
# The Effect of Halal Labeling and Product Knowledge on Customer Loyalty with Religiousity as a Mediating Variable in Consumers of Cosmetic Products in Malang City

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# Abstract

Indonesia is one of the potential cosmetics markets so the business is prospective and promising. This can be seen from the increase in cosmetics sales in the first quarter of 2019 which touched 8.12 percent with a gross domestic product (GDP) value of IDR 21.9 trillion. Throughout 2020, the GDP value reached IDR 50 trillion (Ministry of Industry, 2020). This research is an explanaotory quantitative research. The sample was 140 respondents. The data collection technique used a closed questionnaire with the help of google form. The data analysis techniques used include descriptive statistical analysis and Structural Equation Model (SEM) with the Partial Least Square (PLS) approach. The results showed that Halal Label and product knowledge have a direct effect on Religiousity. Then, religiousity, product knowledge, and halal label have a direct effect on customer loyalty. Furthermore, religiousity has an indirect effect because it is able to mediate the Halal Label and Product Knowledge on Customer Loyalty.

Keywords: Halal Label, Product Knowledge, Religiousity, Customer Loyalty

# Introduction

The development of Indonesia's rapidly growing cosmetics industry can be seen from data from the Ministry of Industry, the number of Indonesian cosmetics industries has increased to 153 companies, totaling more than 760 companies to date. Of these, 95 percent consist of small and medium industries (SMEs), and the rest are large industries. Data from the Central Statistics Agency (BPS) shows that Indonesia's population reached 270 million people and 13 million Indonesian women in 2022. (Khasanah & Yudiana, 2021) (Surya & Kurniawan, 2021). Cosmetic products usually target women as their target market. Looking at the entire population of Indonesian women, the growth rate of cosmetic companies is directly proportional to the level of cosmetic consumption in Indonesia. Even now, young women are starting to use cosmetics to look beautiful and increase their self-confidence. The great interest in cosmetic products makes cosmetic manufacturers more competitive in creating new products (Nasution et al., 2020) (Wildan, 2022). The goal of creating new products is to gain more attention and market control (Qader et al., 2022) (Rahman et al., 2020) (Memon et al., 2020).

Cosmetic manufacturers offer a variety of product innovations ranging from ease of use, price innovations and raw materials. (Isa et al., 2023) (Ernasari et al., 2020). In addition, a mandatory innovation is the innovation of halal-labeled cosmetics. The birth of halal cosmetics cannot be separated from public demand as product users (Choi & Jeong, 2020) (Ishak et al., 2020). The large number of Muslims in Indonesia is one of the reasons for the emergence of halal cosmetics. This trend is growing because many cosmetic products contain ingredients that are not allowed in Islamic law. Therefore, the Indonesian Ulema Council (MUI) cannot provide halal labeling for these products, and smarter consumers will eventually choose halal-labeled cosmetics (Sosanuy et al., 2020). (Sosanuy et al., 2021)..

Cosmetic products that want to compete in Indonesia must be labeled halal because halal certified products can attract market share in Indonesia. Halal cosmetics are different from

conventional cosmetics because halal cosmetics should not contain traces of by-products that are prohibited by Islamic guidelines. (Zainuddin et al., 2022) (Bhutto et al., 2022). In terms of age, young Indonesian consumers are relatively more interested in cosmetic products. Cosmetic products are often used to create the desired appearance (Rusmita et al., 2021).. Sigma Research conducted a study to investigate the factors that Indonesian women consider when buying beauty products, and the results showed that halal is an important factor for Indonesian women to choose and buy beauty products. (Jaelani et al., 2021). (Malini et al., 2021). In addition to updating established halal cosmetic products, cosmetic manufacturers must also continue to update their marketing strategies to increase the market share of the products they sell. Successful marketing is also indicated by the number of consumers who choose products over competing products, consistently using these products, or better known as customer loyalty to the products offered. (Jaiyeoba et al., 2020) (Al-Banna & Jannah, 2022).

