

## ANALYSIS OF LITERACY LEVELS AND DETERMINANT THE PURCHASE DECISION OF HALAL COSMETICS AND SKINCARE AMONG HIGH SCHOOL STUDENTS

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### Abstrak

Saat ini kosmetik menjadi barang yang wajib dimiliki dalam kehidupan sehari-hari yang tidak hanya digunakan oleh wanita, tetapi juga pria. Umat muslim saat ini sangat memperhatikan kehalalan makanan yang dikonsumsi, termasuk kehalalan kosmetik yang digunakan. Oleh karena itu, penelitian ini bertujuan untuk mengetahui tingkat literasi dan faktor-faktor yang mempengaruhi keputusan siswa Sekolah Menengah Atas (SMA) di Kota Bogor dalam pembelian produk kosmetik halal. Analisis data yang dilakukan dalam penelitian ini menggunakan metode analisis deskriptif kuantitatif dan metode Structural Equation Model – Partial Least Squares (SEM-PLS). Analisis deskriptif digunakan untuk mendeskripsikan tingkat literasi siswa, sedangkan analisis SEM-PLS digunakan untuk mengetahui faktor-faktor yang mempengaruhi keputusan pembelian kosmetik dan skincare halal pada siswa. Hasil penelitian ini menunjukkan bahwa kegiatan penyampaian materi yang dilakukan oleh peneliti memberikan dampak positif terhadap peningkatan literasi halal di kalangan pelajar SMA di Kota Bogor. Sementara itu, hasil analisis SEM-PLS menunjukkan adanya pengaruh positif dan signifikan antara labelisasi halal terhadap keputusan pembelian kosmetik dan skincare halal di kalangan pelajar SMA. Sedangkan Islamic branding, harga, dan promosi tidak berpengaruh signifikan.

**Kata Kunci:** Tingkat Literasi Halal, Kosmetik Halal, Siswa Sekolah Menengah Atas, Keputusan Pembelian, Pemodelan Persamaan Struktural

### Abstract

Cosmetics are currently a must-have item in everyday life that is not only used by women, but also men. Muslims are currently very concerned about the halalness

of the food consumed, including the halalness of the cosmetics used. Therefore, this study aims to determine the level of literacy and factors that influence the decisions of high school students in Bogor City in purchasing halal cosmetic products. The data analysis conducted in this study used quantitative descriptive analysis method and SEM-PLS method. Descriptive analysis is used to describe the level of literacy of students, while SEM-PLS analysis is used to determine the factors that influence the decision to purchase halal cosmetics and skincare in students. This study shows that the material delivery activities carried out by researchers have a positive impact on increasing halal literacy among high school students in Bogor city. Meanwhile, the results of SEM-PLS analysis show a positive and significant influence between halal labeling on purchasing decisions for halal cosmetics and skincare among high school students. However, Islamic branding, price, and promotion have no significant effect.

**Keywords:** Halal Literacy Levels, Halal Cosmetics, High School Student, Purchase Decision, Structural Equation Model

## Introduction

Indonesia holds the title of the world's largest Muslim population (Siregar et al., 2023). In 2020, Indonesia is expected to reach a population of 229 million, constituting 87.2% of its total population and roughly 13% of the worldwide Muslim community (Purwadani & Ridlwan, 2022). Looking ahead to 2060, Indonesia is anticipated to house 253 million Muslims, roughly 8.5% of the worldwide Muslim populace. However, India is set to surpass Indonesia by then, expected to have around 333 million Muslims, constituting about 11.1% of the global Muslim population (Indonesian Ministry of National Development Planning, 2018). Despite this shift, Indonesia continues to lead in halal consumption within Southeast Asia (Irfany, 2022).

As per the State of the Global Islamic Economy Report 2021/2022, Indonesian Muslims contribute significantly to the consumption of halal products, spending USD 203.2 million (State of the Global Islamic Economy, 2021). There's a noticeable trend among Muslim consumers, showing a growing understanding of the broader significance of halal items beyond just food. The concept of halal, covering goods and services compliant with Islamic law, has gained substantial global attention and acknowledgment (N. F. Rahim & Shahwan, 2013). Both Muslim and non-Muslim consumers are increasingly concerned about the quality, safety, and adherence to Sharia law in halal products (Ambali & Bakar, 2014).

