



The Influence of Halal Certification and Product Quality on Interest in Purchasing Wardah Cosmetic Products at The Raudlotul Muttaqin Islamic Boarding School

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ABSTRACT

This study examines the influence of halal certification and product quality on interest in buying Wardah cosmetic products at the Raudlotul Muttaqin Islamic Boarding School, Talun Sidogembul Sukodadi, Lamongan. The study was conducted using a quantitative approach and using a survey method. Data obtained through the distribution of questionnaires using a Google form which was processed and analyzed using the SPSS tool. The population in this study refers to all consumers who use Wardah cosmetic products at the Raudlotul Muttaqin Islamic Boarding School. The sample used in this study amounted to 30 respondents who were consumers of Wardah cosmetic products. The results of the study show that: 1) Halal certification has a positive and significant effect on interest in buying Wardah cosmetic products, this was obtained from the T test, where the calculated t of 3.011 is greater than the t table of 2.051 or the significance value of the t test is 0.006 less than 0.05 ($\alpha = 5\%$). and product quality significantly influences consumer interest in buying Wardah cosmetic products at the Raudlotul Muttaqin Islamic Boarding School. 2) Product Quality has a positive and significant effect on the interest in buying Wardah cosmetic products. This is obtained from the T test, where the calculated t of 9.464 is greater than the t table of 2.051 or the significance value of the t test of 0.006 is smaller than 0.05 ($\alpha = 5\%$). 3) Halal Certification and Product Quality have a positive and significant effect on the interest in buying Wardah cosmetic products. This is obtained from the results of the F test which shows the results of the F test value of 52.838 with a significance value of 0.000, thus it can be seen that the calculated f is greater than the f table, namely $52.838 > 3.34$ with a significance value of $0.000 < 0.05$.

Introduction

Along with the development of science, culture and technology today, the needs of human life are also growing. Not only the needs for clothing, food, shelter, education and health. The need to beautify oneself is now a top priority in supporting daily appearance, moreover cosmetics such as makeup are a trend nowadays, this is because the rapidly developing world of technology can help the entertainment world be exposed easily so as to inspire people in appearance, especially dressing up (Masa et al., 2022). Indonesia is a country with the biggest Muslim majority population in Asia, so Indonesia decided to make it mandatory to give halal logos to companies that will market all their products. This shows that Muslim consumers occupy a large potential for the halal market (Ayu, 2023). This regulation emerged after seeing the importance of halal certification to protect the interests of Muslims in Indonesia. Cosmetic companies that have conducted halal certification are 794 companies based on Indonesian LPPOM MUI data since 5 years ago, with halal certificates totalling 1,913, and cosmetic products totalling 75,385 products. Products from abroad must also be selected and must include a halal label for those who pass. Every company demands that it continues to develop products that are acceptable to the public. One of the cosmetic product models that is increasingly receiving benefits in the Indonesian market today is Wardah products. (LPPOM MUI, 2021).

As the above problems make consumers need to choose cosmetic products that are safe to use and of course have been examined by the Food, Drug and Cosmetic Supervisory Agency (BPPOM). Indonesian people who are predominantly Muslim also need halal-certified products, halal is an Arabic term in Islam which means permitted or allowed to refer to everything that is permitted according to Islamic law in the Indonesian market today, namely Wardah products (Il- & Th, 2017). Wardah was established in 1995. Wardah is the first halal cosmetic brand in Indonesia with halal certification from LPPOM MUI in 1999. When it was first established, Wardah made Muslim women its main target, but due to the innovation of complete cosmetic and skincare products, Wardah local cosmetics can also be accepted by all segments and can compete with other cosmetic companies (Asalia et al., 2021).

