MUSLIM STUDENT'S DECISION IN BUYING HALAL PRODUCTS

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Abstract

This study aims to examine the influence of halal label, lifestyle, and brand image on Muslim student's decision in buying halal skincare in the Kota Lhokseumawe. Besides that, this study wants to know the dominant factors that influence halal skincare decision. Primary data was collected using a structured questionnaire of 120 respondents. This structured questionnaire has been tested for validity and reliability. The sampling technique used is purposive sampling approach. The data analysis method used is multiple linear regression with the help of SPSS Software. The results of the study indicate that halal label, lifestyle, and brand image have positive dan significant effect on Muslim student's decisions in buying halal skincare products in Kota Lhokseumawe. However, factor of lifestyle is the main determining element in making decision to buy halal skincare in Kota Lhokseumawe. This finding has implication for the development of the concept of halal products and consumer behavior.

Keywords: *halal label, lifestyle, brand image, purchase decision*

1.   INTRODUCTION

Halal skincare is the beauty product of choice for Acehnese women. Acehnese women always pay attention to halal products for their needs (Raviana, 2020). Acehnese women choose halal skincare according to religious recommendations (Maharani & Silvia, 2019). The Aceh provincial Ulama Consultative Assembly also recommends always paying attention to the halal products used (Pamuji, 2021). Acehnese women always pay attention to quality halal products (Zeyf, 2020). In addition, Acehnese women always see the halal logo on the product (Raviana, 2020). The concept of purchasing behavior for halal products has been widely discussed by previous researchers. Purchase decision are determined by brand image (Ismail, 2022; Aspan et al., 2017). Yasuda (2017) confirmed that knowledge of halal products can determine the decision to buy halal products. An effective decision in choosing halal products is influenced by price and product quality (Paramita et al., 2022). Lee et al. (2020) explained that not only product quality influences purchasing decision but also brand awareness.

Halal label is the delivery of halal information to consumers. The halal label is an element that encourages consumer buying interest in halal products (Kusumastuti, 2020). In addition, halal label can increase consumer decisions in using halal products (Maison et al., 2018; Mahendra, 2020). Hong et al. (2029) said that the halal label is an important element in supporting consumer buying interest. The predictor in changing consumer buying behavior is the halal label (Ahmed, 2008). However, there is also contradictory study, such as Prastiwi (2018) confirming that the halal label has no effect on purchasing decision. Lifestyle is a determining factor in consumer decision in purchasing products (Hou & Siregar, 2021; Lucian, 2017). However, Mongisidi et al. (2019) which confirms that lifestyle has no significant effect on purchasing decisions. Likewise, Ayu (2020) found that lifestyle has a negative relationship with purchasing decisions. Maney & Mathews (2021) adds that lifestyle is not an important factor in purchasing decision, but sales promotion.

Apart from halal label and lifestyle, brand image can also affect purchasing decision for halal products (Kamilah & Wahyuati, 2017; Fajritami & Utomo, 2021; Zukhrufani & Zakiy, 2019). Brand image is an element for increasing competitive advantage and marketing success (Semuel & Lianto, 2021; Genoveva & Utami, 2020). The stronger the brand image of the product, the stronger the attractiveness of consumers to use the product (Winarto, 2011). From the phenomenon and previous research studies, it

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shows that there is still serious debate and is an interesting issue. The author is interested and willing to contribute in filling this research gap. This study aims to examine the influence of the halal label, lifestyle, and brand image factors on the decisions of Muslim students in buying halal skincare products in Kota Lhokseumawe.

2. LITERATURE REVIEW
2.1. Purchase Decision
Purchase decision is a concept of consumer behavior about how consumers make decision to purchase products or services (Aida Fitri et al., 2018; Bachri, 2018; Qabiluddin et al., 2018). Suryani (2013) adds that purchasing decision are decision caused by stimuli both from within the consumer and from outside the consumer himself. Kotler et al. (2018) explained that purchasing decisions are a psychological process of consumers in purchasing goods or services to meet life's needs. Understanding this concept aims to minimize the risk of mistakes in purchasing. The decision to buy halal products can be influenced by the strength of intrinsic motivation (Syed et al., 2021; Mulfachriza et al., 2021; Asrianda et al., 2020).Consumer decision can be formed from consumer confidence in the halal label (Wibowo & Madusari, 2018), lifestyle (Mahani, 2018), and brand image (Supriyadi et al., 2017). Purchase decision adopts and adapts from Armstrong et al. (2014) with indicators, namely (1) need recognition, (2) information search, (3) selection of alternatives, (4) purchase decision, and (5) behavior after purchase.

