

THE INFLUENCE OF KNOWLEDGE, RELIGIOUS BELIEFS, AND HALAL CERTIFICATE ON ATTITUDE TOWARD BRAND, HALAL AWARENESS AND PURCHASE INTENTION : A CASE STUDY ON SAFI SKINCARE

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Abstract: *The development of the halal cosmetics business has experienced significant growth in recent years. Halal cosmetics are beauty products that are produced and processed according to Islamic sharia principles. This includes the use of halal ingredients, without haram ingredients such as alcohol or animal ingredients that are not legislated. This study aims to analyze whether Knowledge, Religious Belief, Halal Certificate affect Attitude Toward Brand, Halal Awareness, and Purchase Intention. The population of this study is women who use or do not use Safi products. The sample of this research is 200 respondents obtained by purposive sampling. The data analysis model in this study uses path analysis with smartPLS software. The results of the study show that Knowledge, Religious Belief, Halal Certificate have a significant effect on Attitude Toward Brands, Halal Awareness, and Purchase Intention.*

Keywords: *Knowledge, Religious Belief, Halal Certificate Attitude Toward Brand, Halal Awareness, Purchase Intention*

INTRODUCTION

The large number of Muslim consumers in Indonesia encourages the growth of demand for halal products. This certainly encourages economic growth, because Indonesia has the potential to grow the development of the halal industry to meet consumer needs. The halal industry is currently a big business that is becoming a trend both domestically and abroad. Even from a regulatory perspective, the halal industry in Indonesia is strengthened by Law no. 33 of 2014 concerning Guarantee of Halal Products. The Halal Product Guarantee Act aims to provide convenience, security, safety, and certainty of the availability of halal products for the public in using the product. Cosmetic products are one of the industries that are in great demand by many people. This makes the current trend that is currently popular, especially among teenagers regarding skincare and make-up products, the concept of halal is something that is important for

Muslims. Halal generally refers to things or actions that are permitted under Sharia (Islamic) law (Abadi, 2011). Skincare users from year to year have experienced a significant increase and tend to always increase and there is no decline in this development. This shows that skincare is increasingly accepted in society. Goods information is one of the elements that must have significant awareness of the goods we will buy. Information by definition alludes to talents and abilities acquired by individuals or collection through understanding hypotheses or functional items (Rahman, et al, 2015). One form of cosmetics is make up and skincare. The two forms of cosmetic products have different functions. Make up functions as a colored cosmetic product that can be used as a tool to support a better appearance and make up can also be used to cover up physical deficiencies instantly but not permanently. While skincare can be used to protect facial skin from dirt, dust, and pollution, other benefits of using skincare

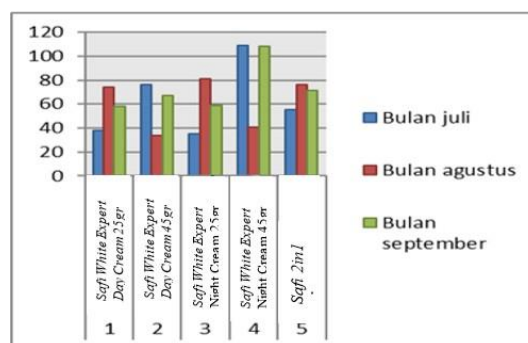
are that it can prevent facial skin from premature aging, helps protect facial skin from exposure to sunlight and UVB rays, and can help remove dead skin cells in facial skin so that the face is not dull (Jurnal Sociolla.com).

Information affects goals through mentality. Furthermore, information dissemination will quite often influence the buyer's expectation of having a choice to purchase an item. (Said et al, 2014). Knowledge is information held by individuals about halal, the ingredients used in Safi's skincare products, and the production process. Safi products are well-known skincare brands, especially in Muslim-majority countries. That safi products are recognized as halal products, this means that they are produced according to the principles and requirements of Islamic religious law. Safi has a halal certificate which shows that their products are free from haram ingredients and are produced using processes that comply with halal standards. Safi uses natural ingredients in their skincare products. This includes ingredients like olive oil, honey, plant extracts, and more.