Increasingly fierce competition in the cosmetics industry will certainly affect consumers, where consumers are faced with many choices of cosmetics, where one product has advantages and uniqueness compared to other products. (Azam & Abdullah, 2020). The company's role in offering its products must be in accordance with the needs and desires of consumers so that they want to buy and use these products. (Akter & Hasan, 2022). This makes the study of consumer behavior important for companies to understand what consumers think, feel and do, and to learn what kind of products they want and how to communicate product value to consumers in a very useful way including consumer awareness in consuming halal products which include a variety of non-food items. (Al-Banna & Jannah, 2022)..

Seeing the important context that affects consumer loyalty towards halal cosmetics users, this study plans to investigate more deeply the influence of halal labeling, product knowledge and religiosity as mediating aspects of consumer loyalty. In this study, religiosity was chosen as a factor that can be linked to other factors in creating loyalty. (Sari et al., 2022) (Noorham et al., 2020). Loyalty creation is likely to occur when other factors can first influence the level of consumer loyalty, so religiosity is needed to mediate other factors so that these factors can create loyalty. (Suhartanto et al., 2020).

Building consumer loyalty especially in the field of halal cosmetics has significantly increased business in several regions of Indonesia, one of which is Malang city, Malang city has the second largest population after Surabaya city in East Java province where the proportion of female population is higher than male. In addition, the number of Muslims in Malang is more than non-Muslims. This certainly makes Malang city a large segmentation target for cosmetic manufacturers to sell their products and target women as a potential market, because the greater a woman's need for cosmetics or skin care, the more it affects the purchasing power of beauty care products and the more cosmetic manufacturers are born. Smart consumers choose products based on product quality and ingredients, if the product quality is good and the product ingredients come from halal ingredients, then consumers will automatically buy similar products repeatedly and become loyal consumers of the product. (Ishak et al., 2020) (M. Yasin & Surati, 2021). The purpose of this study is to determine the effect of halal labeling, product knowledge, religiousity and on customer loyalty through hypothesis testing.

# Theory Loyalty

Customer loyalty is defined as the behavior of purchasing or continuing support of a service or product. customer loyalty is a set of behavioral patterns that systematically support a single entity. (Jaiyeoba et al., 2020) (Al-Banna & Jannah, 2022). Customer loyalty can be assessed based on behavior through insights into repeat purchases and purchase series, in addition, loyal

customers want to make references, offer references, and provide word of mouth loyalty, which is defined as non-random purchases expressed by multiple decision units over time. (R. M. Yasin & Norjanah, 2021) (Noorham et al., 2020). Thus, it can be concluded that customer loyalty is a behavioral motivation to make repeat purchases. Customer loyalty, which is formed by attitudinal and behavioral components. Loyalty in the sense of behavior can be described as momentary behavior towards an attractive product. Then loyalty in the sense of attitude can be interpreted as positive behavior towards a product or service. (R. M. Yasin & Norjanah, 2021).

# Halal Certificate

Halal certificate is a guarantee of halal issued by the competent authority to ensure that a product does not contain ingredients that are considered haram in Islam. Muslim consumers need a regulatory body that can monitor product production activities to provide assurance to Muslim consumers about their use. Based on Law No. 33 of 201, the Halal Product Guarantee Agency (BPJPH) under the Ministry of Religious Affairs (MoRA) is authorized to issue halal certificates. The halal certificate issued by BPJH is an official certificate recognized by the state. BPJH makes halal product standards based on halal fatwas issued by the Indonesian Ulema Council (MUI). Halal certification is thus the benchmark for most Indonesian Muslim consumers to determine the halalness of a product. (Chen & Dermawan, 2020) (Nugraha et al., 2022). The existence of halal certification for domestic products shows that Muslim consumers have a significant influence on products marketed in Indonesia. Brands began to see the opportunities provided by this consumer growth, so they added halal certification to household products to attract the attention of Muslim consumers. The benefit of product halal certification is to increase product and brand awareness. Non-consumer products that advertise their halal assurance (through advertisements, social media content, etc.) are repeatedly rampant in cyberspace. Wide dissemination of product information is clearly an advantage for brands and products (Rahmawati & Aji, 2022).

