The Influence of Halal Literacy on Purchasing Decisions of Wardah Products in Banda Aceh City

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ABSTRACT

In this era of globalization, many cosmetic products have emerged whose halal status is unknown. Therefore, it is important to conduct research on halal cosmetic products because halal literacy is still low. This study aims to determine the effect of halal literacy on purchasing decisions for Wardah products in Banda Aceh City. This study uses a quantitative approach with a survey method, where data is collected through questionnaires distributed to consumers who use Wardah products. The sampling method used in this study is probability sampling. Simple random sampling, a probability sampling approach, was applied in this study with a sample size of 100 respondents. The analysis technique used in this study is simple linear regression with the help of SPSS software version 25. The results of this study indicate that halal literacy has a significant influence on purchasing decisions for Wardah products in Banda Aceh City by 0.466 or 46.6%. The higher the consumer's halal literacy, the more likely they are to choose products that meet halal standards.

Keywords: *Halal Literacy, Buying Decision, Halal Product, Halal Cosmetics*

ABSTRAK

Di era globalisasi seperti ini banyak sekali muncul produk kosmetik yang belum diketahui status kehalalannya. Oleh karena itu, penting untuk melakukan penelitian terhadap produk kosmetik halal karena literasi halalnya masih rendah. Penelitian ini bertujuan untuk mengetahui pengaruh literasi halal terhadap keputusan pembelian produk Wardah di Kota Banda Aceh. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, dimana data dikumpulkan melalui kuesioner yang disebarkan kepada konsumen yang menggunakan produk Wardah. Metode pengambilan sampel yang digunakan dalam penelitian ini adalah probability sampling. Simple random sampling, pendekatan probability sampling, diterapkan dalam penelitian ini dengan ukuran sampel sebanyak 100 responden. Teknik analisis yang digunakan dalam penelitian ini adalah regresi linear sederhana dengan bantuan software SPSS versi 25. Hasil penelitian ini menunjukkan bahwa literasi halal memiliki pengaruh secara signifikan terhadap keputusan pembelian produk Wardah di Kota Banda Aceh sebesar 0.466 atau 46,6%. Semakin tinggi literasi halal konsumen, semakin besar kemungkinan mereka untuk memilih produk yang memenuhi standar halal.

Kata Kunci: *Literasi Halal, Keputusan Pembelian, Halal Produk, Kosmetik Halal*

A. INTRODUCTION

A human need is a state of perceived or recognized basic satisfaction. A need is a state of feeling deprived of certain basic satisfactions. Human needs greatly influence purchasing decisions. Each person has a variety of needs that must be met. These include basic needs such as food, clothing, and shelter, as well as higher-order needs such as security, self-confidence, and self-actualization. People tend to make purchases to satisfy perceived needs when they feel they cannot fulfill those needs. For example, someone who is hungry will buy food, or someone who wants to feel more confident may buy items that enhance their appearance (Kotler and Armstrong, 2019: 269).

Purchasing decisions refer to purchasing behavior in which a buyer decides to act or perform a specific action, such as purchasing or utilizing a particular product or service. In terms of purchasing decisions, Islam teaches its followers to always be careful and thorough in selecting items to be used or consumed, as instructed in the Quran to check and ensure that the information provided is accurate before making a decision (Suprapto & Azizi, 2020).

The Islamic consumer decision-making process includes stages in accordance with Sharia principles, starting with identifying needs, seeking clear and unmistakable information, selecting options that align with Islamic values, and finally making a wise and just decision. To ensure that purchased products align with the principles of goodness and halal (permissible), post-purchase behavior must also reflect halal satisfaction and not harm others (Rahma, 2020).

The Muslim community has developed a specific pattern for consuming products, requiring all members of the community to prioritize halal certification. This regulation requires marketers to consider the halal aspects of a product to ensure the Muslim community has confidence in it. Marketers are capitalizing on this opportunity by labeling products that comply with Islamic law (Apriliani, 2018).

