

**THE IMPRESSION OF HALAL LABEL AND CELEBRITY
ENDORSMENT ON PURCHASING DECISION FOR MSGLOW
COSMETIC PRODUCTS: MS GLOW CONSUMER STUDY IN
LHOKSEUMAWE CITY**

***PENGARUH LABEL HALAL DAN CELEBRITY ENDORSMENT
TERHADAP KEPUTUSAN PEMBELIAN PRODUK KOSMETIK MEREK
MS GLOW: STUDI KONSUMEN MS GLOW DI KOTA LHOKSEUMAWE***

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Abstract

This study aims to determine the effect of halal labels and celebrity endorsements on purchasing decisions for MS Glow Cosmetic Products (MS Glow Consumer Study in Lhokseumawe City). The data used in this study are primary data of 91 respondents. The method used to analyze the relationship between the independent variables and the dependent variable is multiple linear regression analysis. The results showed that partially the halal label had a positive and significant effect on purchasing decisions for MS Glow Brand Cosmetic Products in Lhokseumawe City and significant level 0,000, Celebrity endorsements had a positive and significant effect on purchasing decisions for MS Glow Brand Cosmetic Products in Lhokseumawe City and significant level 0,041. Simultaneously Halal Label and Celebrity endorsement have a positive and significant effect on purchasing decisions for MS Glow Brand Cosmetic Products in Lhokseumawe City and significant level 0,000.

Keywords : *Halal Label, Celebrity Endorsement, Purchase Decisions*

Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh Label halal dan Celebrity Endorsment Terhadap keputusan pembelian Produk Kosmetik Merek MS Glow (Studi Konsumen MS Glow di Kota Lhokseumawe). Data yang digunakan dalam penelitian ini adalah data primer sebanyak 91 responden. Metode yang digunakan untuk menganalisis hubungan antara variabel independen dengan variabel dependen adalah analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial Label halal berpengaruh positif dan signifikan terhadap keputusan pembelian Produk Kosmetik Merek MS Glow di Kota Lhokseumawe dengan tingkat signifikansi 0,000, Celebrity endorsment berpengaruh positif dan signifikan terhadap keputusan pembelian Produk Kosmetik Merek MS Glow di Kota Lhokseumawe dengan tingkat signifikansi 0,041. Secara simultan Label halal dan Celebrity endorsment berpengaruh positif dan signifikan terhadap keputusan pembelian Produk Kosmetik Merek MS Glow di Kota Lhokseumawe dengan tingkat signifikansi 0,000.

Kata Kunci: *Label Halal, Celebrity Endorsment, Keputusan Pembelian*

A. INTRODUCTION

In today's extremely competitive market, it is critical for businesses, particularly in the beauty sector, to understand the demands and expectations of consumers and future customers. Women, in particular, place a high value on their beauty. As a result, quality has declined while the number of beauty firms offering diverse products and services to attract clients and build brand loyalty has increased.

The beauty industry is experiencing significant growth, as more individuals are concerned about their appearance, with a particular emphasis on skin care. Women are increasingly seeking beauty treatments and products to keep their skin healthy and perfect, which has become an essential part of their daily routine. Skin care is an important aspect of modern women's self-care regimen since their physical appearance is more important to them.

Magic For Skin Glow (MS Glow) is a well-known brand with a strong presence in the beauty industry. This business was created with the intention of providing consumers with the option to improve their look and keep a healthy glow. Magic For Skin Glow specializes in the creation of a diverse variety of beauty goods, including cosmetics and skin care products for both the face and the body.

Halal is an essential idea in the life of Indonesians, particularly among the Muslim community. Halal refers to the practice of eating just what is considered pure and permissible by Islamic beliefs, and it applies to all aspects of goods and services. Non-halal cosmetics are those that are made with components that are deemed prohibited in Islam. Individuals who

prefer halal cosmetics may get a relaxing impact when applying them. As a devout Muslim, it is critical to exercise extreme caution when selecting and use various items.