Wardah cosmetic products are made using natural, quality and safe ingredients, avoiding side effects that are harmful to the skin and body and the reason cosmetics must be halal is because cosmetics are used daily, so they stick to the skin and will be carried away when performing prayers for Muslims. When praying, one must be free from impurities. With this, the advantages of Wardah cosmetics ingredients are proven halal and recognised by the Food and Drug Administration (BPOM) and the Indonesian Ulema Council's Food, Drug and

Cosmetics Assessment Institute (LPPOM MUI). Including this halal label is very important not only for consumers but also for producers. Halal certification is used to convince consumers as a guarantee that the products they consume are safe from non-halal elements and are produced in a halal manner (Nurmaya Adianti & Ayuningrum, 2023). The definition of halal certification is the inclusion of a halal statement on a product with the aim that Muslim consumers know that the product they buy has halal status. For producers, this halal certification serves to form consumer confidence and consumer loyalty to their halal-certified products and has a higher attractiveness than products that do not include halal certification. (Hosanna & Nugroho, 2018).

Apart from halal certification which can influence consumers to buy Wardah, consumers do not forget the quality of the products provided by Wardah. The quality of the products provided by Wardah cosmetic wardah products has no side effects because the ingredients used come from safe ingredients so that when used Wardah products do not cause allergies. In addition, Wardah also always updates old products by issuing new products according to trends and consumer needs (Normaleni, 2021). Product quality is one of the important factors that can influence buying interest. The better the quality of a product, it will increase consumer interest in choosing and then making a purchase. A product can be said to be of high quality if the product is able to meet and satisfy customer needs. According to Kotler in the Media states that, 'Product quality is the ability of a product to demonstrate its function, this includes overall reliability, accuracy, ease, operation and product repair as well as other product attributes (Aptaguna & Pitaloka, 2016). Product quality in purchasing cosmetics in general is certainly the main factor Consumers want to get products with good quality according to the price paid. The price set by Wardah is expected to increase consumer buying interest which will then continue consumer purchasing decisions (Mukharomah, 2020).

In Lamongan Regency, there is an Islamic Boarding School named Raudlatul Muttaqin which is located in Talun Hamlet, Sidogembul Village, Sukodadi District. As an Islamic educational institution, this pesantren not only focuses on teaching religious knowledge but also pays attention to character development and knowledge of santri in various aspects of life, including in choosing products that are in accordance with sharia principles. One important aspect that is considered is the consumption of halal products, including cosmetics. This encourages researchers to be interested in conducting research on The Influence of Halal Certification and Product Quality on Interest in Purchasing Wardah Cosmetic Products at The Raudlotul Muttaqin Islamic Boarding School.

Method

This research uses quantitative research using the survey method. The survey method is a research method used to obtain data from a certain natural place and use questionnaires as a data collection tool. Survey method with questionnaire technique is a data collection technique that is done by giving a set of questions and written statements to respondents to answer (Sugiyono, 2019).

Result and Discussion

A. Instrument Testing Results

1) Questionnaire Validity Test Results

In testing the validity test of variable item instruments, it was carried out using the SPSS version 22 for windows programme. Testing the validity test by looking for the correlation of each indicator against the total using the product moment correlation formula. The questionnaire is said to be valid if the statements on the questionnaire are able to reveal something that will be measured by the questionnaire. In making a decision, the basic validity test is to compare the correlation coefficient r count against r table. The calculated r used in this study is 0.306, because the amount of data used in the study is 30 with an error rate of 5%. If r count $>$ t table (r count $>$ 0.306) then the statement item is declared valid. The following are the results of the validity test of each statement:

Table, 1 Validity Test Result

Variabel	Statement Item	R table	R Count	Description
Halal Certification (X1)	X1.1	0,306	0,877	Valid
	X1.2	0,306	0,923	Valid
	X1.3	0,306	0,937	Valid
	X1.4	0,306	0,921	Valid
Product Quality (X2)	X2.1	0,306	0,364	Valid
	X2.2	0,306	0,873	Valid
	X2.3	0,306	0,890	Valid
	X2.4	0,306	0,917	Valid
	X2.5	0,306	0,896	Valid
	X2.6	0,306	0,844	Valid
Purchase Interest (Y)	Y1	0,306	0,975	Valid
	Y2	0,306	0,919	Valid
	Y3	0,306	0,948	Valid

From the table above, it can be seen that the results of the validity test on all statement items have a value of r count $>$ table, so it can be concluded that all

statement items in the research instrument are valid and can be used as a measuring tool for halal certification, product quality and purchase intention.