Cosmetics have become an integral part of everyday life, especially for women, who frequently use these products to care for their skin and appearance. Amidst increasing consumer awareness of halal products, halal literacy has become a crucial factor influencing cosmetic purchasing decisions. Halal literacy is a person's understanding of a particular product they intend to consume. Whether a product is halal or haram is not solely determined by its label; rather, a person must know and understand whether the product they are consuming is derived from halal or haram ingredients. Halal literacy provides the ability to better understand Islamic law, or Sharia, and therefore, a person must be able to distinguish between halal and haram products and services (Salehudin, 2021).

In Indonesia, with a majority Muslim population, demand for halal cosmetics is increasing. People in Banda Aceh, as individuals knowledgeable about Sharia principles, are also a potential group to pay attention to halal aspects when purchasing cosmetics. Despite the growing demand for halal cosmetics, several issues remain that require

further understanding. First, there is limited research specifically exploring the influence of halal literacy on cosmetic purchasing decisions. Second, in the context of previous research, there have been varying results regarding the extent to which halal literacy influences consumer behavior (Mulyarahardja et al., 2023). As a Muslim, it is important to consider the halal or haram nature of a product before consuming it. The primary criterion in selecting a product for consumption is its halal status (Astuti and Ruqiah 2020).

In the era of globalization, business competition has become fierce, both in the domestic (national) and international markets, vying for market share. In Indonesia, many MLM (Multi-Level Marketing) companies produce various products in the health and beauty sectors. With the increasing number of cosmetic products available, cosmetic companies must compete by creating new innovations that satisfy cosmetic users, both in terms of quality and a complete range of cosmetic products, thus enabling consumers to make informed choices (Yenni, 2022).

A decision is a selection from various alternatives according to specific interests by determining the option deemed most beneficial. Consumer purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them (Dewi et al., 2022).

Therefore, halal cosmetics are the answer for Muslim women who want to look beautiful without violating religious teachings. Wardah cosmetics is a women's cosmetics company, especially for Muslim women. With consistent and integrated marketing breakthroughs, Wardah has grown to become the largest halal cosmetics company in Indonesia (Merdeka.com, 2023). Wardah cosmetics have a halal label with Certificate Number: 00150010680899 and are cosmetic products produced by PT. Paragon Technology and Innovation (Cekhalal.id, 2024). Sales that began in 1995 through door-to-door have then grown to 1500 outlets spread across Department Stores and sales centers complete with beauty consultants. Wardah cosmetics sales in Banda Aceh are spread across outlets in department stores and sales centers complete with beauty consultants. The distribution location of Wardah cosmetics in Banda Aceh is located in Peuniti, Baiturrahman, Banda Aceh (Wardahbeauty.com, 2017).

Wardah is an Indonesian cosmetics company, with over 200 products certified halal by the Indonesian Ulema Council (MUI). Wardah cosmetics is a pioneering brand that prioritizes halal cosmetic principles. Wardah uses high-quality ingredients and, of course, adheres to clear halal regulations. Wardah cosmetics offers innovative formulas that are safe, halal, and practical, even catering to the needs and preferences of every woman (Evandasari, 2021).

This research is based on previous studies and has obtained various results. Among them, halal literacy is one of the parameters that influence purchasing decisions. Based on research conducted by Novitasari & Fikriyah (2023) in their study entitled The Influence of Halal Literacy on the Purchase Decisions of Halal Cosmetic Products of Islamic Economics Students in East Java, it states that halal literacy has a significant

influence on cosmetic purchasing decisions. The similarities between the previous study and this study lie in the similarity of researchers in analyzing the influence of halal literacy variables on purchasing decisions. The differences between the previous study and this study lie in the location and subjects of the study. The study conducted by Novitasari & Fikriyah used Islamic Economics students in East Java, while in this study the researchers studied the people of Banda Aceh City who use Wardah products.

