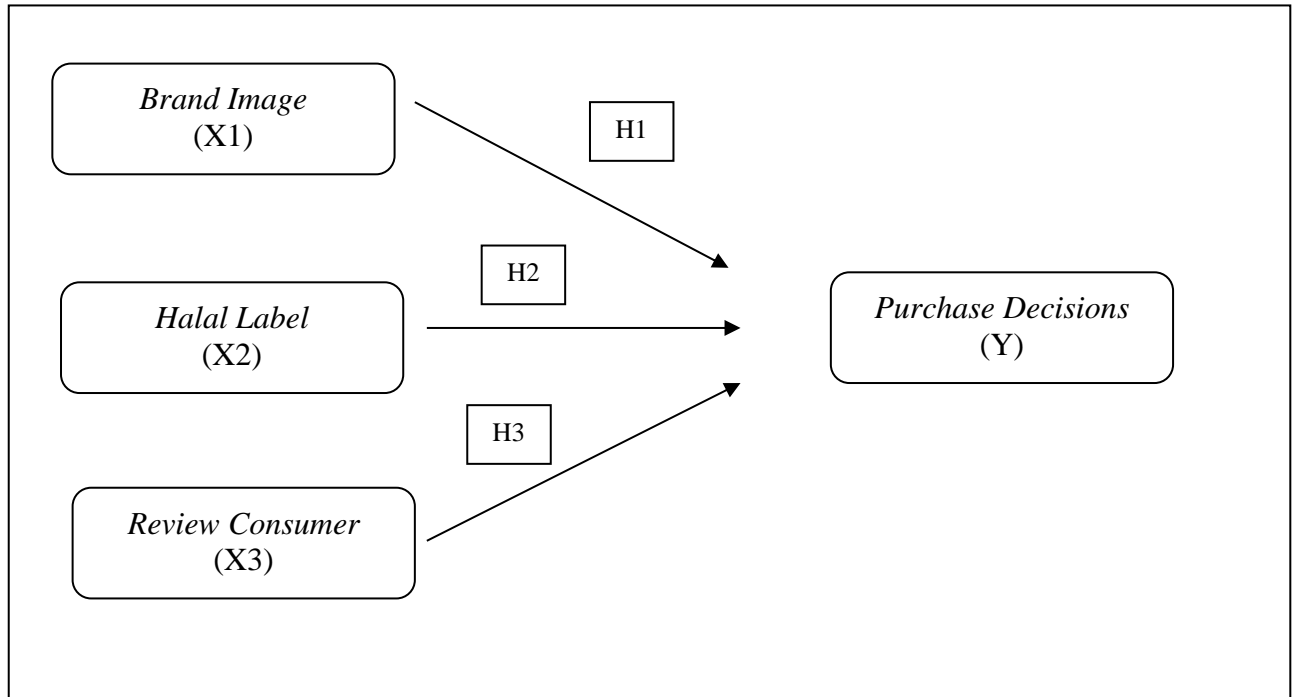
The influence of review consumer on purchasing decisions

According to research conducted by Sudjatkika (2017); Febriana and Yulianto (2018); Arbaini, et al., (2020); and Purwanto (2019) stated that consumer reviews have a positive effect on purchase decision. The results of Kanitra and Kusumawati's research (2018) show a significant influence significant of consumer review variables on purchasing decisions, the conclusions of the study shows that the better the review given by the informant on a product, the better affect purchase decision consumer against a product more increasing.

H3: Review Consumer influences purchasing decisions

The following is research framework as follows:

Figure 2. Research Model



METHODS

The approach used in this research is a quantitative approach. According to Sugiyono (2018) Quantitative data is a research method based on positivistic (concrete data), research data in the form of numbers to be measured using statistics as a calculation test tool, related to problems studied to produce a conclusion. Positivistic philosophy is used on the population or certain sample. As well as the data collection technique used is primary data (using a questionnaire). Based on data from 115 respondent through questionnaire which spread, could is known characteristics respondents regarding gender, age, occupation, income, type of product purchased, average purchase per month, and frequency per month. Classification which conducted to respondent in study this aim for knowing in a manner clear and accurate about description respondent as object study this.

This research was conducted in South Tangerang City. The population in thi study is the community which use Cosmetics wardah which is at in City Tangerang South. Amount population city South Tangerang according to the projected population in 2021 is 1,365,688 people. After determining the population, The next step is to determine the research sample. Based on the calculation results obtained from the formula slovin, it is known that the number of samples is at least 100 people. Sampling technique using simple random sampling. According to Sugiyono (2018) Random sampling is said to be simple (simple because taking sample members from the population is done randomly

without regard to the existing strata that population. The sample limits used by researchers are people who have used the product Cosmetics wardah.

The data analysis technique used in this study used SPSS software. thing to be tested in SPSS are validity test, reliability test, classical assumption test (normality test, multicollinearity test, and test heteroscedasticity), analysis regression multiple linear, test F, and test t.