Knowledge of these natural ingredients can give consumers confidence that the product. safi is a more skin-friendly option. Safi offers a wide range of products. Safi entered the Indonesian market since March 2018, and has been present in Malaysia for 30 years and has become the first best skincare brand in Malaysia, that brand is Safi. Safi was founded in 1987 in Malaysia and entered the Indonesian market in March 2018. Safi was developed somewhere in Malaysia which named the place of manufacture after the Safi Research Institute, the first halal institute in the world. To make products according to their wishes and to be able to solve the problems of potential consumers in Indonesia, scientists at the Safi Research Institute have interacted with Muslim women and the products are made with the latest technology, at the Safi Research Institute there are 100 scientists and specialists who make products Halal skincare which is not only a herbal product but also effective by

combining natural wealth and modern technology (Safiindonesia.com). This made Safi brave enough to enter Indonesia. According to Safi's official website (Safi indonesia.com, 2018) that Safi skincare produces five product variants, namely the first is Age Defy, where the ingredients for making this product come from gold extract which has the function of maintaining or maintaining youthfulness and skin beauty, and uses silk protein which has a function to nourish, moisturize and smooth facial skin so that it feels soft like silk.

This Safi Age defy product consists of cleanser, deep exfoliator, deep moisturizer, skin refiner (toner), concentrated serum, day emulsion, night cream, gold water, eye contour treatment, youth elixir, makeup remover, and skin booster. Other product variations include White Expert, 12 White Natural, Hair Xpert, and Dermasafe. In addition, Safi has three concepts that make this brand superior, namely Safi comes with products that are halal (safe), natural (natural), and tested (effective) to meet the expectations of Muslim women to get true beauty and reach their potential. With the need for halal products, corporations appear that seem to make halal products their main commodity (Aisyah, 2016).



Sales growth for Safi products has increased almost five times since its launch in Indonesia, enthusiasm has been quite good since the launch of Safi on the Indonesian market in March 2018. Demand for Safi products came from all over Indonesia in June 2018, or increased fivefold since its launch (lifestyle.bisnis.com). Based on 2019, Safi skincare sales fluctuated from July to September. For example, Safi White Expert

Day Cream 25gr in July - August experienced a fairly high increase of 94%. In September sales decreased by 22%. For Safi White Expert Day Cream 45gr, it decreased in July - August by 55% and experienced a sufficient increase in the following month, namely by 97%, then for the 25gr night cream product, it experienced a very rapid increase, namely by 131% from July - August, but it actually decreased from August - September by 27% while for the 45gr night cream product it has decreased by 62% from July - August but in fact it has experienced a very rapid increase of 163%. The 2in1 cleanser product experienced an increase in July - August by 38% and decreased in September by 7%.

CONCEPTUAL FRAMEWORK

Knowledge

Information in buying an item is the main thing that must be considered before making a purchase choice. As shown by (Rochmanto and Widiyanto (2015) goods information is buyer information related to information about the attributes of the goods, the results of using the goods and the value (level) of fulfillment that will be achieved by the goods. Buyer information about an item can influence emphatic fulfillment According to (Rochmanto and Widiyanto (2015) Notoatmodjo (2012) information is a follow-up effect of "knowing" and this occurs after detecting a certain object. Detecting occurs through five human detections, especially the senses of sight, hearing, taste, and contact. qualified, it tends to be assumed that information greatly influences Purchase choices, before making a purchase we must know the merchandise or content contained in the item.

Religious Beliefs

Religious Belief is also called religiosity, interpreted as the extent to which people follow religious practices, values and beliefs and their implementation in everyday life (Aziz et al., 2019). In fact, Allport and Ross (1967) define

religiosity as a person's motivational strength, values and beliefs towards religion. Religiosity is described as a situated perspective that is presented as beliefs, accounts, images, and the practice of love (Peterson, 2001). Thus, religiosity is seen from the extent to which a person is devout and obedient to his religion. In this study, religious beliefs are defined as the level of religious belief in buying beauty products. Religious beliefs are not directly related to products in general. However, in some cases, an individual's or group's religious beliefs may influence their preferences for certain products or how they interact with those products. In addition, in some cases, religious beliefs may influence preference for products that are ethically produced or that follow certain religious principles. For example, there is a concept of responsible consumption in some religions, which encourages the use of products that do not harm nature or that are produced fairly towards workers. People with such beliefs may be more likely to choose products that meet these criteria.