According to Wirabuana et al. (2022) with the title of the influence of halal literacy, product quality, and halal labeling on the purchasing decision of Innisfree skincare in the Muslim community in Medan city, it states that halal literacy does not have a significant influence on the purchasing decision of Innisfree skincare. The similarities between the study and this study lie in the similarity of researchers in analyzing the influence of Koto Tangah District, Padang City, stating that halal literacy has a positive effect on customer switching to Wardah cosmetic products in Koto Tangah District, Padang City. The similarities between the study and this study lie in the similarity of researchers in analyzing the influence of halal literacy variables (independent). The differences between the study and this study lie in the religiosity variable (independent) and the customer switching variable (dependent). Another difference lies in the location and subjects of the study, the study conducted by Harahap used the millennial generation who switched to Wardah products in Koto Tangah District, Padang City. While in this study, the researchers studied the people of Banda Aceh City who use Wardah products.

Previous research has shown differences between studies, necessitating further research, which has yielded varying results. Therefore, the researchers intend to further examine the influence of halal literacy on purchasing decisions for Wardah products in Bana Aceh City.

B. Theoretical Basis

Buying Decision

Purchasing decisions are defined as the activities of individuals directly involved in making the decision to purchase goods offered by a seller. Buyers' behavior and personality attributes, such as age, occupation, and financial situation, influence their decision to purchase something (Wulandari & Mulyanto, 2024: 9).

Purchasing decisions are a consumer decision-making process to choose two or more available product options, consumer decisions are influenced by several factors such as quality, price, convenience, promotion, convenience, service, and others (Nurhayati, 2023: 31). One of the stages in the purchasing decision process before post-purchase behavior is the purchasing decision. At this stage, customers are faced with several choices, and they then take action to make a decision about which product they will buy. Individuals who are directly involved in the purchase and use of available goods are called decision makers (Arfah, 2023: 44).

Purchasing Decision Indicators

According to Mardiana & Sijabat (2022), there are four indicators in determining purchasing decisions, namely:

1. Product Concistency

When making a purchase, consumers choose from several alternatives. These choices are based on quality, quality, and other factors that provide consumers with confidence in purchasing the product they need. Good product quality builds consumer enthusiasm, thus contributing to customer satisfaction.

2. Habits In Buying Products

Habits are the repeated repetition of a product in making purchasing decisions, and they feel like the product has become ingrained in their minds and even experienced its benefits. Consumers will feel uncomfortable purchasing another product.

3. Speed in Purchasing Products

Consumers often make decisions using simple choice rules (heuristics). Heuristics are processes that individuals use to make decisions quickly, using general guidelines based on only a small amount of information.

4. Make a repeat purchase

It is a continuous purchase, after the consumer feels comfortable with the product or service received.

Halal Literacy

Literacy itself is knowledge about a particular situation and a sense of self-involvement in that situation (Salehudin, 2021). Meanwhile, halal in Arabic means permissible, usable, and legally valid (Oktavia, 2020). Therefore, halal literacy refers to each consumer's ability to distinguish between halal and haram goods (Salehudin, 2021). Halal literacy is the understanding and knowledge of a product they consume. The halal or haram status of a product is determined not only by its halal label but also by the consumer's understanding of the product. According to Islamic law, halal literacy is the ability to distinguish between halal and haram goods and services (Yuwana, 2021).

In general, literacy is a person's ability to process and understand information through reading and writing. Over time, the definition of literacy has evolved to meet the challenges of the times. Previously, literacy was defined as the ability to read and write, as defined by Harvey J. Graff. Currently, the term literacy has begun to be used in a broader sense (Khairi, 2022).

As stated by Kirsch & Jungeblut in their book, Literacy: Profile of America's Young Adult, literacy is defined as a person's ability to use information to develop knowledge that benefits society (Oktarani and Ekadiansyah, 2020). Literacy is a person's ability and understanding of something that will change their behavior and decisions about something,

thereby providing a higher impetus for the human mind to take action. Literacy has a linear relationship with changes in community behavior and also the socio-economic life of society, meaning that literacy is dynamic and varied (Sukmawati, et al., 2023).

Halal Literacy Indicator

According to (Sagita, 2023), the factors that indicate consumer awareness in choosing halal products are as follows:

1. Halal Raw Materials

Halal raw materials are an important factor that consumers must understand. When choosing a product, consumers must be aware of the composition of the raw materials used to ensure a product's halal status.