2.2. Halal Label
The label is a display on the product or an image attached to the packaging with the aim of providing information about the product (Kotler, 2008). Halal Label Certificate is a written fatwa of the Indonesian Ulama Council (MUI) which is given to companies submitting product halal tests (Basyaruddin, 2015). The inclusion of a halal label aims to ensure that consumers get halal protection and convenience for using the product (Yuswohady, 2015). A halal certificate from the MUI is a valid guarantee that the product in question is halal for consumption and use by the community in accordance with sharia provisions (Alfian & Marpaung, 2017). The halal label has a significant and positive effect on consumer buying decisions (Wulandari, 2021; Wahyurini & Trianasari, 2020; Imanuddin & Dantes, 2020). Indicators of halal label variables are (1) halal logo images, (2) writing explaining product halalness, (3) a combination of pictures and writing explaining product halalness, and (4) other forms included in food that explain product halalness (Regulation Government of the Republic of Indonesia No. 69 of 1999).

H₁   :The halal label has a positive and significant effect on the decision of Muslim students to buy halal skincare in Kota Lhokseumawe.

2.3. Lifestyle
Lifestyle is a concept about individual interaction in a certain environment. Cheng et al. (2019) said that lifestyle is the lifestyle of individuals and groups in social activities. Lifestyle is a person's consumption behavior in making choices and is related to time and money (Sumarwan, 2011). Sahir et al. (2021) explained that lifestyle is related to a person's way of life which is manifested in activities, interests and opinions in using money and time. Lifestyle is how people live, how individuals spend their money and how they allocate their time (Mowen and Minor, 2002). Lifestyle has a strong influence on various aspects of the customer purchasing decision process, even to the evaluation stage after purchasing a product (Kotler, 2012). Lifestyle has a significant effect on purchasing decisions for skincare products (Amin & Yanti, 2021; Nguyen et al. 2020; Maney & Mathews, 2020). Sumarwan (2014) details three indicators of lifestyle variables namely, (1) Activity, (2) Interests, and (3) Opinions.

H₂   : *Lifestyle has a positive and significant effect on the decision of Muslim students to buy halal skincare in Kota Lhokseumawe*

2.4. Brand Image

Brand image is a set of brand associations that are formed in the minds of consumers (Rangkuti, 2004). The more associations that are interconnected, the stronger the brand image owned by the brand (Durianto, 2001). Setiadi (2003) explains that brand image shows the overall perception of the brand and is formed from information and past experience of the brand. Brand image is related to attitudes in the form of beliefs and preferences for a brand. Brand image can increase consumer decisions to buy products (Fasha et al., 2022; Ghadani et al., 2022; Onsardi et al., 2022). Brand image has a positive relationship with consumer buying decisions (Cuong, 2022; Van et al., 2022). Sabdillah et al. (2017) has three indicators, namely the strength of brand association, the favorability of brand association, and the uniqueness of a brand association.

H₃   : *Brand image has a positive and significant effect on the decision of Muslim students to buy halal skincare in Kota Lhokseumawe.*

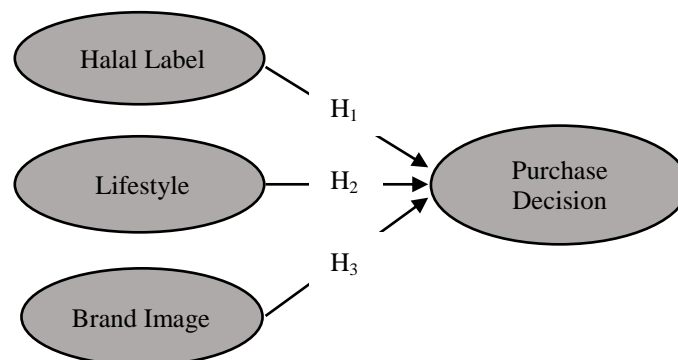The development of the conceptual framework of this study is as follows.