RESULTS AND DISCUSSION

General Description of the Research Object

This study collected data by using a questionnaire. Of the 110 respondents, it is known that the characteristics of respondents are based on gender, age, occupation, income, type of product purchased, the average monthly purchase that you spend on purchasing Wardah cosmetic products, and purchase frequency. There were 85 female respondents who filled out this questionnaire with a percentage of 73.9% and 30 male respondents with a percentage of 26.1%. It can be seen that the number of purchases of wardah cosmetic products is more female than male. Judging from the age characteristics, the age range that uses Wardah cosmetic products the most is age <20 years, as many as 37 respondents with a percentage of 32.2%, age range 20-29 years, 65 respondents with a percentage of 56.5%, age range 30-39 years, 7 people with a percentage of 6.1%, age range 40-49 years, 4 respondents with a percentage of 3.5% and age range > 50 years, 2 respondents with a percentage of 1.7%. It can be seen that the age range with the largest number of respondents is 20-29 years. In terms of job characteristics, the most respondents were students with 85 respondents with a percentage of 73.9%. In terms of income characteristics, the most respondents are those whose income ranges from <Rp. 500,000 as many as 56 respondents with a percentage of 48.7%. In terms of the characteristics of the type of product purchased the most was lipstick as many as 45 respondents with a percentage of 39.1%. On the characteristics of the average monthly purchase spent on the purchase of Wardah cosmetic products, the most respondents are <Rp. 100,000 as many as 69 respondents with a percentage of 60%. Regarding the frequency of purchases, the most respondents are once a month with 44 respondents with a percentage of 38.6%.

Test validity

Provisions for testing the validity test, according to Sugiyono (2013), are conditions that must be met for

This test must have the following criteria:

- a. If $r \geq 0.30$, then the question items from the questionnaire are valid,
- b. If $r \leq 0.30$, then the question items from the questionnaire are invalid.

Table 1. Validity Test Brand Image

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.765	0.30	VALID
2	Q2	0.693	0.30	VALID
3	Q3	0.783	0.30	VALID
4	Q4	0.702	0.30	VALID
5	Q5	0.672	0.30	VALID

Table 2. Validity Test Halal Label

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.649	0.30	VALID
2	Q2	0.704	0.30	VALID
3	Q3	0.707	0.30	VALID
4	Q4	0.762	0.30	VALID
5	Q5	0.738	0.30	VALID
6	Q6	0.701	0.30	VALID
7	Q7	0.800	0.30	VALID

Table 3. Validity Test Consumer Review

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.759	0.30	VALID
2	Q2	0.809	0.30	VALID
3	Q3	0.826	0.30	VALID
4	Q4	0.806	0.30	VALID
5	Q5	0.863	0.30	VALID

Table 4. Validity Test Purchase Decisions

Number	Statement	Person Correlation	Critical Value	Explanation
1	Q1	0.703	0.30	VALID
2	Q2	0.625	0.30	VALID
3	Q3	0.814	0.30	VALID
4	Q4	0.771	0.30	VALID
5	Q5	0.787	0.30	VALID
6	Q6	0.752	0.30	VALID

Reability Test

Reliability test is a tool to measure a questionnaire which is an indicator of the variable or constructs. To find the reliability value the writer will use the Cronbach Alpha technique. By test cronbach's alpha. Something variables said reliable if provide value cronbach's alpha > 0.60. So each variable in table 5 is said to be reliable (Sugiyono 2013).

Table 5. Reability Test

Number	Variabel	Cronbach's Alpha	Critical Value	Explanation
1	Brand Image	0.772	0.60	Realibel
2	Label Halal	0.848	0.60	Realibel
3	Consumer Review	0.871	0.60	Realibel
4	Purchase Decisions	0.829	0.60	Realibel

Classic Assumption Test

Testing this intended for knowing is data distributed normal or no. Test normality can be done using the one sample Kolmogrov-Smirnov test with a significant level 0.05. If $\text{sig} > 0.05$, then the data is normally distributed and vice versa, if $\text{sig} < 0.05$, then the data is not distributed normal. Table 6 shows the results of Asymp. Sig. $0.009 < \alpha = 0.05$, which means the residual data is no distributed normal.

This test aims to find out whether there are symptoms multicollinearity in the model regression. There are 2 ways to make a decision on the multicollinearity test, namely by looking at the tolerance value and the VIF value (Variance Inflation Factor). If score tolerance > 0.1 and score VIF < 10 , so no occur multicollinearity.

Table 7. Multicollinearity Test

Model	Collinearity Statistics	
1 (Constant)	Tolerance	VIF
Brand Image	0.543	1.841
Halal Label	0.465	2.151
Consumer Review	0.605	1.654

Based on the results of the multicollinearity test in the table above, the results of the Multicollinearity Test show that the value the tolerance of the three independent variables is > 0.1 and the VIF value is < 10 , so it can be concluded that there is none symptom multicollinearity.

Multiple Regression Analysis

Multiple linear regression analysis in this study aims to prove the hypothesis regarding the influence of brand image (X1), halal label (X2), and review consumer (X3) on purchasing decisions of wardah Cosmetics (Y). As well as knowing how much influence the independent variables have on the dependent variable. The results of data processing can be

seen in Table 9. the calculation results for Adjusted R Square (R^2) are 0.494 or 49.4%. This shows that the independent variables (Brand Image, Halal Label and Consumer Reviews) are capable explains the dependent variable (Purchasing Decision) of 49.4%. While the remaining 50.6% are affected by another variable which no researched in study this.

