

The Effect of Product Quality and Halal Label MUI on Purchase Interest in Ms. Glow Skincare (Case Study of Ms. Glow Consumers in Kedungharjo, Widang, Tuban)

Siti Nur Anifah¹, Syuhada², Ahmad Munir Hamid³

¹²³Universitas Islam Darul 'Ulum Lamongan

*Corresponding author: anifah.2020@mhs.unisda.ac.id

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ABSTRACT

Product quality and halal labels are factors that can influence consumer buying interest and are often used by consumers as a basis for considering whether or not they are interested in a product and deciding to make a purchase. The aim of this research is to analyze and find out how much influence: (1) product quality has on interest in buying Ms Glow skincare products in Kedungharjo, Widang, Tuban, (2) the halal label has on interest in buying Ms Glow skincare products in Kedungharjo Village, Widang District Tuban Regency (3) product quality and halal labels simultaneously affect interest in purchasing Ms Glow skincare products in Kedungharjo, Widang, Tuban. This type of research is quantitative research. The author's data collection method uses a questionnaire data collection model via Google Form. The population in this study were Ms Glow skincare customers in Kedungharjo, Widang, Tuban who purchased Ms Glow skincare products. The number of samples taken was 30 respondents using a saturated sample where all populations were sampled. The data analysis technique used is multiple linear regression analysis. The results of this research show that product quality (X1) has a significant influence on consumer buying interest in Ms Glow. This is proven by the calculated t value for the product quality variable which is 2.077 and the t table has a value of 2.056 which shows that $t_{\text{calculated}} > t_{\text{table}}$. Meanwhile, the significance value is $0.047 < 0.05$, so the product quality variable has a significant positive effect on consumers' buying interest in Ms Glow skincare. Meanwhile, the Halal Label (X2) is t calculated at 5.734 and the t table value is 2.056 which shows that $t_{\text{calculated}} > t_{\text{table}}$. Meanwhile, the significance value is $0.000 < 0.05$, so the halal label variable has a significant effect on consumers'

buying interest in Ms Glow skincare. Based on the results of the F test ($39.688 > 2.96$), which means that the product quality and halal label variables, if tested together or simultaneously, have a significant effect on the purchase interest variable. Based on the results of the R Square value of 0.727 or 72.7%, this figure shows the large influence of product quality variables and halal labels on the combined purchase interest variable, while the remaining 27.3% is influenced by other variable factors outside this research.

Introduction

Presently, all entrepreneurs must be ready to act quickly and precisely to overcome the fierce competition in the business world. This situation results in the emergence of new problems that can cause various kinds of losses to every businessman. In the same case, tens, hundreds or even thousands of businesses will compete to get a place in the hearts of consumers. Businesses that do not have innovation or are unable to keep up with developments and achieve excellence in their competition will face the consequences of even losing many of their consumers and customers (Nisa & Hamid, 2024). Ultimately, this can have a negative impact on the sustainability of the business that has been successfully achieved previously.

This level of intense competition is felt by various business sectors, including the cosmetics and beauty industry. In the current era, both young people, teenagers, and even old people still use cosmetics to beautify themselves so that they are not inferior to the young ones. As a country with the largest Muslim population in the world, Indonesia has a great opportunity to rapidly develop the halal industry. Competition in the global market of the halal industry is becoming increasingly fierce, due to the complexity and unpredictability in market dynamics (Prayuda et al., 2023). This creates various challenges that every company, both domestic and international, must face. Many companies compete to develop halal-compliant products and services, with the aim of meeting customers' daily consumptive needs. They also strive to create products that meet the preferences of potential customers, making it a crucial necessity in daily life.

For many years, skincare was considered a product for women. However, today, men are increasingly concerned with their own appearance, from young to old. They believe that looking good and fresh allows them to boost their self-confidence and reputation. In Indonesia, having smooth and bright skin is considered a symbol of beauty, loveliness, and charming (Utami et al., 2023). Because such beauty and charming will often be displayed on various televisions, social media and various issues.