Figure 1. Kerangka Konsep

3. RESEARCH METHOD

In analyzing the effect of halal labels, lifestyle, and brand image on purchasing decisions, the author uses 120 Muslim students in Kota Lhokseumawe. Respondents were selected using a purposive sampling approach, namely choosing a sample that fits the purpose of this study. The criteria for respondents are halal skincare consumers who use the product at least three times, respondents are Muslim students from 18 to 35 years old and domiciled in the Kota Lhokseumawe. The data in this study were collected from July to September 2022. The hypothesis testing was carried out using multiple linear regression.

Researchers used a Five-Point Likert scale, with a range of 1 (strongly disagree) and 5 (strongly agree). Indicators for measuring research variables, researchers adopt and adapt the indicators of previous researchers. The halal label adopts indicators from Government Regulation of the Republic of Indonesia No. 69 of 1999, namely (1) images of halal logos, (2) writings that explain product halalness, (3) a combination of pictures and writings that explain product halalness, and (4) other forms that explain product halalness. Lifestyle adopted and adapted the study of Kotler et al. (2009) with three indicators, namely (1) activity, (2) interest, and (3) opinion. Brand image adopts and adapts the study of Sabdillah et al. (2017) namely (1) the strength of brand association, (2) the favorability of brand association, and (3) the uniqueness of a brand association. Thus, the purchasing decision adopts and adapts from Armstrong et al. (2014) with indicators

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namely (1) need recognition, (2) information search, (3) selection of alternatives, (4) purchase decisions, and (5) behavior after purchase.

4.   RESULTS AND DISCUSSION
Profiles of Respondent
Profiles of respondents in this study consist of age, college, and income. Questionnaires were distributed to 120 respondents. Table 1 shows that the dominant age of Muslim students is between 23-28 years (47.5%). The dominant Muslim students came from Malikussaleh University (29.2%). These students predominantly earn between IDR 2,000,000 to IDR 3,999,000,- (37.5%).

Table 1. Profiles of Respondent

Profiles	Frequency	Percentage (%)
Age (years)		
18 to 23	32	32,7
23 to 28	57	47,5
28 to 33	21	17,5
33 to 38	10	8,3
Colleges		
Politeknik Negeri Lhokseumawe	18	15,0
Institut Agama Islam Negeri Lhokseumawe	25	20,8
Universitas Malikussaleh	35	29,2
Universitas Bumi Persada Lhokseumawe	10	8,3
Universitas Islam Kebangsaan Indonesia	9	7,5
Sekolah Tinggi Ilmu Administrasi Lhokseumawe	7	5,8
Sekolah Tinggi Ilmu Ekonomi Lhokseumawe	7	5,8
Sekolah Tinggi Ilmu Kesehatan Darussalam	5	4,2
Sekolah Tinggi Ilmu Kesehatan Muhammadiyah	4	3,3
Income		
$\leq$ IDR 2,000,000,-	34	28,3
IDR 2,000,000 to IDR 3,999,000,-	45	37,5
IDR 4,000,000 to IDR 5999,000,-	31	25,8
$\geq$ IDR 6,000,000,-	10	8,3
Total	120	100%

Source: Data analyzed (2023)

Validity dan Reliability Test
To test the research instrument, Validity test is used to measure whether a questionnaire is valid or not. If r count is greater than r table, then the indicators in the questionnaire are valid. If r count is smaller than r table, then the indicator was valid. The validity of using the degrees of freedom (df) with the n-2 formula. In this study using df 30-2 is equal to 28 with a significant level of 0.05, so the r table is 0.3610. All Pearson correlation items in this study were greater than 0.361, this means that all indicators used were valid. the authors used 30 initial respondents to be tested for validity and reliability.

Table 2. Validity and Reliability Test

Indicators	Validity	Reliability
Halal label		
Halal logo image ($X_{1.1}$)	0,695***	
Writing about halal product ($X_{1.2}$)	0,657***	0,692***
Combination of images and writings halal product ($X_{1.3}$)	0,694***	
Other forms which explain the halal of the product ($X_{1.4}$)	0,714***	

Lifestyle		
Activities (X$_{2.1}$)	0,757***	
Interest (X$_{2.2}$)	0,694***	0,744***
Opinion (X$_{2.3}$)	0,723***	
Brand image		
Strength (X$_{3.1}$)	0,667***	
Excellence (X$_{3.2}$)	0,681***	0,691***
Uniqueness (X$_{3.3}$)	0,739***	
Purchase decision		
Recognition of needs (Y$_1$)	0,775***	
Information search (Y$_2$)	0,781***	
Alternative selection (Y$_3^{)}$)	0,727***	0,754***
Purchase decision (Y$_4$)	0,786***	
Post purchase behavior (Y$_5$)	0,759***	

Source: Data analyzed (2023)

The reliability test is a variable reliability test in the questionnaire. The reliability test uses Alpha Cronbach to determine the reliability of the variables used. If the results of Cronbach's Alpha are greater than 0.60 then the variable is declared reliable. If the results of Cronbach's Alpha are less than 0.60, the variable is declared unreliable. In this study, all Cronbach Alpha values were greater than 0.60. This means that all the variables used are reliable.