Muslims serve as a comprehensive guide in shaping human conduct across

all facets of life. Within the fundamental principles of the Islamic faith lies a crucial aspect: human consumption. The Qur'an delineates what is permissible and forbidden in terms of what humans consume (Al-Maidah: 3; Al-Baqarah: 173) as discussed by Itany (1983) and Machali & Razak (2013). They emphasize that the concept of halal is pivotal in Muslim consumption practices, stemming from the Arabic term "Halaal," signifying what is permissible, while its counterpart, "haram," indicates what is forbidden. Within Islamic teachings, "halal" denotes what is "allowed." It predominantly refers to foods and beverages aligning with Sharia law, which encompasses the laws of Allah SWT conveyed to His followers through the Qur'an and Hadith. In essence, Sharia encompasses all aspects of Islamic teachings, forming the divine norms integral to the faith, as articulated by the Ministry of Religion (2003).

The rapid evolution of the halal industry finds support in the expanding global Muslim population. The Japan Halal Summit of 2014 highlighted a consistent 20% annual growth in the global halal industry (Al-Otoum & Rawan, 2015). This growth isn't solely confined to the food sector; it extends to the flourishing halal cosmetics industry. Cosmetics appear to hold significant in the life of a woman, serving not only to enhance her beauty but also to express her identity and confidence. Yet, for a Muslim woman, it is imperative to consider that everything utilized or consumed must adhere to the lawful principles outlined in the Islamic code (Adiba, 2019). Cosmetics have become an essential daily commodity utilized not just by women but also by men (Abd Rahman, A., Asrarhaghighi & Ab Rahman, 2015). Present-day Muslims exhibit heightened concern not only regarding halal food consumption but also the use of halal cosmetics in their daily routines.

The burgeoning expansion of the halal cosmetics sector mirrors the rise in consumer awareness regarding cosmetic ingredients, facilitated by increasingly accessible information. The global halal cosmetics industry, valued at approximately USD 13 billion, exhibits an annual growth rate of 12%. Notably, this market segment constitutes 11% of the overall global halal industry (Pacific, 2010). Moreover, over the last two decades, the Global Beauty Market has experienced consistent growth, averaging a yearly increase of 4.5% (CAGR), with annual growth rates varying between approximately 3% and 5.5%.

The rising demand for halal cosmetics can be attributed, in part, to the increasing accessibility of halal knowledge and information (Rahim et al., 2015). Halal cosmetic products are renowned for their perceived cleanliness, safety, and superior quality. Their distinction from conventional cosmetics lies in the absence of ingredients derived from pork or alcohol (Mohezar et al., 2016). Some

participants in a particular study expressed their preference for halal cosmetics not only because they align with Islamic principles but also due to their perceived safety attributed to the ingredients. Consequently, these respondents exhibit a lack of hesitation in using halal cosmetics.

Literacy isn't just about reading and understanding labels; it extends to grasping the principles behind halal certification. Among high school students, their level of literacy concerning halal cosmetics and skincare can strongly impact their choices when making purchases. It's crucial to comprehend how these students interpret and perceive halal-related information found in product descriptions, labels, and advertising materials to understand their patterns of consumer behavior. Halal literacy pertains to an individual's competence in discerning between permissible (halal) and prohibited (haram) items based on the depth of their knowledge and comprehension of Islamic legal principles (Maryam & Sumar'in, 2022).

Numerous factors contribute to the decision-making process when purchasing halal cosmetics and skincare. These factors extend beyond religious beliefs to encompass elements such as price (Arifin & Salam, 2019; Hasibuan et al., 2023; Sinaga & Puruwita, 2024; Umah & Herianingrum, 2018), islamic branding (Arifin & Salam, 2019; Amri et al., 2023), halal label (Genoveva & Utami, 2020; Hasibuan et al., 2023; Susilawati et al., 2023; Umah & Herianingrum, 2018), and promotion (Fauzi et al., 2022; Hasibuan et al., 2023; Umah & Herianingrum, 2018).

