

## The Factors Influencing Purchase Decisions in choosing Halal Cosmetic Products Bengkalis State Polytechnic Students (Case Study of Emina Cosmetic Products)

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### ABSTRACT

This study aims to determine the factors that influence the decision to purchase halal cosmetic products, especially Emina products among Bengkalis State Polytechnic students. This type of research is observational by distributing questionnaires to 100 respondents using the non-probability sampling method of selecting samples. The results of this study indicate that personal factors get a mean score of 4.08 classified in high class, social factors get a mean score of 4.08 classified as high class. So the most dominant factor influencing purchasing decisions for Emina products is Personal Factors, while the lowest factors influencing purchasing decisions for Emina products are Social Factors.

In general, the characteristics of consumers in choosing halal cosmetic products have a good level of understanding. The need to use halal products is the biggest indicator in reflecting personal factors and social factors. In general, consumer awareness of the importance of consuming halal products (halal cosmetics) is quite good. Local halal cosmetics industry players should be able to create products with halal labeling, so as to improve product image and product quality.

### 1. Introduction

The cosmetic industry is one of the most potential industries with an ever-increasing level of consumer demand. As is the case with other industries, the cosmetic industry is also constantly experiencing changes in consumer trends and tastes, plus there are local and international competitors who offer superior products, but each cosmetic company always has its own strategy to gain and win the market.

Several strategies that a cosmetic company can take to win the market are: creating product advantages, price wars, appropriate distribution channels, and promotions that boost product advantages. All these things can be done by each company in accordance with the internal and external analysis of each company.

One of the advantages of products that can be created by the company is to make the product highly needed by consumers according to the target market. In Indonesia, one aspect that is considered by consumers in the selection of food, cosmetics and medicines is the guarantee of product halalness. Cosmetic products are included in the Fast Moving Consumer Goods (FMCG) category where the product has a rela-

tively short shelf life. For the majority of Indonesian people, especially women, cosmetics are a routine necessity that they always buy. The demand for halal cosmetics continues to increase, 95 percent of Muslim women in Indonesia feel the need to ensure the halal cosmetic products they use (tirtoid, in Septiani and Indraswari, 2018). This is one of the most important factors for cosmetic products to provide halal cosmetic products for Indonesian consumers.

One of the halal cosmetic products in Indonesia is Emina Cosmetics. This product has been in great demand even though many cosmetic products have been marketed under various cosmetic brands. The large number of consumers' interest, especially young people, towards Emina brand cosmetic products attracted the author's interest to conduct further research. The author tends to assume that the difference in interest is due to differences in behavior, for this research will be focused on consumer behavior.

## 2. Literature Review

The prospect of the halal cosmetic industry both globally and nationally has a very potential trend. In Indonesia, the halal cosmetic industry is one of the industries that contributes to the improvement of the sharia economy. Along with the development of public knowledge about organic products that are friendly to the environment and do not contain animal ingredients, halal cosmetic products are increasingly in demand. Ironically, the great potential of the national halal cosmetic industry has not been properly utilized by local players. Septiani and Indraswari (2018).

### Consumer behavior

Consumer behavior is a process that is closely related to the buying process, at that time consumers carry out activities such as searching, researching, and evaluating products. Consumer behavior is the things that underlie consumers to make purchasing decisions. Included in consumer behavior in addition to the quality of the product, also includes the price of the product or service. If the price of a product is not too high, then consumers will not take too long to think about and carry out consumer behavior activities. However, if the price of an item or service is said to be high, or expensive, then the consumer will put more effort into the item. The buyer will take longer to carry out consumer behavior, such as seeing, asking, evaluating, and considering.

According to Engel (2010), consumer behavior is the actions of products and services, including the decision process that initiates and follows the purchase action. The action is directly involved in the process of obtaining, consuming and even discarding or not using a product or service.

According to the American Marketing Association (2007), consumer behavior is the process of dynamic interactions of influence and awareness, behavior and the environment in which a person exchanges aspects of his life.

### Purchasing decision

Consumer purchasing decisions are initiated by the desire to buy that arises because there are various influential factors such as family, desired price, information provided, and the benefits or benefits that can be obtained from the product or service. When consumers make purchases, many situational factors can influence their purchasing decisions. According to Kotler and Armstrong (2014), Consumer buyer behavior refers to the buying behavior of final consumers – individuals and households that buy goods and services for personal consumption. that purchasing decision behavior refers to the final buying behavior of consumers, both individuals and households who buy goods and services for personal consumption.

### Purchase Decision Factors

According to Kotler and Armstrong, (2014) consumer purchasing decisions are influenced by four factors, including the following:

#### 1. Cultural Factors

Culture, subculture, and social class are very important for buying behavior. Culture is the most basic determinant of desire and behavior. Growing children will acquire a set of values, perceptions, preferences, and behaviors from the family and other important institutions. Each subculture consists of a number of sub-cultures which show more specific identification and socialization for its members such as nationality, religion, group, race, and geographic area.