Halal Certificate

Certificates As a method of providing data and convincing objective markets that their goods are halal and Shariah-compliant, makers and advertisers are implicitly forced to use halal proof and logos on their goods (Ambali and Bakar, 2014). Manufacturers and advertisers utilize halal certificates and logos on goods as a method to illuminate and guarantee customers that the goods they offer are halal goods and comply with Islamic regulations (Shafie and Othman, 2006). Goods that have received halal authentication will have a halal logo printed on the goods, this indicates that the goods use halal binders, are handled halal, and delivered halal (Fischer, 2019). For Muslims, the legalization of halal goods with the halal logo brings true serenity because separating halal and non-halal products is a sign of principle. Furthermore, the halal logo states Islamic steps, which are permitted by Islamic regulations, whereas for non-Muslims, accreditation of halal goods with

confirmation of the halal logo for food handling, hygiene and quality (Aziz and Chok, 2013; Haque et al., 2015) .

Attitude Toward Brands

Peter and Olson (2010) define an attitude toward a brand as a person's overall evaluation of something. Hosein (2012) interpreted purchase intention as how someone intends to buy a product. attitude toward a brand is defined as a buyer's positive or negative disposition towards a brand (Mitchell and Olson, 1981). Attitude toward the brand towards the brand is one of the main components in purchasing activities that will be carried out by customers. This depends on how favorable a buyer's view of a particular brand will enable a customer to make acquisitions of that brand, generally a negative shopper's disposition will hinder the purchase move to be made. Religious beliefs are a source of consumer awareness in facing the choice of halal product brands (Yazid et al., 2016). In this study, the attitude toward variable is defined as the level of respondents who like halal cosmetic products.

Halal Awareness

Literally, the word "awareness" in the halal context is defined as a feeling of having a special interest or experience in something and/or obtaining information about what is happening at that time related to halal food, halal drinks and other halal products. (Ambali and Bakar, 2014). In fact, Halal Consciousness is knowledge that refers to familiarity and understanding of product halal information (Shahid et al., 2018). A high level of faith will cause Muslims to have a high level of awareness of the halal nature of the products they consume. In Islam, the concept of halal has a very broad and comprehensive meaning and applies to all aspects of people's lives, from diet to behavior, from the use of clothing to the use of cosmetics as well as financial aspects for logistics (Wilson, 2014). Halal awareness shows a high understanding of obligations,

provisions, strict principles so that they have awareness that the halal goods they consume directly and comply with Islamic Sharia law. The Halal Awareness variable in this study is defined as the respondent's level of awareness of the importance of halal cosmetic products.

Purchase Intentions

Based on the theory of reasoned action (TRA) by Ajzen and Fishbein (1980), intention is considered as an important factor in the relationship between attitude toward and behavior. TRA is designed to more easily get the relationship between perspectives, goals, and behavior. In the theory of planned behavior (TPB), behavior that refers to beliefs that are false inner beliefs about the consequences of taking certain actions will influence the attitude toward actual behavior (Ajzen, 1991). purchase intention is the customer's consideration, desire, and interest in an item that will encourage an educated purchase of an item (Endlessly belching, 2014). Based on Schiffman and Wisenblit (2015), estimates of expectations to act can be easily achieved by obtaining some information about how they will behave from now on. Estimating the intention to act will be the best way to anticipate future buying behavior. Another type of shopper's social goals is purchasing goals. Purchasing goals are the customer's conscious arrangements to try to buy an item (Spears and Singh, 2004). The purpose of buying is a strategy for analyzing and predicting buyer behavior as far as their attention to a particular brand and their desire to make a purchase (Garg and Joshi, 2018). In this study the variable purchase intention is defined as the respondent's intention to buy halal cosmetic products.

RESEARCH METHODS

Study This use approach quantitative . Population used _ in study This is the people of Surabaya and Nganjuk , Java east , Indonesia. Data collection technique using purposive sampling. Data obtained through distributed

online questionnaires to 200 respondents .
Obtained data then analyzed use SmartPLS 3.0.