2. Religious Obligation

The halal status of a product is a priority and an obligation for Muslim consumers in their religious observance. Therefore, the obligation to consume halal products is one measure of halal awareness among Muslim consumers.

3. Production Process

One indicator of halal awareness is knowledge of the halal nature of the production process. This knowledge can be learned through television or the internet.

4. Product Cleanliness

Product cleanliness is one measure of halal awareness that can be directly observed in the product.

C. Research Method

The type of research used is quantitative. The approach used in this study is field research, which involves survey research that involves directly visiting the research object to collect the necessary data. This research uses various questionnaires to distribute to respondents as the research instrument.

The area selected for this research is Banda Aceh City. In this study, the population of the region is the entire Banda Aceh City area. The population in this study is the residents of Banda Aceh City, which totals 262.96 thousand people (Dukcapil, 2024). In this study, the researcher used simple random sampling as the sampling method. In taking the 100 samples, they were divided into 9 sub-districts in Banda Aceh City, namely: Syiah Kuala, Ulee Kareng, Kuta Alam, Baiturrahman, Lueng Bata, Meuraxa, Jaya Baru, Banda Raya, and Kuta Raja.

To determine the sample size taken from the population, researchers use the formula proposed by Slovin with a 90% confidence level and an e value of 10%, as follows (Sugiyono, 2020: 137).

Formula:

$$n = \frac{N}{1+Ne^2} \qquad (3.1)$$

n = Number of Samples

N = Total Population

e = The tolerable error rate in selecting sample members is 10%

according to the formula above, the sample for this research is

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

$$n = \frac{26.296}{1+26.296(0,1)^2}$$

$$n = \frac{26.296}{1+26.296\,(0,01)}$$

$$n = \frac{26.296}{263,92}$$

$$n = 99,64$$

The calculation results showed a figure of 99.64. This figure was adjusted by the researcher to 100 samples, so in this study, the sample used was from the population, namely the 100 residents of Banda Aceh City. Based on the calculation above, the sample size used was 100 respondents.

D. Results and Discussion

Validity Test Results

Table 1
Halal Literacy Validity Test Results

Item Statement	R Count	R Table	Description
X1	0.475	0,1966	Valid
X2	0,728	0,1966	Valid
X3	0,641	0,1966	Valid
X4	0,532	0,1966	Valid
X5	0,748	0,1966	Valid
X6	0,818	0,1966	Valid

X7	0,749	0,1966	Valid

Source: Processed Data, 2024

Table 2
Purchase Decision Validity Test Results

Item Statement	R Count	R table	Description
Y1	0,811	0,1966	Valid
Y2	0,671	0,1966	Valid
Y3	0,792	0,1966	Valid
Y4	0,661	0,1966	Valid
Y5	0,827	0,1966	Valid
Y6	0,558	0,1966	Valid
Y7	0,767	0,1966	Valid
Y8	0,828	0,1966	Valid
Y9	0,742	0,1966	Valid

Source: Processed Data, 2024

Tables 1 and 2 show that the calculated r values for all sub-statements of the halal literacy variable (X) and purchasing decision (Y) are greater than the table r value of 0.1966, indicating that the calculated r value is greater than the table r value. This means that all statements are valid, and the purchasing decision variable is reliable and suitable for use in research.

Reliability Test Results

Table 3
Reliability Test Results

Variabel	Cronbach's Alpha	Conclusion
Halal Literacy (X)	0,881	Reliabel
Buying Decision (Y)	0,929	Reliabel

Source: Processed Data, 2024

Table 3 shows that all variables have varying Cronbach's Alpha values greater than 0.60. The Halal Literacy variable (X) has a value of 0.881, and the Purchasing Decision variable (Y) has a value of 0.929. Therefore, it can be concluded that the measuring instrument used in this study is reliable.