The body care and cosmetics industry in the halal realm shows a very

bright potential for economic growth. In Indonesia, this sector is ranked second in the largest consumption of halal cosmetics after India. It is projected that by 2023, the market share of these cosmetics will increase by 6.9 percent, reaching USD 90 billion. According to the Ministry of Industry of the Republic of Indonesia (2021), the growth of this industry is driven by high demand from both domestic and export markets. This is in line with the increasing awareness among people towards body care products as a basic need, especially among teenage women who are the main focus of this industry.

The quick growth in the halal body care and cosmetics industry has transformed the competition in Indonesia. The sustainability of this growth is due to the increasing consumer preference for halal products. Today, the halal aspect is a key factor in purchasing decisions, as consumers seeking halal body care and cosmetic products tend to choose products that provide the highest satisfaction. The desire to achieve the highest satisfaction is not only seen physically, but also includes an inner dimension, which is reflected through the peace of mind obtained from using the product. Beauty and skincare products are increasingly popular among Indonesians. The high interest in skincare products has encouraged local manufacturers to start producing them.

Skincare that is again busy being used by teenagers and mothers who are married, namely Ms Glow skincare. Ms Glow was founded by Shandy Purnamasari and Maharani Kemala in 2013 with an initial focus on selling skincare and bodycare products through online platforms, Ms Glow has grown rapidly and now has nine treatment clinics spread across various major cities such as Malang, Surabaya, Sidoarjo, Bandung, Bali, Makassar, Bekasi, Bintaro, and Kemang. Ms Glow collaborates with PT Kosmetika Global Indonesia, a manufacturing company based in Malang City, as the party responsible for the production of Ms Glow products.

Ms Glow, a relatively new cosmetic brand in the Indonesian beauty product market, Ms Glow won the Indonesian Best Brand Award (IBBA) in 2020 in the exclusively sold facial care category. Every month, more than 2 million Ms Glow products are sold with a product range that reaches 3 million SKUs. The company has also grown from simply selling products to having its own production plant. In a short period of time, Ms Glow's expansion has not only covered the domestic market, but also internationally. Ms Glow's success in increasing sales through OMNI strategies resulted in the Marketers OMNI Brands of the Year 2020 award.

Ms Glow's development continues to show significant improvement, especially in the development of skincare, body care, and cosmetic products. The company has built a network of authorized distributors, agents, members, and resellers throughout Indonesia, and has entered the international market. Ms Glow is very committed to maintaining consumer comfort by paying attention to the safety and quality of the ingredients used in its products. This is evidenced by the BPOM certification and halal label from MUI on its products.

In relation to labels, consumers need to obtain accurate, clear and comprehensive information regarding the quantity, content, quality and other

relevant aspects of products available on the market. The availability of complete information on product labels is crucial so that consumers can make informed purchasing decisions before making transactions. The addition of a halal label on a product can contribute to reducing consumer doubts regarding the halalness of the product to be purchased. While some consumers may pay less attention to halal labeling, there are others who feel confident that the body care and cosmetic products they use are considered halal, even without halal labeling or information regarding the ingredients in the product.

Ms Glow, which won the Indonesia Best Brand Award in 2020, is one of the brands that offers a variety of body care and beauty products that have received halal labeling. Ms Glow operates in the face and body care (skincare) sector. Ms Glow founder Maharani Kemala explained that the concept of Ms Glow was triggered by the high demand for skincare among teenagers. In its commitment, Ms Glow strives to create quality skin care products that are safe without containing harmful chemicals, meet BPOM standards, and are halal-certified. The company is also known for its large production capacity and superior formulations.