Price represents the value customers assign to a product or service in exchange for its benefits. It's determined by the buyer or seller and set uniformly by the seller for all buyers. According to Kotler, it's the monetary amount charged for a product or service. In Islamic economics, price holds significant importance for maintaining and enhancing market position. The price reflects an individual's perception of the product, thereby influencing consumers' decisions to make purchases (Hasibuan et al., 2023).

Islamic branding involves incorporating Islamic elements in both the product and its branding, aligning with Sharia principles to attract Muslim consumers interested in purchasing halal products. Islamic branding is a product that incorporates Islamic elements aligning with Sharia principles, encompassing both the product itself and its branding. The primary objective is to instill Islamic values into products, enticing Muslim consumers to purchase halal items. The implementation of Islamic branding involves adhering to Sharia principles in both the product and its associated brand, emphasizing values such as honesty and a comprehensive understanding of various Sharia principles. Beyond merely

adopting Islamic names or branding, manufacturers must exercise discernment in selecting raw materials and managing the production process, among other considerations, to capture the interest and willingness of consumers to purchase their products (Amri et al., 2023).

The halal label is a certification provided by authorized institutions like the Indonesian Ulema Council's Food, Drug, and Cosmetic Assessment Institute (LPPOM MUI), ensuring a product has passed halal testing according to Islamic law. Its inclusion aims to assure consumers of halal compliance and provide confidence in using these products. The Halal Label Certificate is a formal endorsement from the Indonesian Ulema Council (MUI) for companies that have undergone halal product assessments. The Halal label serves as an indication of established standards and adherence to religious principles. Halal coverage is not only limited to food, but is also often applied in various non-food categories (Genoveva & Utami, 2020).

Promotion serves as a marketing communication tool aimed at stimulating demand. It disseminates information to influence the target market, encouraging acceptance, purchase, and loyalty to the company's products or services. The halal guarantee (label) can serve as information within product promotion. Discerning consumers consistently seek products of high quality for every investment made. In such instances, an effective promotional strategy serves to augment the perceived value of the products in the consumers' minds (Hasibuan et al., 2023).

This study has multiple objectives: firstly, to gauge high school students' literacy levels regarding halal cosmetics and skincare; secondly, to analyze various variables—Price, Islamic Branding, Halal label, and Promotion—identified as potentially influential factors in customers' decision-making when buying halal cosmetic products.

## **Methodology**

The research was conducted from October to November 2023 in public senior high schools and islamic senior high schools located in Bogor City. The data used is primary data obtained through distributing online questionnaires to students. The questionnaire was distributed to determine the level of literacy of halal products in the form of halal cosmetics and skincare and the factors that influence purchasing decisions for halal cosmetics and skincare among high school students in Bogor City. Secondary data that complements this research is obtained from journals, previous research, data collection websites, and other

documents to support the research.

The population of this study were students at state senior high schools and state islamic senior high school in Bogor City. The number of the population is 6522 people. The sampling technique used is non-probability sampling with purposive sampling technique which is taken proportionally using a percent size. Determination of the sample size using the Slovin method and the number of samples needed is 99 respondents. The following is the calculation of the Slovin method.

$$n = \frac{N}{1+Ne^2} \quad (1)$$

$$n = \frac{6522}{1 + 6522(0,1)^2} = 98,4 \approx 99$$

Description: n = Sample size, N = Population size, e = margin of error (10%)

Data analysis conducted in this study used quantitative descriptive analysis method and SEM-PLS method. Data was processed using Microsoft Excel software and SmartPLS 3.2.9. Descriptive analysis is used to describe the level of literacy of high school students related to halal-labeled cosmetics and skincare based on the results of the answers to the questionnaires that have been distributed. The correct answers were calculated and divided by the total score and then multiplied by 100%.

$$\text{Literacy level category} = \frac{\text{number of correct answers}}{\text{total correct score}} \times 100\% \quad (2)$$

The results of these calculations then use benchmarks to calculate the level of literacy of high school students related to halal cosmetics and skincare (Chen & Volpe, 1998). The category of literacy level of halal cosmetics and skincare is divided into three:

Table 1. Category of Literacy Level

Category	Interval Data (%)
High	>80
Medium	60-80
Low	<60

Source: (Chen & Volpe, 1998)