RESULTS AND DISCUSSION

Results

1. validity Convergent

Analysis *validity convergent* used For evaluate is *indicators* can measure variable with expected value > 0.60 (Chin, 1998 in Ghozali , 2006

Table 1 Validity Convergent

Variable	Indicator	Outer Loading	Information
Knowledge (K)	K1	0.818	Valid
	K3	0.768	Valid
	K4	0.763	Valid
Religious Beliefs (RB)	RB1	0.836	Valid
	RB2	0.748	Valid
	RB3	0.809	Valid
Halal Certification (HC)	HC1	0.745	Valid
	HC2	0.774	Valid
	HC3	0.728	Valid
Attitude Toward Brands (ATB)	ATB1	0.693	Valid
	ATB2	0.753	Valid
	ATB3	0.751	Valid
	ATB4	0.739	Valid
Halal Awareness (HA)	HA1	0.814	Valid
	HA2	0.792	Valid
	HA3	0.837	Valid
Purchase Intentions (PI)	PI1	0.815	Valid
	PI2	0.837	Valid
	PI3	0.851	Valid

2.Average Variance Extracted (AVE)

Besides observe mark *cross loading*, *discriminant validity* can seen from mark *average extracted variant (AVE)* for each indicator with provision value must be > 0.5 for a good model . Following is value *average variant extracted (AVE)* from each variables used _ in study this :

Table 2. AVE

Variabel	Average Variance Extracted (AVE)
Knowledge	0.614
Religious Belief	0.638
Halal Certification	0.561
Attitude Toward	0.539
Halal Awareness	0.663
Purchase Intention	0.696

3. Reliability Composite Cronbach's Alpha

variable is *Composite Reliability* . Something variable can stated fulfil *Composite Reliability* if own value > 0.6 while the reliability test with composite reliability that has been tested on can strengthened with use mark *cronbach alpha* . Whereas mark Expected Cronbach *alpha* For all construct is > 0.6 (Hussein, 2015).

Table 3 Composite Reliability and Cronbach's Alpha

Variabel	Cronbach's Alpha	Composite Reliability
Knowledge	0.687	0.873
Religious Belief	0.714	0.841
Halal Certification	0.610	0.793
Attitude Toward	0.715	0.824
Halal Awareness	0.746	0.855
Purchase Intention	0.781	0.873

4, Analysis of R2

Testing the results of a structural model can be seen by looking at the results of the *R-square value* which is a test of *the goodness-fit model* . *Inner models* is part from testing hypothesis used _ For test significance variable free to variable bound and valued from R2. R-square values of 0.67, 0.33 and 0.19 indicate strong , moderate and weak models (Ghozali , 2012).

Table 4 R2

Variabel	R Square	Kriteria
<i>Attitude Toward</i>	0.712	Kuat
<i>Halal Awareness</i>	0.604	Moderat
<i>Purchase Intention</i>	0.477	Moderat

5. Testing Hypothesis

For know is hypothesis can accepted or rejected . _ Researcher This will use mark significant alpha 0.05 or 5%. Connection between variable can said significant If more P value small from mark significant that has been determined ($P < 0.05$). Following is the P values obtained in study this :

Table 5 Hypothesis

Variabel	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
K -> ATB	0.059	6.587	0.000
RB-> ATB	0.058	8.917	0.000
RB -> HA	0.067	7.511	0.000
HC -> HA	0.072	5.065	0.000
AT -> PI	0.085	5.548	0.000
HA -> PI	0.092	3.008	0.003

DISCUSSION

Knowledge of Attitude Toward Brands

Goods information is one of the variables that influence the mentality and buying behavior of buyers. Information by definition refers to the abilities and expertise acquired by an individual or gathered through a hypothetical or common sense understanding of a subject. According to Azmawani et al (2015).

Religious Beliefs with Attitude Toward Brand

Religiosity refers to the level of individual belief in God (McDaniel & Burnett, 1990). Since the degree of being religious can vary from one person to another, the intensity of religious influence will vary between people

for Muslim consumers (Mukhtar and Butt 2012).