In order to enhance its competitiveness in the market, MS Glow employs a marketing strategy that leverages the endorsement of celebrities to endorse and promote their brand. This phenomenon can be attributed to the perception of celebrities as influential individuals who possess the capacity to shape consumer attitudes and sway their consumption decisions. The marketing strategy under consideration is commonly referred to as endorsement. The utilization of celebrity endorsers has become more widespread in the current marketing environment, since it represents a modern strategy for effectively conveying a message or promoting the acquisition of a specific product.

In recent times, the cosmetic company MS Glow has had a significant surge in popularity, mostly attributed to its astute partnerships with renowned actors. The brand has effectively established multiple collaborations, encompassing advertising models, brand ambassadors, and endorsers. One notable figure who has shown endorsement for MS Glow is Ivan Gunawan, who has been featured in multiple MS Glow adverts, effectively showcasing the brand's products to the viewership. Furthermore, despite her status as a relatively novice actor, Fuji was also afforded the opportunity to endorse the products offered by MS Glow.

A noteworthy phenomenon arises in relation to consumer decision-making processes when purchasing cosmetic items, particularly in the context of MS Glow in Lhokseumawe City. This phenomenon is seen in the emphasis placed on the halal label and the utilization of celebrity endorsements. The initial polls conducted on users of MS Glow, including Yusnidar, indicated that their initial adoption of MS Glow was primarily driven by the product's certification from BPOM and its halal status, which was officially acknowledged by the Indonesian Ulama Council (MUI). Moreover, it is worth noting that consumers perceive MS Glow as a brand that provides outstanding quality and a diverse selection of goods tailored to various skin types. Yusnidar as consumer that we have observed, elaborated on the significant impact of the endorsement of MS Glow by prominent artists, highlighting its importance in bolstering the product's standing and fostering user confidence.

Similarly, Zahatunnisa and other consumers have underscored that a significant factor influencing their selection of MS Glow goods is the inclusion of a halal label on the product package. The presence of a halal certification serves to instill a sense of assurance among buyers, since it signifies that the product in question has been deemed halal in accordance with established religious criteria. The influence of this element on their decision to select MS Glow over alternative brands is noteworthy. Furthermore, MS Glow actively leverages

the endorsement of renowned artists as a marketing strategy to enhance their product appeal and expand their consumer base. Nevertheless, notwithstanding these endeavors, the business has not witnessed a significant surge in sales. Zahatunnisa thinks that this phenomenon could potentially be attributed to individuals frequently prioritizing products that provide instant and tangible outcomes, regardless of their lack of halal certification or endorsement by brand ambassadors. It is noteworthy that in recent times, there has been an observable inclination among customers to opt for items that possess a substantial collagen composition. However, it is important to acknowledge that the halal certification of collagen remains a subject of ongoing deliberation, as highlighted by the MUI.

Upon doing a thorough analysis of the prevailing circumstances, it can be deduced that the denizens of Lhokseumawe City possess a restricted understanding pertaining to the notion of halal commodities. However, their primary focus lies in prioritizing products that offer immediate outcomes, irrespective of their adherence to halal standards. Furthermore, a significant number of individuals tend to disregard the halal certification that is prominently displayed on cosmetic merchandise.

In general, individuals tend to prefer things that offer immediate outcomes, as they prioritize expediency in achieving their desired objectives. This inclination is additionally reinforced by the validation of these products by celebrities who are held in high regard by a significant number of individuals. Consequently, a significant portion of consumers may possess limited awareness or indifference towards the halal certification of those products.

B. LITERATURE REVIEW

1. Halal Label

A label refers to a physical medium, typically in the form of paper or a tiny area, that is attached to a product and serves the purpose of providing pertinent information, like the brand name, product characteristics, and manufacturer details. In essence, labels serve as a mechanism for transmitting information regarding products or vendors to consumers. (Staton, 2015).