2) Questionnaire Reliability Test Results

Reliability is about the level of trust, fairness, consistency, or stability of a measurement. This means that the measuring instrument if used to measure two or more times to measure the same symptoms should produce relatively the same and consistent measurements. A variable is said to be reliable if the *Cronbach alpha* (α) value is greater than 0.6. The following are the results of the reliability test:

Table 2, Reliability Test Results

Variabel	Cronbach alpha	Description
Halal Certification (X1)	0,848	Reliabel
Product Quality (X2)	0,816	Reliabel
Purchase Interest (Y)	0,880	Reliabel

Based on the table above, it can be seen that the amount of *Croanbach's Alpha* for halal certification, product quality and purchase intention is more than 0.6. So it can be concluded that all statements from the research instrument are declared reliable, meaning that the instrument can be used as a research data collection instrument.

B. Test Results Description

1) Classical Assumption Test

a) Normality Test

Normality test is a test carried out with the aim of knowing whether the data population is normally distributed or not. The test was carried out using the *Kolmogorove-Smirnov* method. The following are the results of the normality test conducted using the *Kolmogorove-Smirnov* method which was analysed using SPSS 22 software.

**Table 3, Normality Test Result
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		30
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.83239507
Most Extreme Differences	Absolute	.184
	Positive	.113
	Negative	-.184

Test Statistic			.184
Asymp. Sig. (2-tailed)			.011 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.237 ^d
	95% Confidence Interval	Lower Bound	.228
		Upper Bound	.245

(1) Test distribution is Normal.

(2) Calculated from data.

(3) Lilliefors Significance Correction.

(4) Based on 10000 sampled tables with starting seed 2000000.

After the *Monte Carlo* test in table 3, it is obtained that the residual values in this study are normally distributed. This is evidenced by the significant value of 0.245

b) Heteroscedasticity Test

Heteroscedasticity test shows that the variance of the variable is not the same for all observations. If the variance of the residuals or from one observation to another is constant, it is called heteroscedasticity. And if the variance is different, it is called heteroscedasticity. If each independent variable has no significant effect on the absolute residual ($\alpha = 0.05$) then the regression model does not have heteroscedasticity symptoms. The following are the results of the heteroscedasticity test conducted using SPSS 22 software.

Table 4, Heteroscedasticity Test Results
Coefficients^a

Unstandardized Coefficients		Standardized Coefficients	T	Sig.
B	Std. Error	Beta		
2.140	.961		2.228	.034
-.036	.063	-.113	-.571	.572
-5.432E-23	.000	-.322	-1.631	.115

Dependent Variable: ABS_RES

From the table above, it is known that the significant value for all independent variables has a value greater than 0.05. This indicates that the halal certification and product quality variables do not have heteroscedasticity problems because they have a probability or significance greater than $\alpha = 0.05$. This means that the independent variables in this

study are eligible to use regression analysis. The rest is in accordance with the basis for decision making in the Gleser test that between variables no heteroscedasticity occurs.

c) Multicollinearity Test

Multicollinearity test is a test that is shown to test whether the regression model variables are found to be correlated between independent variables, a good regression test model should not occur multicollinearity. Multicollinearity can be seen from the tolerance value and VIF (Variance Inflation Factor). The presence of multicollinearity is indicated by a tolerance value > 0.05 or < 5 . The results of the Multicollinearity test can be seen in the table below:

B

**Table 5, Multicollinearity Test Result
Coefficients^a**

Model	Collinearity Statistics	
	Tolerance	VIF
1 Halal Certification	.475	2.106
Product Quality	.475	2.106

Dependent Variable: Purchase Interest
t

Based on the table above, it shows that the tolerance value of halal certification is 475 with a VIF value of 2.106, the tolerance value of product quality is 475 with a VIF value of 2.106. It can be concluded that the data does not occur multicollinearity, because both variables have a tolerance value greater than 0.05 and VIF less than 5.