Meanwhile, SEM-PLS analysis is used to determine the factors that

influence purchasing decisions for halal cosmetics and skincare among high school students in Bogor City. Referring to Hair et al., (2017), it is explained that the SEM-PLS method is called also known as PLS path modeling which is applied in theory development and exploratory research that focuses on explaining the variance in and exploratory research that focus on explaining the variance in the dependent variable when examining the model. dependent variable when examining the model. Data processed by the SEM-PLS method, PLS method is used to estimate the path relationship in the model to minimize the error term and maximize the value of the endogenous constructs.

The following is a framework for this research:

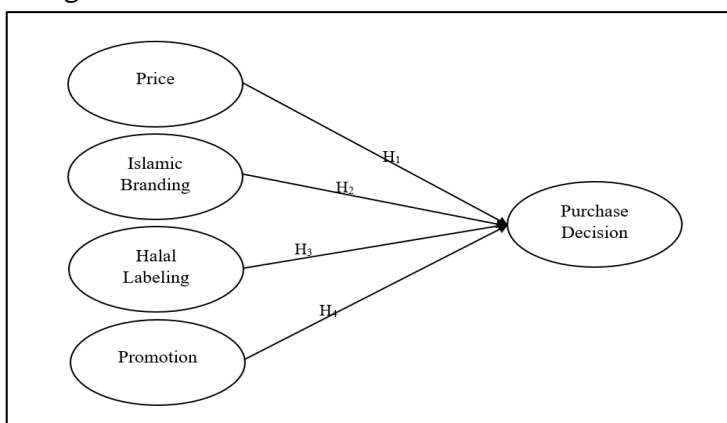


Figure 1. The research Framework

The hypotheses that have been formed based on theory, literature, and previous research are as follows:

- Hypotheses 1 (H<sub>1</sub>): The price variable has a positive and significant influence on purchasing decisions for halal cosmetics and skincare among high school students in Bogor City
- Hypotheses 2 (H<sub>2</sub>): The islamic branding variable has a positive and significant influence on purchasing decisions for halal cosmetics and skincare among high school students in Bogor City
- Hypotheses 3 (H<sub>3</sub>): The halal labeling variable has a positive and significant influence on purchasing decisions for halal cosmetics and skincare among high school students in Bogor City
- Hypotheses 4 (H<sub>4</sub>): The promotion variable has a positive and significant influence on purchasing decisions for halal cosmetics and skincare among high school students in Bogor City

## Result and Discussion

### Respondent Characteristics

Based on the Table 2, it can be seen that the respondents are high school students who are in the age range of 14 to 19 years with a total of 100 students, as many as 1 student aged 14 years, then 21 students aged 15 years, 41 students aged 16 years, 34 students aged 17 years, 2 students aged 18 years, and students with 19 years of age totaling 1 student.

Table 2. Age of Respondent

Age	Frequency
14	1
15	21
16	41
17	34
18	2
19	1

Source: Primary Data

From the Table 3, the number of female respondents is greater than that of male respondents. Where the number of female respondents was 56 students, and 44 students were male.

Table 3. Gender of Respondent

Gender	Frequency
Male	44
Female	56

Source: Primary Data

Based on the Table 4, the religion practiced by most respondents namely 96 students are Muslim, then as many as 2 students adhere to Christian Protestantism, as many as 1 student adheres to Catholic Christianity, and as many as 1 student adheres to Hinduism.

Table 4. Religion of Respondent

Religion	Frequency
Islam	96
Protestant Christian	2
Catholic Christianity	1
Hindu	1



Source: Primary Data

Based on the frequency data regarding the purchase of cosmetics and skincare in Table 5, every month it is known that many respondents make purchases with a frequency of 1 month 1 time. This shows that cosmetics include routine needs every month for respondents.