As per the Aceh Qanun Law of 2016, Halal Labels are visual representations affixed onto the packaging of products, certain constituents of the product itself, or allocated regions, which serve to signify the halal status of a given product. In contrast, the process of Halal Certification entails multiple stages that enterprises are required to through in order to acquire

a certificate validating their adherence to the SJPH regulations established by LPPOM MPU Aceh.

The label can serve as an essential element of the package or as a distinctive marking attached to the product. Labels can serve as an essential component of the packaging or function as a detachable adhesive sticker affixed to the product. (Angipora, 2017).

The issuance of a halal certificate is a formal process conducted by the Indonesian Ulama Council (MUI), wherein a written fatwa is provided to authenticate a product's adherence to Islamic principles and regulations. The acquisition of this certification is deemed necessary for items seeking to display the halal label, as it serves to offer consumers a guarantee of the halal status of the goods, while also ensuring transparency in this respect. The primary objective of establishing Halal certification for food, medical, and cosmetic products is to foster a sense of assurance among consumers by verifying that these goods adhere to Islamic norms.

The indicators as identified by Kamilah and Wahyuati (2017), Zulham (2018), and Rahmatillah (2020) are as follows:

- a) An image pertaining to the certification process of halal products.
- b) Content pertaining to halal certification.
- c) The integration of visual imagery and written content pertaining to the certification of halal products.
- d) The packaging is accompanied by a Halal certification.

2. Celebrity Endorsement

Marketing communications plays a crucial role within the marketing idea, necessitating careful consideration by marketers. The scope of consideration extends beyond the mere emphasis on the product in itself, encompassing the crucial aspect of effectively communicating it to consumers. Advertising is widely recognized as a prominent and extensively employed marketing communication strategy within the contemporary landscape of communication methods. The success of advertisements stems from their variety, since they can be observed on television, listened to on the radio, perused in print media such as newspapers and magazines, and even encountered on online platforms. However, the process of developing advertising that effectively capture the attention of customers necessitates marketers to exhibit their creative abilities. An efficacious approach to attaining this objective involves using celebrity endorsers within the advertisement.

According to Kotler and Keller (2009), celebrities are very influential in marketing campaigns when they have credibility or embody significant product characteristics. Celebrity endorsers are advertisements that use famous people or figures (public figures) to support an advertisement (Shimp, 2003). Endorsers, especially celebrities, play an important role in promoting each manufacturer's products to increase sales and brand recognition. Celebrities endorse the product by sharing images and short videos on social media platforms.

Rahmatillah (2020) conducted a study on the measurement of celebrity endorsement, identifying three characteristics. The first indicator, credibility, functions through the process of internalization. The second indicator pertains to the assessment of attractiveness based on the process of identification. Strength is identified as the third indicator. The subsequent section provides a comprehensive description of each indicator :

- a) Credibility refers to the extent to which the end-user is inclined to believe or have confidence in a particular entity. When a source of information, such as an endorsement, is perceived as credible.
- b) Attractiveness, the notion of attraction can be deconstructed into three fundamental elements: likeness, familiarity, and liking. When individuals sense a certain level of similarity or familiarity with the source and hold a positive attitude towards the source for various reasons, the source is regarded as appealing.
- c) Power, alternatively referred to as strength, pertains to the ability of a source to emit charisma in order to exert influence over the cognition, attitudes, or actions of consumers.

3. Purchasing Decision

The consumer purchasing choice pertains to the cognitive process by which individuals deliberately select and acquire a specific product. To effectively shape consumer behavior, businesses must employ a range of strategies and methodologies aimed at persuading prospective customers to select their brand over competing alternatives. This process may entail meticulous market research, focused advertising campaigns, successful branding, competitive pricing, and other strategic endeavors aimed at promoting the distinctive advantages and characteristics of certain items.