Table 8. Multiple Regression Analysis

Model	R	R Square	Adjusted R Square
1	0.713	0.508	0.494

T Test and F Test

The t test is used to determine the effect of each independent variable on the variable dependent. The t test in this study uses a significance value of 0.05 and compares t count with t table, if the significance value is <0.05 and t count $>$ t table, then the variable is partially independent have influence significant to variables dependent.

Table 9. T test

Model	Sig
Brand Image	0.639
Halal Label	0.859
Review Consumer	0.000

Based on table on got results analysis as following:

1. Variable Image Brand
The calculated t value is 0.471 with a significance value of 0.639, then the t calculated value is $0.471 < t$ table, namely 1,982 dan score sig $0.639 > 0.05$, which means hypothesis rejected, so Image Brand no take effect to Purchase Decision.
2. Variable Label Halal
The calculated t value is 0.178 with a significance value of 0.859, then t value count $0.178 < t$ table ie 1,982 dan score sig $0.859 > 0.05$, which means hypothesis rejected, so Label Halal no take effect to Purchase Decision.
3. Variable Consumer Review
The calculated t value is 7.735 with a significance value of 0.000, then t value calculate $7.735 > t$ table ie 1.982 and a sig value of 0.000 < 0.05 , which means the hypothesis is accepted, then Consumer Reviews take effect to Purchase Decision.

The F test is used to determine whether the independent variables are jointly or simultaneously affect the dependent variable. The F test in this study uses a significance value of 0.05 and compare F count with F table, which is determined if the significance value is <0.05 and F count $>$ F table, then all the independent variables have a significant influence together on the variable dependent.

Table 10. F Test

Model	F	Sig.
Regression	36.453	0.000

Based on the results of the F test, the calculated f value is 36.453 and a significance value of 0.000. f value count > f table (36.453 > 2.69) and a significance of 0.000 < 0.05, which means the hypothesis is accepted, Brand Image, Label Halal and Review Consumers by together or simultaneous take effect to Purchase decision.

Discussion

The Effect of Brand Image on Purchasing Decisions

A positive brand image will create a good relationship between business and consumers. Brand image can be said to have a large influence on purchasing decisions because brands are formed based on quality and maintain public trust for a long time. If the brand image is getting better then the purchasing decision will also increase, and vice versa. Based on the research, the results of the t-test for the brand image variable are $0.471 < t$ table, namely 1.982 and a sig score of $0.639 > 0.05$ which indicates that the hypothesis is rejected and the brand image variable has no effect on purchasing decisions. This research does not support previous research, but supports research conducted by Did Lubis (2019) and R Hidayat (2019) which state that partially brand image has no effect on purchasing decisions.

Effect of Halal Label on Purchasing Decisions

With a product having a halal label or halal certification, it can increase consumer confidence, besides that, it can increase market share and increase business competitiveness. With the existence of a halal label, producers can provide information about the halalness of a product and can be attractive to consumers. while for consumers, it is important to pay attention, read, understand the information on the label listed on the packaging so that the product purchased is as desired. Based on the research, the results of the t-test variable for halal labels are $0.178 < t$ table, namely 1.982 and a sig score of $0.859 > 0.05$ which indicates that the hypothesis is rejected and the Halal label has no effect on purchasing decisions. This research does not support previous research, but supports research conducted by Tri Widodo (2015) in his research saying that halal labels have a significant influence on purchasing decisions.

The Influence of Consumer Reviews on Purchasing Decisions

Consumer reviews greatly influence branding and marketing. When a product gets positive reviews, it makes it easier for companies to pay attention to the reviews given by consumers. Positive reviews from customers can increase the prospect's perception and improve the perceived communication characteristics. In addition, the existence of positive consumer reviews has a positive impact on sales volume. Based on research, there is a relationship between consumer

review variables and purchasing decisions. The results of the t test for the Consumer Reviews variable are $7.735 > t$ table which is 1.982 and a sig value of $0.000 < 0.05$ which indicates that the hypothesis is accepted and Consumer Reviews have an effect on Purchase Decisions. The findings of this study are supported by Sudjarmika (2017); Febriana and Yulianto (2018); Arbaini, et, al., (2020); and Purwanto (2019) stated that consumer reviews have a positive effect on purchasing decisions.

CONCLUSION

The results of this study can be concluded that consumer reviews have a significant positive effect on the purchase decision of Wardah cosmetic products. So that the results of this study show the results that influence and significantly to consumer desires in buy Wardah cosmetic products. As well as independent variables (Image Brand, Label Halal and Review Consumer) capable explain variable dependent (Purchase Decision) of 49.4%. While the remaining 50.6% is influenced by other variables not examined in this research. For further researchers who want to develop this research, it can be suggested to expand the object of research not only in the field of beauty but also in the field of health and products other which related with Brand Image, Halal label and Reviews Consumer.

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