Table 5. Frequency of Purchase Cosmetics and Skincare of Respondent

Purchase	Frequency
1 month 1 time	39
1 month 2 time	9
1 month more than 2 times	5
2 months 1 time	15
3 months 1 time	10
4 months 1 time	22

Source: Primary Data

### Analysis of Halal Literacy Levels

Halal literacy is a person's ability to distinguish halal or haram products he consumes based on a good understanding of Islamic law (Salehudin, 2010). In Hadist, i heard the Messenger of Allah (ﷺ) say, *“That which is lawful is clear and that which is unlawful is clear, and between the two of them are doubtful matters about which many people do not know. Thus, he who avoids doubtful matters clears himself in regard to his religion and his honor, but he who falls into doubtful matters [eventually] falls into that which is unlawful, like the shepherd who pastures around a sanctuary, all but grazing therein. Truly every king has a sanctuary, and truly Allah’s sanctuary is His prohibitions. Truly in the body there is a morsel of flesh, which, if it be whole, all the body is whole, and which, if it is diseased, all [the body] is diseased. Truly, it is the heart.”* [Bukhari & Muslim]. This hadith is the basis for the importance of halal literacy for Muslim consumers. A matter that is still unclear about the state of halal or haram is eliminated with knowledge.

This research was carried out through several stages as follows:

1. Pre-test. This activity is carried out to see the initial knowledge of high school students about halal in the field of cosmetics and skincare.
2. Provision of material. This activity is carried out by delivery in the form of interactive power point presentations.
3. Post-test. At the end of the activity, several questions are given again by filling out the form so that the difference in knowledge can be seen after the material

is delivered.

Based on quantitative descriptive analysis related to halal knowledge in the field of cosmetics and skincare for high school students in Figure 2. most of the respondents' literacy is at the middle level with an average score of 60% to 80% as many as 60 students. This shows that the level of literacy of halal cosmetics and skincare in high school students in Bogor city is said to be quite understanding but there needs to be an effort to increase this literacy. The following are the results of the high school student scores obtained during the activity as follows:

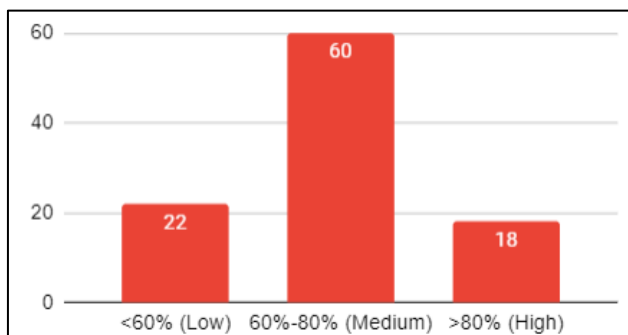


Figure 2. Results of Halal Literacy in High School Students on Pretest Activity

Based on quantitative descriptive analysis related to halal knowledge in the field of cosmetics and skincare for high school students in Figure 3. most of the respondents' literacy is at the middle level with an average score of 60% to 80% as many as 60 students. This shows that the level of literacy of halal cosmetics and skincare in high school students in Bogor city is said to be quite understanding but there needs to be an effort to increase this literacy.

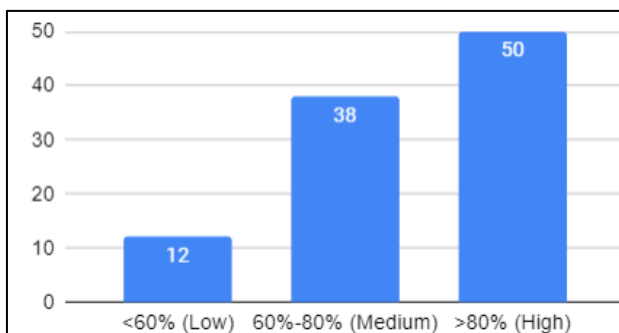


Figure 3. Results of Halal Literacy in High School Students on Post-Test Activities

After the delivery of the material can be seen in Figure 3. shows that there is a significant increase in literacy level. Most of the respondents' literacy was at the upper level with an average score greater than 80% of as many as 50 students. This is a very large increase compared to before the material was given. This shows that the material delivery activities carried out by researchers have a positive role in increasing halal literacy among Bogor city high school students. After the material, there were still respondents at the lower literacy level (scores less than 60%) as many as 12 students and the middle literacy level (60%-80%) as many as 38 students.