#### 2. Social Factors

In addition to social factors, consumer buying behavior is also influenced by social factors including the following:

##### a. Reference group

Reference groups in consumer buying behavior can be interpreted as groups that can have a direct or indirect influence on a person's attitude or behavior. This group is usually called a membership group, which is a group that can have a direct influence on someone.

##### b. Family

The family is divided into two parts in a consumer buying organization. The first family is known as the orientation family. This type of family consists of one's parents and siblings who can provide religious, political and economic orientation as well as personal ambition, self-esteem and love. a family consisting of a spouse and the number of children a person has. This type of family is commonly known as a procreative family.

##### c. Role and status

The next thing that can be a social factor that can influence a person's buying behavior is their role and status in society. The higher a person's role in an organization, the higher their status in the organization and can directly impact their buying behavior.

#### 3. Personal Factors (Personal)

Purchase decisions can also be influenced by personal characteristics including age and stage of the life cycle, occupation, economic circumstances, lifestyle, as well as the personality and self-concept of the buyer.

##### a. Age and family life cycle

People buy different goods and services throughout their lives, where each consumption activity is influenced by the family life cycle.

##### b. Employment and the economic environment

A person's occupation and economic environment can affect his consumption patterns. For example, company directors will buy expensive clothes, travel by plane, membership in special clubs, and buy luxury cars. In addition, product selection is usually based on a person's economic condition such as the amount of income they have, the amount of savings, debt and attitudes towards spending or saving.

##### c. Lifestyle

Lifestyle can be interpreted as a person's pattern of life that is revealed in his activities, interests and opinions that are formed through a social class, and work. However, the same social class and occupation does not guarantee the emergence of a similar lifestyle. Seeing this as an opportunity in marketing activities, many marketers are directing their brand to someone's lifestyle.

d. Personality

Everyone has a variety of different personality characteristics that can influence their buying activities. Personality is a distinct human psychological trait that results in a relatively consistent and enduring response to environmental stimuli. Personality can be a very useful variable in analyzing consumer brand choice. This is because some consumers will choose a brand that matches their personality.

4. Psychological Factors (Psychological)

Finally, the factors that can influence consumer purchasing decisions are psychological factors. This factor is influenced by four main factors including the following:

a. Motivation

A person has many needs at certain times. Some of these needs arise from biological pressures such as hunger, thirst, and discomfort. While some other needs can be psychogenic; namely the need that stems from psychological pressure such as the need for recognition, esteem or a sense of group membership. When a person observes a brand, he will react not only to the tangible capabilities seen in the brand, but also to other subtle clues with ownership of the desire and being motivated to buy the real product being offered.

b. Perception

A motivated person is ready to take immediate action. How a motivated person acts will be influenced by his perception of a particular situation. Perception can be defined as a process used by individuals to select, organize, and interpret information input to create a picture (Kotler and Armstrong 2014:172).

c. Learning

Learning includes changes in a person's behavior that arise from experience. Many marketing experts believe that learning is produced through a combination of work between drivers, stimuli, cues to action, responses and reinforcement. Learning theory teaches marketers that they can build demand for a product by linking it to a strong driver, using motivational cues, and providing positive reinforcement because consumers will generally generalize to a brand.

d. Confidence and Attitude

Through action and learning, people gain beliefs and attitudes. Both then influence consumer buying behavior. Belief can be interpreted as a picture of someone's thoughts about the picture of something.

People's beliefs about a product or brand will influence their buying decisions. In addition to beliefs, attitudes are no less important. Attitudes are evaluations, emotional feelings, and tendencies for favorable or unfavorable and enduring actions in a person towards a particular object or idea.

3. Research Methods

This research was conducted at the Bengkalis State Polytechnic with the object of research being female students who used Emina cosmetic products. This research is observational in which the type of data used is in the form of qualitative and quantitative data, with a non-sampling technique, namely snowball sampling. The data was obtained by distributing questionnaires to 100 respondents, then added with literature studies and interviews with respondents. Then the data obtained was processed with Likert scale measurements, and analyzed qualitatively.

3.1 Population and Sample

The sample in this study were all students of the Bengkalis State Polytechnic who used Emina's cosmetic products. Because the total population is unknown, according to Kharis (2011:12) in determining the sample using the following formula:

$$n = \frac{Z^2}{4(MOE)^2}$$

Keterangan:

n : Sample size

Z : The level of confidence required in sampling is usually 90% So that Z = 1.96

Moe : Margin of error, or the maximum tolerable error rate is usually 10% or 0.1

$$n = \frac{Z^2}{4(MOE)^2}$$

$$n = \frac{(1,96)^2}{4(0,1)^2}$$
$$n = \frac{3,8416}{4(0,04)}$$

$$n = 96,04 = 96 \text{ sample.}$$

The minimum sample required in this study is 96 respondents. However, to better represent the population, the sample to be studied is 100 respondents.

3.2 Scale Measurement

Akdon (2008:20) In this study, the author uses a Likert scale measurement, which is a scale used to measure attitudes, opinions and perceptions of a person or group of people about social events or phenomena. With a Likert scale, the measured variables are translated into variable indicators and these indicators are used as a starting point for compiling instrument items which can be in the form of statements or questions.