# Product Knowledge

Customer knowledge has been defined as the amount of experience with and information about a particular product or service held by an individual. As an individual consumer's knowledge increases, it becomes possible for that consumer to think about products across a larger number of dimensions and make fine distinctions between brands. (Rahmawati & Aji, 2022) (Septiani & Ridlwan, 2020).

Product knowledge is a collection of various information about products. This knowledge includes product category, brand, product terminology, product attributes or features, product price, and beliefs about the product. Understanding consumer knowledge is very important for marketers. Information about what to buy, where to buy, and when to buy will depend on consumer knowledge. Consumer knowledge will influence purchasing decisions and even repurchases. When consumers have more knowledge, they will be better at making decisions, more efficient, more precise in processing information and able to recall information better. Indicators of product knowledge according to, among others 1) Knowledge of product components 2) Knowledge of the development of product variants, 3) Knowledge of product usability (Husaeni & Zakiah, 2022).

# Religiosity

Religion can have a necessary impact on building consumer behavior, including food choices. (Sosianika & Amalia, 2020) (Khan et al., 2021). However, the size of the impact may vary on a customer's willingness to adhere to his or her religion. In detail, religiosity is perceived as the degree to which a person adheres to his religion and the extent to which it is displayed in his behavior. In other words, religiosity can tell us the degree to which a person complies with

religious laws. Where religiosity is operationally defined as having five dimensions: ideological, ritualistic, intellectual, consequential and experimental. (Handriana et al., 2021). The belief/ideological dimension. Ritualistic dimension Intellectual dimension Consequential dimension Experimental dimension. This is based on consumer decisions to buy products depending on their level of faith. Measuring religious levels with 7 indicators, namely performing mandatory prayers regularly, paying zakat according to specified criteria, always avoiding sin, following Islamic orders in all matters of life, staying away from haram income, reciting the Koran regularly, and understanding the pillars of faith and Islam. (Yener, 2022).

# Methods

Relationship model between variables of Halal Label, Product Knowledge, Religious and Customer loyalty

4

Halal Label (X )1

1

Religiousity (Z)

3

Customer loyalty (Y)

Product knowledge (X

)2

2

5

The hypothesis built in this study is:

H1 : There is an influence between halal labeling on religiousity

H2 : There is an influence between product knowledge on religiousity H3 : There is an influence between religiousity on customer loyalty H4 : There is an influence between halal labels on customer loyalty

H5 : There is an influence between product knowledge on customer loyalty

H6 : There is an indirect influence between halal labeling on customer loyalty through religiousity.

H7 : There is an influence between product knowledge on customer loyalty through religiousity

The research approach used to test the hypothesis in this study is a quantitative approach. The location of this research was conducted in Malang City, East Java Province.

In this study, the number of variables studied was 4 variables, namely religiousity, product knowledge, halal labeling, and customer loyalty. The minimum sample size is 10 x 4 variables

= 40 respondents. However, with consideration that the level of representation of the population is getting higher, the researchers determined the sample size using the sample size calculation

formula, which is four or five times the number of question items. The total questions in this study were 18 questions. So that the calculation is 5 x 28 question items used in each variable so that the number of respondents is 140 people, the number of samples is assumed to be able to provide accurate data so that the research results can approach the actual situation in the field. The instrument used is a google form that is distributed via whatsapp group. The results of the questionnaire were processed using Smart PLS.

# Results

Respondents in this study were aged less than 25-40 years. From this data, it can be concluded that the majority of halal cosmetic users are in the age range of 25-40 years, where halal cosmetic users are adult women. This means that the majority of target consumers of halal cosmetics are adult women. Most consumers of halal-certified cosmetic products have jobs as entrepreneurs who tend to have more free time to choose beauty products that suit their circumstances, and entrepreneurs can determine for themselves when to buy a product after that followed by ASN, Students / Students, Private Employees, Housewives and others. Most halal cosmetic consumers have an income of Rp. 1,500,000-Rp. 5,000,000. The amount of income can be said to match the average price of cosmetic products in the range of Rp.40,000 to Rp.260,000, because there are still many funds left to meet other life needs even though they have bought halal cosmetic products. The majority of consumers buy one product 3-5 times, this means that consumers have an interest in halal cosmetics with a percentage of purchases above 3 times. Halal cosmetics do have a high level of sales than non-halal cosmetics, this is because halal cosmetics reach the majority Muslim community so that halal cosmetics provide a good perception in terms of sales and usability.