### Determinant the Purchase of Halal Cosmetics and Skincare

The SEM-PLS (Structural Equation Modeling-Partial Least Square) analysis method in this research was used to analyze the factors that influence the decision to purchase halal cosmetics and skincare by high school students in Bogor City. In processing data using the SEM-PLS method, Smart PLS 3.2.9 software was used to carry out two model tests, namely the measurement model (outer model) and the structural model (inner model). In this research there are five latent variables, namely halal label, Islamic branding, price, promotion and purchasing decisions.

Based on the evaluation of the outer model by conducting convergent validity tests, discriminant validity tests and reliability tests, the final AVE, Fornier-Larcker Criterion, and composite reliability values have been obtained as follows.

Table 6. AVE and Composite Reliability Value

Variable	AVE	Fornier-Larcker Criterion	Composite Reliability
Halal Label	0.660	0.813	0.906
Islamic Branding	0.531	0.729	0.847
Price	0.638	0.798	0.840
Promotion	0.665	0.815	0.908
Purchase Decision	0.701	0.837	0.921

Source: Primary Data

All variables have met the requirements for passing the test, namely the AVE value exceeds 0.5, the Fornier-Lacker Criterion value is greater than the AVE value, and the composite reliability value exceeds 0.7. Next, the inner model was evaluated by reviewing the bootstrapping values to see the R-square, original

sample, t-statistics, and p-value. The test results can be seen in Table 7 and Table 8.

Table 7. Determinant Coefficient Value

Variable	R-Square	R-square adjusted
Purchase Decision	0.808	0.800

Source: Primary Data

Table 8. Path Coefficient Value

Variable	Original Sample	T-statistic	P values
Halal Label -> Purchase Decision	0.739	7.038	0.000
Islamic Branding -> Purchase Decision	0.092	1.034	0.301
Price -> Purchase Decision	0.045	0.386	0.699
Promotion -> Purchase Decision	0.064	1.013	0.312

Source: Primary Data

According to the results of the patch coefficient shown in Table 8, the only variable that has a significant relationship with purchasing decisions is the halal label variable. This can be seen from the p-value of 0.00 or  $< 0.05$  and the t-statistic value of  $7,038 > 1.96$  (t-table). This is in line with research from El-Farobie et al., (2021) which states that the halal label has a significant influence on the decision to purchase halal skincare. Umah & Herianingrum's research (2018) also concluded that halal labels have a positive and significant effect on purchasing decisions.

Other variables do not have a significant relationship with purchasing decisions, as can be seen from the p-value which is greater than 0.05 and the t-statistic value is smaller than 1.96. The results related to the Islamic branding variable do not have a significant effect on the decision to purchase halal cosmetics and skincare in line with previous research conducted by Aisyah et al., (2021), which said that Islamic branding does not have a significant effect on the purchase of halal cosmetic products. Apart from that, research from Sari et al., (2018) states that price does not have a significant effect on the decision to purchase halal cosmetic products. In research Fachrozi et al. (2024) states that consumers often assume that when purchasing cosmetics, they are not concerned about price. Because good product quality and a well-regarded brand image will affect the price. Regarding promotional variables, research from Larasati et al. (2021) also found that promotions did not have a significant effect

on purchasing decisions for halal cosmetics. The direction of the relationship between each variable, namely halal label, Islamic branding, price, and promotion, is positive. This can be seen from the positive original value of the sample, which indicates that when these variable increases, purchasing decisions for halal cosmetics and skincare will increase.

## Conclusion

This study's findings reveal that before receiving the educational material, most respondents in Bogor City's high schools displayed a moderate level of halal cosmetics and skincare literacy, scoring between 60% to 80%. This indicates a reasonable understanding but highlights the necessity for enhancing this comprehension. After the material delivery, there was a notable surge in literacy levels, with a significant majority scoring above 80%, involving 50 students. This marked increase underscores the positive impact of the researchers' educational efforts in elevating halal literacy among these high school students. This study considers that purchasing decisions are influenced by halal labels, islamic branding, price, and promotion. From the test results it can be concluded that the only variable that has a significant relationship with purchasing decisions is the halal label variable. Other variables do not have a significant relationship with purchasing decisions.

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