Classical Assumption Test

The classical assumption test is a statistical tool for testing data normality, multicollinearity and heteroscedasticity. This test is a requirement to perform multiple linear regression. In this study, the data has been normally distributed. It can be seen from Figure 2, the data follows the diagonal line or spreads around the diagonal line.
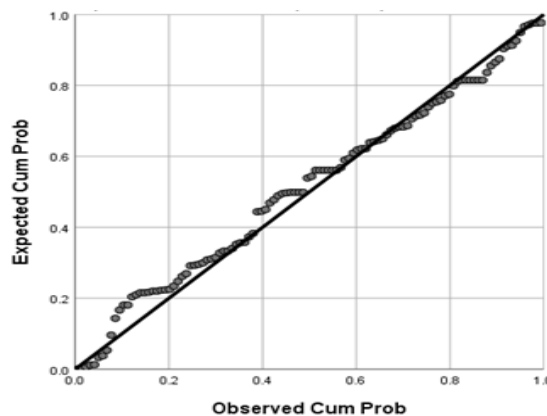

Figure 2. Normality Test

Multicollinearity test to know whether there is a relationship between the independent variables. The results of the analysis show that there is no multicollinearity. Values of VIF for all independent variables are less than 10. Likewise, tolerance values are greater than 0.1.

Table 3. Multicollinearity Test

Variables	Collinearity Statistics	
	Tolerance	VIF
Halal label (X$_1$)	0.581	1.617
Lifestyle (X$_2$)	0.437	2.135
Brand Image (X$_3$)	0.612	1.532

Source: Data analyzed (2023)

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The heteroscedasticity test aims to test whether a regression model has an unequal variance from the residuals of one observation to another. Based on Figure 3, it shows that the data in this study did not occur heteroscedasticity. It can be seen in the dots in the image spread above and below the number 0 on the Y axis without forming a specific pattern. Thus, in this study there is no heteroscedasticity in the regression model so that it is suitable to be used to predict the effect of halal label, lifestyle, and brand image on the decision of Muslim students in purchasing halal skincare in Kota Lhokseumawe.
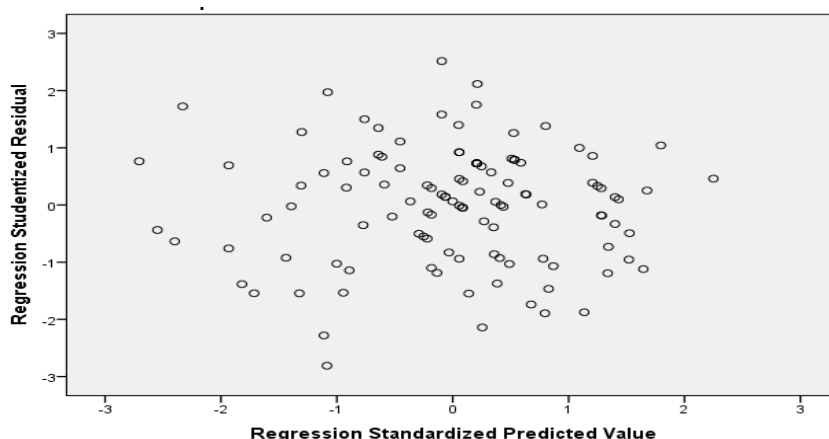

Figure 3. Uji Heteroskedastisitas

Analysis of *Multiple Linear Regression*

Multiple linear regression is a statistical tool to measure the influence of halal label variable, lifestyle, and brand image on the decision of Muslim students in purchasing halal skincare in Kota Lhokseumawe. The results of the analysis can be seen in the table 4.