Classical Assumption Test Results

Normality Test Result

Table 4
Results of the Normality Test of the Coefficient of Variance

Descriptive Statistics

	N	Mean	Std. Deviation
Halal Literacy	100	31.32	3.250
Buying Decision	100	37.19	4.929
Valid N (listwise)	100		

No	Variable	Coefficient of Variance Value	Description
1	X	10,38	Normally Distributed Data
2	Y	13,25	Normally Distributed Data

Source: Processed Data, 2024

Based on the results of the normality test in Table 4 using the coefficient of variance, it can be concluded that the calculated coefficient of variance for all variables is <30%. X has a coefficient of variance of 10.38 and Y has a coefficient of variance of 13.25, indicating that the data are normally distributed.

Multicollinearity Test Results

Table 5
Multicollinearity Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	4.757	3.524		1.350	.180		
	Halal Literacy	1.036	.112	.683	9.252	.000	1.000	1.000

a. Dependent Variable: Keputusan Pembelian
Source: Processed Data,2024

Based on table 5 above, it can be seen from the Variance Inflation Factor (VIF) value < 10. Based on the results above, it can be seen that the independent variables are not affected by multicollinearity problems.

Linearity Test Results

Table 6
Linearity Test Results

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X	Between Groups	(Combined)	1505.728	12	125.477	10.665	.000
		Linearity	1232.591	1	1232.591	104.760	.000
		Deviation from Linearity	273.137	11	24.831	2.110	.028
	Within Groups		1023.632	87	11.766		
	Total		2529.360	99			

Source: Processed Data, 2024

Based on Table 6 above, the sig. Deviation from linearity value is 0.028 > 0.05, thus concluding that there is a linear relationship between Halal Literacy and Purchasing Decisions.

Simple Linear Regression Test Results

Table 7
Simple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.757	3.524		1.350	.180
	Halal Literacy	1.036	.112	.683	9.252	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data, 2024

From Table 7, obtained from processing using SPSS, the following simple regression is obtained:

$Y = \alpha + \beta + e$

$Y = 4.757 + 1.036 + e$

Based on the results of the simple linear regression equation above, the regression coefficients for each variable are interpreted as follows:

1. The constant (α) value is 4.757.

2. The regression coefficient for the Halal Literacy variable (X) is positive at 1.036 with a significance value of 0.000. This significance value is <0.05, indicating that halal literacy has a significant effect on purchasing decisions. Therefore, it can be interpreted that for every one (1) unit increase in halal literacy, purchasing decisions will increase by 1.036.

Hypothesis Test

Results: Partial Test Results (t-Test)

Table 8
Hypothesis Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.757	3.524		1.350	.180
	Halal Literacy	1.036	.112	.683	9.252	.000

a. Dependent Variable: Keputusan Pembelian

Source: Processed Data, 2024

The t-test results in Table 8 show that the halal literacy variable has a calculated t-value of 9.252, which is greater than the t-value of 1.984 in the table, with a significance value of 0.000 < 0.05. Therefore, the halal literacy variable (X) has a significant effect on purchasing decisions (Y).

F-Test Results

Table 9
Simultaneous Test Results (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1121.400	1	1121.400	85.590	.000[b]
	Residual	1283.990	98	13.102		
	Total	2405.390	99			

a. Dependent Variable: Keputusan Pembelian

b. Predictors: (Constant), Literasi Halal

Source: Processed Data, 2024

Based on table 9 above, the F test is shown which can be used to predict the contribution of the Halal Literacy variable aspects (X) to the Purchasing Decision (Y). From the calculation, the F count value is 85,590 and the F table is 3.09 which is obtained from df1 = (k-1) then df1 = 2-1 = 1 and df2 = n-k then 100-2 = 98 (where k is the number of independent and dependent variables and n is the number of samples). Because the F count value > F table (85,590 > 3.09) with a sig value of 0.000 < 0.05, this indicates that Ho is rejected and Ha is accepted, which means that the independent variable or Halal Literacy (X) has a significant effect on the dependent variable or Purchasing Decision (Y).