2) Data Analysis

a) Multiple Linear Regression Analysis

Multiple linear regression analysis is a hypothesis test used to determine between the independent variables, namely halal certification (X1) and product quality (X2), on the dependent variable, namely purchase intention (Y). The following are the results of multiple linear regression testing with the help of the SPSS programme in the calculation process as follows:

**Table 6, Multiple Linear Regression Test Results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.701	1.517		1.121	.272
Halal Certificate	.258	.086	.341	3.011	.006
Product Quality	.888	.094	1.073	9.464	.000

a. Dependent Variable: purchase Interest

The results of the regression equation in table 4. 9 above can be expressed in multiple linear regression as follows: **Purchase interest = 1.701 + 0.258 (halal certification) + 0.888 (product quality)**

Based on the regression equation, it can be seen that:

- (1) A constant value of 1.701 means that the value of the halal certification variable (X1), product quality (X2) and purchase intention (Y) is considered constant.
- (2) (The halal certification variable has a positive and significant effect. That is, it gives the effect that fulfilling consumer desires as expected, it will increase consumers to make purchases and purchase interest is fulfilled.
- (3) The product quality variable has a positive and significant effect. This means that it has a positive influence on consumers' desire to buy, the more consumers decrease to make purchases and purchase interest is fulfilled.

Based on the results of multiple linear regression analysis, it shows that the product quality variable has the greatest influence on purchase intention.

3) Hypothesis Test

a) Test Coefficient of Determination (D2)

According to Ghozali, the coefficient of determination (R²) essentially measures how far the model's ability to explain the dependent variable. The coefficient of determination is between zero and one. A small value (R²) means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the variables provide almost all the information needed to predict the variation in the dependent variable. The coefficient of determination can be seen in the following table:

**Table 7, Determination Test Results
Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.892 ^a	.796	.781	1.655

Predictors: (Constant), Product Quality, Halal Certification

Based on the table above, it can be seen that the R Square value is 0.781. In this case, it means that the effect of halal certification and product quality simultaneously (together) on buying interest in Wardah cosmetic products is 78.1% with the rest being influenced by other variables not included in this study.

b) T-Test Results (parsial)

The T test was conducted to determine whether partially the halal certification and product quality variables had a significant effect or not on buying interest. The test is a significant level of 0.05. The t test results can be seen in the following table

**Table 8, T-Test Results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.701	1.517		1.121	.272
Halal Certificate	.258	.086	.341	3.011	.006
Product Quality	.888	.094	1.073	9.464	.000

Dependent Variable: purchase interest

(1) Halal Certification Variable

It is known that the sig value for the influence (partial) of halal certification (X1) on buying interest (Y) is 0.000 < 0.05 and the t value is 3.011 > t table 2.051. So it can be concluded that H1 is accepted, which means that there is an effect of halal certification (X1) on buying interest (Y).

(2) Product Quality Variable

It is known that the sig value for the (partial) effect of product quality (X2) on purchase intention (Y) is 0.000 < 0.05 and the t value is 9.464 >

2.051. So it can be concluded that H2 is accepted, which means that there is a negative effect of product quality (X2) on buying interest (Y).

c) F test (simultan)

The f test basically shows whether all independent or independent variables included in the model have a joint influence on the dependent or dependent variable. The following are the results of the F test with statistical calculations using SPSS 22.

Table 9, F Test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	289.500	2	144.750	52.838	.000 ^b
Residual	73.967	27	2.740		
Total	363.467	29			

Dependent Variable: minat beli

Predictors: (Constant), kualitas produk, Sertifikat halal

It is known in table 9 that the sig value for the effect (simutan) of halal certification (X1) and product quality (X2) on purchase intention (Y) is $0.000 < 0.05$ and the calculated f value is $52.838 > f \text{ table } 3.34$. So it can be concluded that H3 is accepted, which means that there is an effect of halal certification (X1) and product quality (X2) simultaneously on buying interest (Y).