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| --- | --- |
| Variables | **R Square** |
| **Religiousity** | 0.542 |
| **Customer Loyalty** | 0.686 |

The R-square value for the Religiousity (Z) variable which is influenced by the halal label (X1) and product knowledge (X2) variables is obtained at 0.542. The R-square value indicates that 54.2% of the Halal label (Z) variable can be influenced by the variables Religiousity (X1) and

Product knowledge (X2) while the remaining 45.8% is influenced by other variables outside those studied. The R-square value for the Customer Loyalty (Y) variable which is influenced by the Halal label variable (X1), the Product knowledge variable (X2), and the Religiousity variable (Z) is obtained at 0.686. The R-square value indicates that 68.6% of the Customer Loyalty (Y) variable is influenced by the halal label variable (X1), the Product knowledge variable (X2), and the Religiousity variable (Z) while the remaining 31.4% is influenced by other variables outside those studied.

# Path Coefficient (Mean, T-Values)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Original Sample (O)** | **T Statistics (|O/STDEV|)** | **P Values** | **Description** |
| Halal Label -> Religiousity | 0.205 | 2.651 | 0.008 | Significant |
| Product Knowledge -> Religiousity | 0.641 | 11.063 | 0.000 | Significant |
| Halal Label -> Customer Loyalty | 0.199 | 3.080 | 0.002 | Significant |
| Product Knowledge -> Customer Loyalty | 0.339 | 3.789 | 0.000 | Significant |
| Religiousity -> Customer Loyalty | 0.444 | 4.310 | 0.000 | Significant |

**Indirect Effect**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables** | **Indirect Effect** | **t Statistics (|O/STDEV|)** | **P Values** |
| Halal Label -> Religiousity -> Customer Loyalty | 0.091 | 2.230 | 0.026 |
| Product Knowledge -> Religiousity -> Customer Loyalty | 0.285 | 3.870 | 0.000 |

the results of hypothesis testing, the direct and indirect effects are obtained as follows:

1. Hypothesis Testing 1 (Halal label has a significant effect on Religiousity)

The results of testing the first hypothesis show that the relationship between the Halal Label variable (X1) and Religiousity (Z) shows a path coefficient value of 0.205 with a t value of 2.651. This value is greater than the t table (1.960). This result means that Religiousity has a positive and significant influence on the halal label. This means that Hypothesis 1 is accepted.

1. Hypothesis Testing 2 (Product knowledge has a significant effect on Religiousity). The results of testing the fourth hypothesis show that the relationship between the variable Product knowledge (X2) and Religiousity (Z) shows a path coefficient value of 0.641 with a t value of 11.063. This value is greater than the t table (1.960). This result means that Product knowledge has a positive and significant influence on Religiousity. This means that Hypothesis 2 is accepted.
2. Hypothesis Testing 3 (Religiousity has a significant effect on Customer Loyalty). The results of testing the fifth hypothesis show that the relationship between the Religiousity variable (Z) and Customer Loyalty (Y) shows a path coefficient value of 0.444 with a t value of 4.310. This value is greater than the t table (1.960). This result means that the halal label has a positive and significant influence on Customer Loyalty. This means that Hypothesis 3 is accepted.
3. Hypothesis Testing 4 (Halal Label has a significant effect on Customer Loyalty). The results of testing the third hypothesis show that the relationship between the Religiousity variable (X1) and Customer Loyalty (Y) shows a path coefficient value of

0.199 with a t value of 3.080. This value is smaller than the t table (1.960). This result means that Religiousity has a positive and significant influence on Customer Loyalty. This means that Hypothesis 4 is accepted.