Today, Ms Glow is not only focusing on the quality of its products. They have launched a marketing strategy that involves working with Beauty Vloggers and several celebrities. This collaboration aims to encourage them to use Ms Glow products and share the results of their use through social media. Ms Glow is determined to produce superior skincare products, as mentioned earlier. Product quality is a major factor in attracting consumer interest in product offerings, because every buyer or service user wants excellent quality from the products they buy. When a product can meet consumer standards, it is considered a high-quality product. The closer to the set criteria, the higher the measured quality of the product.

Overall, product quality can influence consumer interest in buying skincare, but not all aspects of quality have an impact on purchasing decisions (Muthmainnah et al., 2023). Some previous studies have shown that product quality positively influences skincare purchase intention, but there are also studies that suggest that the product quality factor is not always the main determinant in skincare purchase intention. Many people buy skincare based on its popularity without considering the quality of the product. In fact, halal is not always a determining factor in skincare purchase decisions, as there are people who buy skincare products without considering the halal aspect. Some studies even show that halal does not have a significant influence or even has a negative influence on the purchase intention of skin care products.

From the explanation above, we can conclude that not all skincare is quality and guarantees comfort for its consumers, so we are required to be smart in choosing skincare products, where the product is safe for the face, comfortable to use without doubting what ingredients are used in its manufacture and also the quality of the skincare product. The number of consumers who are interested in buying goods to beautify themselves in the form of skincare, especially in the Ms Glow skincare brand, this encourages

researchers to examine Ms Glow skincare products, especially regarding the effect of product quality on consumer buying interest and also the effect of halal labels on buying interest in Ms Glow skincare.

Therefore, scientific research is needed on this matter. Based on this explanation, the researcher is interested in conducting research with the title "The Effect of Product Quality and MUI Halal Label on Buying Interest in Ms Glow Skincare (Case Study of Ms Glow Consumers in Kedungharjo, Widang, Tuban)".

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 (Sugiono, 2019)

This research is categorized as quantitative research and is included in the type of associative research. Quantitative research is a correlative, descriptive, and scientific method, where the data obtained is in the form of numbers and statements that are assessed or hypotheses related to a phenomenon and analyzed using statistical analysis.

This research is categorized as associative research with the main objective to determine the relationship between two or more variables. Through this research, a theory can be built that shows the cause and effect relationship. The variables used are product quality and MUI halal labeling that influence consumer buying interest in Ms Glow skincare.

Results and Discussion

Based on data analysis regarding the Effect of Product Quality and MUI Halal Label on Buying Interest in Ms Glow skincare in Kedungharjo, Widang, Tuban, this study explains that both variable X1 (Product Quality) and variable X2 (MUI Halal Label) have an influence on variable Y (Purchase Interest). The following are the details of the explanation:

1. The effect of product quality on buying interest in Ms. Glow skincare in Kedungharjo, Widang, Tuban

Based on the results of research on product quality variables, the majority of teenagers and residents of Kedungharjo Village who are consumers of Ms Glow products agree that the quality of Ms Glow cosmetic products investigated in this study has been considered very good. This conclusion is based on the positive answers to the 7 questions that describe the product quality of Ms Glow cosmetics.

Based on the results of the first hypothesis test analysis, it was found that the product quality variable has a positive and significant influence on purchasing decisions, which means that H1 can be accepted. The significance value of 0.047 is lower than the error rate of 0.05, with a calculated t value of

2.077. Therefore, it can be concluded that product quality positively and significantly affects the purchase intention of MS Glow products in Kedungharjo, Widang, Tuban.

The results of this study are in line with research conducted by (Sumartik & Indayani, 2019) entitled "The Influence of Halal Labelization, Brand Image and Product Quality Towards Consumer Purchase Decisions of Wardah Cosmetic Product". The results showed that product quality partially had a positive and significant effect on purchasing decisions. Product quality is a special attribute that ensures the product meets consumer expectations and expectations. This quality is very important in skincare products, especially since skincare is designed to maintain healthy skin and prevent serious problems such as skin cancer. Good quality in skincare products builds a positive relationship between companies and consumers.