Based on the tests that have been carried out, this chapter will explain in more detail the discussion of the hypothesis test results. The discussion of each hypothesis in this study is:

(1) The Effect of Halal Certification on Buying Interest in Wardah Cosmetic Products

Based on multiple linear regression analysis and t test, the results show that halal certification has a partially significant effect on buying interest. The test results show that the t value of 3.011 is greater than the t table of 2.051, with a significance value (sig) of 0.006 which is smaller than $\alpha = 5\%$. The regression coefficient (b_1) has a value of 0.258. The positive value (b_1) indicates a positive relationship between the halal certification variable (X1) and purchase intention (Y). Thus, the results show that H_{a1} is accepted and H_{o1} is rejected, indicating that the halal certification variable has a significant influence on buying interest.

(2) The Effect of Product Quality on Buying Interest in Wardah Cosmetic Products

The findings of the t test and multiple linear regression analysis show that there is a considerable partial relationship between product quality and customer satisfaction. With a significance value (sig) of 0.000 less than $\alpha = 5\%$, the t table estimate value of 9.464 in this test is greater than the t table value of 2.051. The regression coefficient value (b_1) is 0.888. The positive value (b_1) indicates that product quality has a positive influence on the consumer satisfaction variable (Y).

This shows that the quality of wardah cosmetic products is not the main factor in determining buying interest in the use of wardah cosmetic products. This indicates that a quality product or service is one that is able to meet or even exceed customer expectations. If the quality of goods or services exceeds customer expectations, then consumer satisfaction can be created.

(3) The Effect of Halal Certification and Product Quality on Interest in Buying Wardah Cosmetic Products at Pesantren Raudlotul Muttaqin Talun Sidogembul Sukodadi Lamongan.

The results of descriptive analysis testing of the research variables show that respondents' perceptions of halal certification and product quality tend to be good. Multiple linear analysis has verified that requirements such as normality, non-heteroscedasticity, non-multicollinearity, and non-autocorrelation are met. The multiple linear regression analysis confirmed that the regression equation model fulfils the BLUE (Best Linear Unbiased Estimator) criteria. This indicates that the model can be used to explain research problems and test hypotheses.

Halal certification and product quality significantly affect customer satisfaction, with the simultaneous influence of the four variables on purchase intention indicated by the Adjusted R Square value = 0.796. This value means that 79.6% of the variation in customer satisfaction can be explained jointly by halal certification and product quality. Multiple linear regression analysis and F test show that together halal certification and product quality have a strong influence on buying interest, evidenced by a significance value of 0.000 and an F value of 52.838 both greater than the F table.

Conclusion

Based on data analysis and discussion of halal certification variables and product quality on buying interest in Wardah cosmetic products at Pondok Pesantren Raudlotul Muttaqin Talun Sidogembul Sukodadi Lamongan, the following conclusions can be drawn:

1. Halal certification has a positive effect on buying interest in Wardah cosmetic products at the Raudlotul Muttaqin Talun Islamic Boarding School Sidogembul Sukodadi Lamongan. This conclusion is obtained from the t test. Testing the effect between the halal certification variable on buying interest results in a t count of 3.011 greater than the t table of 2.051 or the t test significance value of 0.006 is less than 0.05 ($\alpha = 5\%$).

2. Product quality has a positive effect on buying interest in Wardah cosmetic products at the Raudlotul Muttaqin Talun Islamic Boarding School Sidogembul Sukodadi Lamongan. This conclusion is obtained from the t test. Testing the effect between the product quality variable on buying interest results in a calculated t value of 9.464 greater than the t table of 2.051 or the t test significance value of 0.006 is smaller than 0.05 ($\alpha = 5\%$).
3. Halal certification and product quality have a positive effect on buying interest in Wardah cosmetic products at the Raudlotul Muttaqin Talun Islamic Boarding School Sidogembul Sukodadi Lamongan. Based on the results of the F test that has been carried out, it can be seen that the variables of halal certification and product quality have a positive and significant effect simultaneously on buying interest. It can be seen from the results of the F test which shows the results of the F test value of 52.838 with a significance value of 0.000, thus it can be seen that fcount is greater than f table, namely $52.838 > 3.34$ with a significance value of $0.000 < 0.05$.

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