1. Hypothesis Testing 5 (Product knowledge has a significant effect on Customer Loyalty). The results of testing the fourth hypothesis show that the relationship between the Product knowledge variable (X2) and Customer Loyalty (Y) shows a path coefficient value of 0.339 with a t value of 3.789. This value is greater than the t table (1.960). This result means that Product knowledge has a positive and significant influence on Customer Loyalty. This means that Hypothesis 5 is accepted.
2. Hypothesis Testing 6 (the effect of halal label on Customer Loyalty through Religiousity). The results of testing the sixth hypothesis show that the relationship between the Halal Label variable and Customer Loyalty (Y) through Religiousity shows an indirect path coefficient value of 0.091 with a t value of 2.230. This value is greater than the t table (1.960). This result means that the halal label has a significant influence in mediating Religiousity on Customer Loyalty. This means that Hypothesis 6 is accepted.
3. Hypothesis testing 7 (the effect of Product knowledge on Customer Loyalty through Religiousity). The results of testing the sixth hypothesis show that the relationship between the Product knowledge variable and Customer Loyalty (Y) through Religiousity shows an indirect path coefficient value of 0.285 with a t value of 3.870. This value is greater than the t table (1.960). This result means that Religiousity has a significant influence in mediating Product knowledge on Customer Loyalty. This means that Hypothesis 7 is accepted.

# Findings

The research findings reveal that halal product manufacturers who sell their products to Muslim consumers in Malang City, produce their products based on Islamic values by attracting sales targets to Muslim customers for meeting their product needs while adhering to their religious obligations. This perception of halal gives an impression to consumers of halal cosmetics in Malang City to produce a meaning that anything labeled halal is guaranteed to be halal and permitted according to Islamic law. Various promotional efforts have also been made by marketers to provide education to consumers of halal cosmetics in Malang City, especially in showing product information. The information that is usually conveyed to consumers contains product components, product variant developments, and product uses. That way consumers can recognize halal cosmetic products properly. Halal cosmetics can be well received by consumers giving a good impression of the product. This impression makes consumers remember and make repeat purchases. Consumers who have made repeated purchases and refer products to others are called loyal consumers. In this case, loyal consumers of halal cosmetic products are Muslim women in Malang City. Muslim women certainly carry out Islamic religious law properly. As a form of obedience, namely by selecting certified halal cosmetic products. The limitation of this study is that the research object used by researchers is only halal cosmetic consumers in Malang City, thus limiting the generalization of research results. The sample in this study is very limited. In further research, the number of respondents needs to be enlarged in order to increase the consistency (reliability) and accuracy (validity) of the research results obtained. This study only focuses on several variables that affect customer loyalty, namely religiousity, product knowledge, and halal labeling. Future research needs to add other variables such as customer satisfaction, customer decision, product perception and so on so that it can provide a more perfect picture.

# Conclusion

Halal cosmetic consumers who have a high level of religion increase the perception of the halalness of a product. Religious is related to the obedience of consumers who clearly pay attention to the details of halal information on cosmetic products in considering their use. Halal cosmetic products that have passed the halal test will be given a halal label by MUI. This label is bright green, so halal cosmetic products will be easily recognized by consumers. The attitude of halal cosmetic consumers in Malang City is more positive (confident) towards the product when the product is labeled halal. The halal label can be used by cosmetics consumers to distinguish products. So that it helps consumers to evaluate products and convinces them of the quality of these products to make repeated purchases of these products. Halal cosmetics consumers have confidence in the truth of religious teachings, especially those that are fundamental and dogmatic, have commitment and obedience to Islam, which is manifested in rituals or worship, have knowledge about Islam, have good behavior according to Islamic teachings, and have a feeling of gratitude to Allah SWT. The information contained in halal cosmetic products affects consumer repurchases. Halal cosmetic information in the market, contains product categories, brands, product terminology, product attributes or features, product prices, and beliefs about products. So that consumers easily choose halal products according to their needs from the information submitted.

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