(Kurniawati, 2014) explained, if a product can meet the standards desired by consumers, then the product can be considered of high quality. If the quality of the product matches consumer expectations, then consumers will feel satisfied, and if it exceeds expectations, consumers will feel very satisfied. This shows that if Ms Glow continues to improve the quality of its products, consumer buying interest will also increase. Ms Glow's skincare products are made to high quality standards with the aim of ensuring every consumer gets quality products to maintain their skin health. Islamic principles emphasize the importance of goodness and quality in everything consumed.

It can be concluded that product quality has a positive impact on buying interest in Ms Glow products among consumers in Kedungharjo, Widang, Tuban. This is due to the ability of product quality to increase consumer trust, satisfaction, and attractiveness in providing reviews of the products they will buy. Product quality also provides comprehensive information about the product, as well as providing recommendations for where to purchase both through online stores and conventional cosmetic stores. This makes it easier for consumers in the product purchasing process.

2. The effect of MUI halal label on buying interest in Ms. Glow skincare in Kedungharjo, Widang, Tuban

The halal label on MS Glow skincare products aims to provide confidence to consumers that the product has guaranteed halalness in terms of packaging, distribution, and composition of ingredients. The inclusion of this label is not only to build consumer confidence, but also as a means of providing clear and convincing information about the halal products offered, which has the potential to increase buying interest from consumers.

In the Halal Label variable, based on the second hypothesis test, the results show that the halal label variable has a positive influence on buying interest, which means H2 is accepted. With a significance value of 0.000 which is smaller than the error rate of 0.05 and a calculated t value of 5.734, it can be concluded that H2 is accepted, indicating that the halal label has a positive and significant influence on consumer buying interest.

The inclusion of a halal label on each product packaging is intended to provide certainty regarding the halal status of the product and provide peace of mind to consumers regarding the production process, raw materials, and processing of the product. This aims to eliminate consumer doubts in making purchases. Thus, the halal label is information that confirms that a product has met Islamic standards and requirements for consumption.

Ms. Glow prioritizes products that are in accordance with Islamic principles, such as encouraging consumers to choose products with halal labels and that come from good ingredients, and are free from elements that raise doubts (gharar). It can be concluded that the halal label has a positive and significant effect in influencing the buying interest of Ms Glow consumers in Kedungharjo, Widang, Tuban in making or determining the purchase of ms glow skincare products.

3. The effect of product quality and MUI halal label on buying interest in Ms Glow skincare in Kedungharjo, Widang, Tuban.

Interest in buying is a reaction that arises after being exposed to a product that attracts attention, followed by a desire to buy and own the product. Based on statistical analysis and the results of distributing questionnaires, it is found that hypothesis H3 can be accepted. This shows that product quality and the presence of a halal label have a significant influence on purchase intention when tested together or simultaneously.

According to this study, skincare products have become an integral part of the lifestyle of many women and men around the world. Skincare is considered an important necessity for society. The consumer's decision to purchase a product is influenced by the evaluation of the value of the product. When consumers feel that the benefits provided by the product outweigh the sacrifices they make to obtain it, interest in purchasing the product will increase. Conversely, if the perceived benefits are smaller than the sacrifices required, consumers tend to refuse to buy and look for other products that are more beneficial to them.

The results of this study are in line with the findings reported by Linansya, Maharani, Arifin, and Anwaruddin. It can be concluded that product quality and the presence of a halal label have a positive and significant influence on consumer interest in buying or using Ms Glow skincare products.