Table 4. Values of t-statistic dan Probability values

Hypothesis	Relationship	t-statistic	Probabilities
H1	Halal label → Purchase decision	2.923	0.000**
H2	Lifestyle → Purchase decision	3.336	0.000**
H3	Brand image → Purchase decision	2.224	0.007**
R = 0.857			
R^2 = 0735			

Source: Data analyzed (2023)

Note:
** : Significance at 1%
* : Significance at 5%

The correlation coefficient (R) in this analysis is 0.857. This shows that there is a strong relationship between the variable of Halal skincare purchasing decision and independent variables such as halal labels, lifestyle, and brand image. While the value of the coefficient of determination (R^2) is 0.735. This means that the decision of Muslim students in choosing halal skincare can be influenced by the halal label, lifestyle and brand image by 73.5 percent. In addition, the remaining 26.5 percent is influenced by other variables not analyzed in this study.

The influence value between variables in the decision model to buy halal skincare can be seen in Figure 4 below.
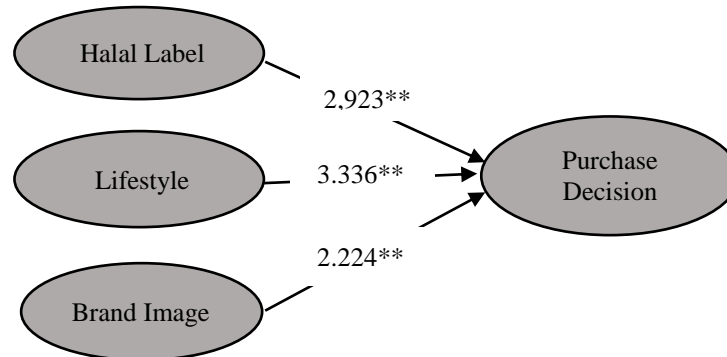

Figure 4. Probability values

Discussion

The first hypothesis says that the halal label has a significant effect on the decision of Muslim students in purchasing halal skincare which is acceptable. The value of t-statistic of 2.923 is greater than the t-table of 1.655. The probability value for the influence of the halal label on the decision to buy halal skincare is 0.000** which is smaller than the significance of α (5%). Thus, the halal label variable has a significant effect on the decision of Muslim students to buy halal skincare in the city of Lhokseumawe. The results of this study are in line with the research of Wibowo & Madusari, (2018); Wahyurini & Trianasari, (2020); Imanuddin & Dantes, (2020). The halal label is an element that is of concern to Acehnese women in making choices about halal products.

The second hypothesis says that lifestyle has a significant effect on the decision of Muslim students in purchasing halal skincare which is acceptable. The value of t-statistic of 3.336 is greater than the t-table of 1.655. The probability value for the influence of lifestyle on the decision to buy halal skincare is 0.000** which is smaller than the significance of α (5%). Thus, the lifestyle variable has a significant effect on the decision of Muslim students to buy halal skincare in Kota Lhokseumawe. This study is consistent with the findings of Nguyen et al. (2020); Maney & Mathews, (2021). Lifestyle variable can be used as an independent variable in consumer behavior or decision variable. The final hypothesis says that brand image has a significant effect on the decision of Muslim students to purchase halal skincare is acceptable. The value of t-statistic of 2.224 is greater than the t-table of 1.655. The probability value for the influence of brand image on the decision to buy halal skincare is 0.007 which is smaller than the significance of α (5%). Thus, the brand image variable has a significant effect on the decision of Muslim students to buy halal skincare in the Kota Lhokseumawe. This study is in line with the research of Van et al. (2022); Supriyadi & Wiyani (2017). Brand image can be used as a predictor for Muslim students in determining halal skincare.

5. CONCLUSION

This study aims to examine the role of the variable halal label, lifestyle, and brand image in increasing Muslim students' decisions to buy halal skincare in Kota Lhokseumawe. The results show that the halal label, lifestyle, and brand image can increase the decision of Muslim students to buy halal skincare. The factor of lifestyle become an important variable in making purchasing decisions. The limitation in this study is the small number of samples used and the unit of analysis for Muslim students in Kota Lhokseumawe. Further researchers can use a larger number of samples and expand their unit of analysis to non-Muslim women. This study uses independent variables as halal labels, lifestyle, and brand image. Ideally, advanced researchers can add other variables

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related to products such as green products. Besides, many parties are involved in this research. Researchers would like to thank for the Dean of the Faculty of Economics and Business, Malikussaleh University, head of the statistics laboratory and head of the Institute for research and community service. In addition, the researchers also thanked for their research colleagues at universities in Kota Lhokseumawe.

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