The formula for classifying scores is as follows:

$$j = \frac{R}{K} = \frac{5 - 1}{5} = 0,8$$

Keterangan:

- i* = class intervals
- R = Highest score-lowest score
- K = Number of classes

Class Score	Class	Mean Score
5	Very high	4,21-5,00
4	High	3,41-4,20
3	Medium	2,61-3,40
2	Low	1,81-2,60
1	Very low	1,00-1,80

source: Processed Data

### 3.3 Operational Definition

The operational definition of a variable is for research that tells how to measure a variable. In this study, the factors studied and became the focus of the research were personal factors and social factors. Variable Definition contains indicators of a variable, which allows researchers to collect relevant data for that variable. In this study the operational definition of each variable is as follows:

**Table 1. Operational Definition, Indicators and Research Scale.**

No.	Operational Definition	Dimension Definition/ Factor	Indicator	Research Scale
1	Personal factors are defined as psychological characteristics of a person that are different from others that lead to relatively consistent and enduring responses to the environment.	Personal Factor	a. Condition economy b. Lifestyle	Likert
2	Buyer behavior is also influenced by social factors, such as small groups, families and the role and social status of consumers.	Social Factor	a. Reference group b. family c. roles and status	Likert

Source: (Kotler dan Keller;2012) dalam (Dinan dan Azhad, Fatimah.2016).

## 4. Discussion

### 4.1 Characteristics/Profile of Research Respondents

This research was conducted on consumers who are customers of the Bengkalis State Polytechnic Emina Products to analyze the effect of purchasing decisions on Halal cosmetic products, especially Emina products. To clarify the understanding of the research results from the variables studied, data were extracted and collected. In this study, researchers took a sample of 100 respondents from the Bengkalis State Polytechnic as a source of information according to the questionnaire created for this study. The presentation of this data aims to determine their characteristics as respondents who were selected in the

research conducted. The characteristics needed in this study are gender, age, occupation, income.

**Table3. Descriptive Summary of Respondents Against Personal Factors**

Indicator	Mean	Description
FP 1	4,12	H
FP 2	4,04	H
<b>TOTAL</b>	<b>3,48</b>	<b>H</b>

source: Processed Data

From table 3. the frequency distribution above can be explained that the first statement and the personal factor indicator obtained a mean score of 4.12 classified in the very high class, and the second statement from the personal factor obtained a mean score of 4.04 classified in the very high class.

Personal factors are personal characteristics inherent in each individual that influence purchasing decisions in the form of age and life cycle, occupation, economic circumstances, lifestyle, personality and self-concept (Kotler and Armstrong (2008). These factors include, among others, age and stage of the cycle). life, job, economic situation, lifestyle, as well as the personality and self-concept of the buyer. This shows a tendency for personal aspects, especially economic conditions and lifestyles that influence the decision to purchase halal products, especially for Emina cosmetic products, plus Emina products are known as targeted products. young people/adolescents, being one of the important factors in this age group choose cosmetic products that are appropriate for their age but still in accordance with their lifestyle where with insight into the knowledge that it is important to choose quality cosmetic products and guarantee their halalness.

**Table4. Descriptive Summary of Respondents Against Social Factors**

Indicator	Mean	Description
FS 1	4,06	H
FS 2	4,08	H
FS 3	4,11	H
<b>TOTAL</b>	<b>4,08</b>	<b>H</b>

source: Processed Data

The frequency distribution above can be explained that the first statement, and the social factor indicator obtained a mean score of 4.06 classified in the high class, the social factor indicator obtained a mean score of 4.08 classified in the high class, the social factor indicator obtained a mean score of 4.11 classified in high class`

Consumer behavior is influenced by social factors in the form of small groups, families, roles and social status of consumers (Kotler and Keller 2009). As a general knowledge that women who have certain social groups such as career women and students, the use of cosmetics becomes a necessity and supports appearance in their social environment and social groups and the role of social status influences respondents in influencing the choice of products with certain quality standards and guarantees of these products. . Therefore, social factors

greatly influence the selection of halal cosmetic products, especially Emina products.

### 3. Conclusion

Based on the results of research and discussion, it can be concluded that personal factors and social factors are very important in the selection of halal cosmetic products for Bengkalis State Polytechnic students.

In general, the characteristics of consumers in choosing halal cosmetic products have a good level of understanding. The need to use halal products is the biggest indicator in reflecting personal factors and social factors. In general, consumer awareness of the importance of consuming halal products (halal cosmetics) is quite good. Local halal cosmetics industry players should be able to create products with halal labeling, so as to improve product image and product quality.

### 4. Research Limits

This study only discusses personal factors and social factors, so that other factors can be suggestions in the next research. In addition, this research also focuses on one product brand, namely Emina cosmetic products, so that it does not become a reference in other similar cosmetic products. This can be a suggestion for other researchers to conduct research with other brand cosmetic products.

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