Hypothesis Testing T test (parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.506	1.584		3.475	.002
	Kualitas Produk	.076	.036	.250	2.077	.047
	Label Halal	.664	.116	.691	5.734	.000

a. Dependent Variable: Minat Beli

F Test (simultan)

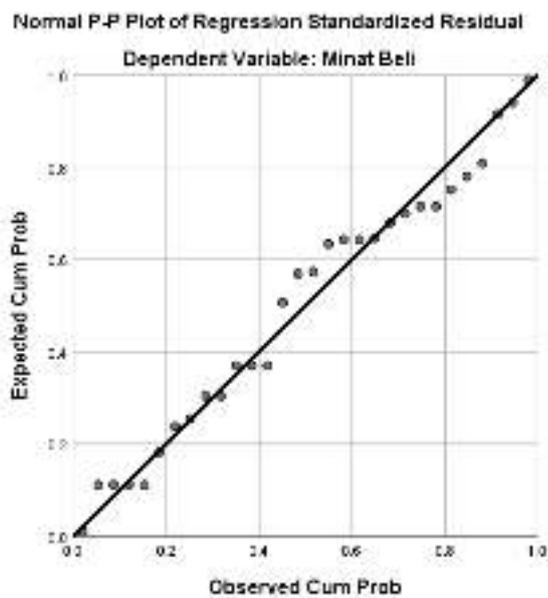
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.298	2	22.149	39.688	.000 ^b
	Residual	15.068	27	.558		
	Total	59.367	29			

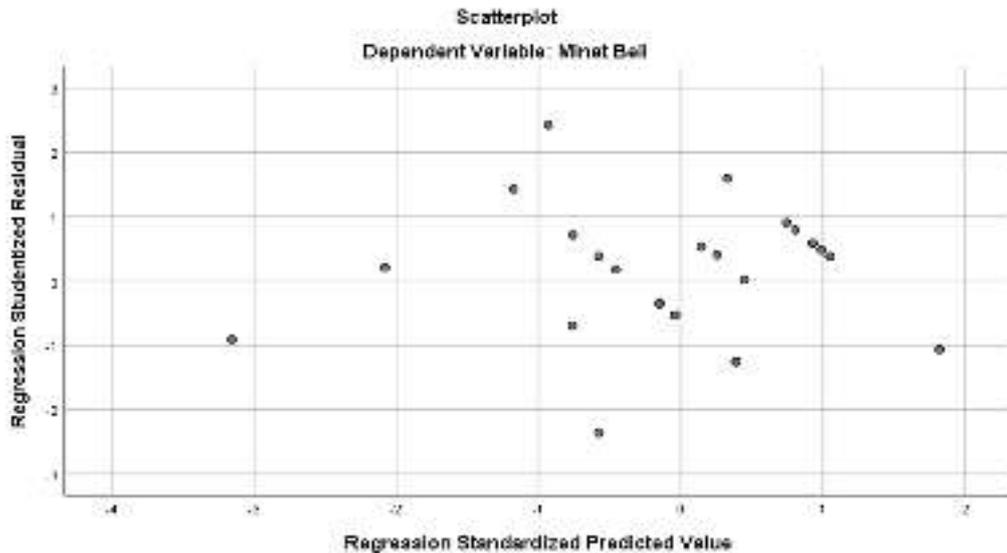
a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Label Halal, Kualitas Produk

Normality Test



Heteroscedasticity Test



Conclusion

Based on the results of research and discussion in the previous chapter, the authors can provide conclusions as follows.

The effect of product quality on buying interest in Ms Glow skincare in Kedungharjo, Widang, Tuban has a positive and significant impact on buying interest in Ms Glow skincare products in Kedungharjo, Widang, Tuban. This indicates that the higher the quality of Ms Glow products, the more consumer interest in buying or using these skincare products.

The effect of MUI halal label on buying interest in Ms Glow skincare in Kedungharjo, Widang, Tuban has a positive and significant impact on buying interest in Ms Glow skincare products in Kedungharjo, Widang, Tuban. This means that the presence of additional halal labeling on Ms Glow products increases consumer interest in buying or using the skincare.

The effect of product quality and MUI halal label on buying interest in Ms Glow skincare in Kedungharjo, Widang, Tuban Together, product quality and the presence of a halal label have a positive and significant influence on buying interest in Ms Glow skincare products in Kedungharjo, Widang, Tuban.

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