Results of the Coefficient of Determination (R²) Test
Tabele 10
Results Of The Coefficient of Determination (R²) Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.683[a]	.466	.461	3.620

a. Predictors: (Constant), Literasi Halal

Source: Processed Data , 2024

Based on Table 10 above, it shows that the coefficient of determination (R²) is 0.466. This means that 46.6% of the dependent variable, which is the Purchase Decision (Y), can be influenced by the Halal Literacy variable (X), while the remaining 53.4% is factors or variables other than those examined in this study.

Discussion of Research Results

This study examines the influence of halal literacy on purchasing decisions for Wardah products in Banda Aceh. The data were analyzed using SPSS version 25 to facilitate data processing. Based on Table 8, the t-test shows that halal literacy has a calculated t of 9.252, which is smaller than the t-table of 1.984. The significance value, with a specified error rate of 0.05, is 0.000 < 0.05. From this value, it can be concluded that halal literacy significantly influences purchasing decisions.

The simple linear regression analysis in Table 7 shows that halal literacy has a 1.036% effect on purchasing decisions. This suggests that halal literacy influences purchasing decisions for Wardah products in Banda Aceh.

The F-test in Table 9 indicates that the independent variables significantly influence purchasing decisions. This is proven by the results of the F Test calculation which has a calculated F value greater than Ftable or 85.590 > 3.09, so it can be concluded that halal literacy has a significant influence on purchasing decisions.

Based on the results of the calculations that have been carried out, it shows that the influence of one variable on another is very high, because the independent variable explains the dependent variable by 46.6%, meaning that the higher a person's halal literacy, the more likely they are to purchase halal products such as Wardah cosmetics. While the remaining 53.4% are factors or variables other than those examined in this study such as price, quality, promotion, brand, and personal preference. So, halal literacy does have a fairly strong influence, but it is not the only factor that determines purchasing decisions. Halal literacy has a positive impact on consumer decisions to purchase Wardah products, especially in the city of Banda Aceh. This is due to the fact that the majority of the city's Muslim population really understands the importance of choosing products that comply with halal principles. People who have good halal literacy tend to choose products that are guaranteed halal, such as Wardah, which is widely known throughout the city.

Information disseminated through various channels, such as campaigns and social media, has raised customer awareness of halal products, boosting consumer trust in the brand. Consequently, as more people in Banda Aceh understand halal law, they are more likely to choose Wardah cosmetics, as these products meet their beauty needs and align with Islamic teachings. In recent years, consumer interest in Wardah products has shifted toward skincare products rather than cosmetics, particularly among Gen Z and millennials, who are increasingly aware of the importance of long-term skincare and halal product certification. Skincare products are becoming part of a daily routine, while cosmetics are more complementary. This trend is supported by e-commerce sales data and increasing consumer attention to product composition and safety. This indicates a shift in consumer preferences toward more rational, healthy, and religious values.

According to Salehuddin, halal literacy is the understanding and knowledge of a product being consumed. The halal or haram status of a product is determined not only by its halal label, but also by the consumer's understanding of the product (Salehudin and Mukhlis, in Yuwana, 2021). This halal literacy makes consumers feel protected and secure about the products they consume. High levels of halal literacy in consumers will also influence their discretion in purchasing products.

It can be concluded that halal literacy influences purchasing decisions for Wardah products. This is supported by research conducted by Safitri et al. and Novitasari & Fikriyah, which found that halal literacy influences purchasing decisions. In fact, halal literacy has a greater influence than the halal label.

E. CONCLUSION

The results of this study indicate that halal literacy significantly influences purchasing decisions for Wardah products in Banda Aceh. This is evident from the results, which indicate that the greater consumers' understanding of the halal concept, including aspects of product halalness, production processes, and halal certification, the more likely they are to choose Wardah products as their primary choice. Based on the research problem formulation, data analysis, and discussion, it can be concluded that the comparison of t-test and t-table, as well as the results of simple linear regression, indicates that halal literacy influences purchasing decisions. The coefficient of determination (R^2) analysis revealed a significant effect of halal literacy on purchasing decisions of 46.6%, while the remaining 53.4% was influenced by factors outside of halal literacy that the researcher did not examine.

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