Religious Beliefs on Halal Awareness

Awareness is an effort to understand, feel and become aware of something or object (Hasibuan, 2017). Meanwhile Aziz and Chok (2012) define awareness as the ability to perceive, feel, and be aware of events or objects. Halal awareness or awareness of halal is knowledge about the concept of halal. Adherents of Islam who have awareness of halal tend to ensure that something consumed is something halal. Halal awareness is conceptualized as correlated with purchase intention (Aziz and Chok, 2012).

Halal Certificate on Halal Awareness

awareness of the halal products they consume will direct them to consume halal certificate products. Halal certification influences purchasing decisions among Muslim consumers because halal certificated product is a necessity for Muslims as part of their religious needs (Shahid et al., 2018).

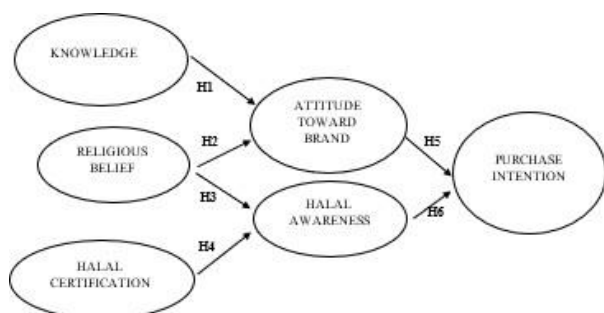
Attitude Toward To Purchase Intention

Attitude toward is the extent to which an individual has ideal or problematic judgments about the way of behavior referred to (Ajzen, 1991, p. 188). It characterizes individual expectations of certain items. The better the mentality, the more important is the singular's expectation to play a certain way of behaving (Ajzen, 1991).

Halal Awareness of Purchase Intention

In Islamic teachings, many things are related to halal and haram. Likewise, in consuming a product, Muslim buyers must really know the goods they will buy and use (Shaari and Arifin, 2009). Awareness has an important role in determining the intention to buy a product. Consumer awareness about halal products has

a great influence in explaining the intention to buy halal products.



CONCLUSION

Objective study This is For know is item ite on variable *Knowledge, Religious Belief, Halal Certification* have an effect towards *Purchase Intention towards Safi*, so that can concluded , namely :

1. **Hypothesis 1**, namely Knowledge has a significant effect on attitude toward the brand. This means that the first hypothesis (H1) is accepted because Knowledge has a significant positive effect on attitude toward the brand. In this study, it can be seen that respondents considered that knowledge about safi products provides added value to customer needs. Thus giving an indication that the Knowledge factorthat raises awareness of attitudes towards a brand.
2. **Hypothesis 2**, namely religious belief has a significant effect on attitude toward the brand. This can be interpreted that the second hypothesis (H2) is acceptedbecause Religious Belief has a significant positive effect on attitude toward. In this study, it can be seen that the respondents thought highly of religious beliefs about Safi products to create an attitude toward them. This identifies that religious belief is a factor that raises respondents' awareness of an attitude toward the brand.
3. **Hypothesis 3**, Religious belief has a significant effect on halal awareness. This means that the hypothesis (H3) is accepted because religious belief has a significant positive effect on halal awareness. In this

study, it can be seen that respondents think that Safi products identify that the variable religious belief is a factor that raises respondents' awareness of halal awareness.

4. **Hypothesis 4**, halal certification has a significant effect on halal awareness. This means that the hypothesis (H4) is accepted because halal certification has a significant positive effect on halal awareness. In this study, it can be seen that respondents think that safi products identify that the halal certification variable is a factor that raises respondents' awareness of halal awareness.
5. **Hypothesis 5**, attitude toward the brand has a significant effect on purchase intention. This means that (H5) is accepted because the attitude toward the brand has a significant positive effect on purchase intention. In this study, it can be seen that respondents think that the attitude toward the brand towards Safi products is a good identification of purchase intention.
6. **Hypothesis 6**, halal awareness has a significant effect on purchase intention. This means that (H6) is accepted because halal awareness has a significant effect on purchase intention. In this study, it can be seen that respondents think that halal awareness of Safi products is a positive identification of purchase intention.

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