According to Schiffman and Kanuk (2013) and Rahmatillah (2020), the concept of purchasing decisions pertains to the act of selecting a certain course of action from a range of available alternatives. The availability of a wide range of options is crucial for customers to effectively exercise their decision-making process. Rahmatillah (2020) posits that the act of

purchasing entails the deliberate selection of the most preferred brand from a range of options across the various stages of the buying process. The sequential phases of the purchasing process:

- a) The identification and acknowledgement of an issue necessitates attention. The commencement stage of the purchasing process commences with problem recognition, wherein the purchaser acknowledges a distinct problem or requirement. During this phase, purchasers develop an understanding of the disparity between their present condition and the intended outcome they aspire to attain.
- b) The process for obtaining and acquiring information. Consumers exhibiting a high level of product desirability may exhibit varying degrees of inclination towards acquiring additional knowledge regarding that product. Nevertheless, if the product is offered at a reasonable price and aligns with their preferences, there is a higher probability that they will engage in a purchase. Conversely, should the product fail to fulfil its requirements, the inclination towards it would rapidly diminish.
- c) The assessment of various options and the consumer's final judgment about brand selection includes the assessment of different product qualities. Comprehending this process may provide difficulties until a conclusion is reached, however, marketers have the ability to formulate certain assumptions. Initially, individuals perceive a product as a composite entity comprising multiple attributes. Furthermore, the significance of this characteristic differs across consumers depending on their specific requirements and preferences. Thirdly, customers construct perceptions regarding the positioning of a product with respect to each individual attribute. Furthermore, the degree of consumer happiness derived from a product is contingent upon these aforementioned features. Consumers ultimately develop attitudes towards different brands through engaging in diverse evaluation processes, which can differ based on individual consumers and the specific buying choice at hand.
- d) The process of making a purchase choice During the evaluation phase, individuals engage in the process of determining their brand preference by considering a range of possibilities and afterwards assessing their intention to make a purchase. Typically, people exercise their preference for a particular brand. Nonetheless, there are two key determinants that can impact this decision: the attitudes of individuals and unanticipated external events.
- e) Post-purchase behavior refers to the actions and attitudes exhibited by consumers after they have made a purchase. It encompasses the evaluation and satisfaction of the

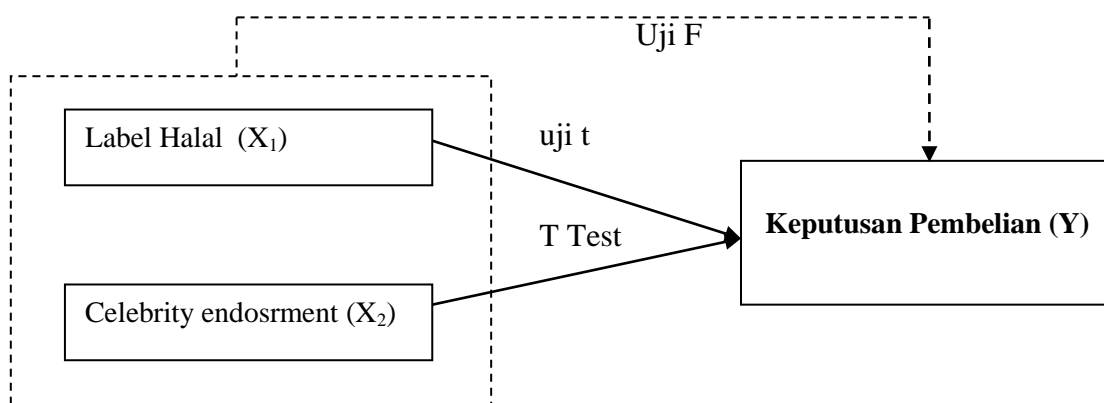
emotional responses exhibited by consumers after making a purchase that is of significant interest to marketers, necessitating their diligent monitoring. This encompasses the degree of contentment or discontentment experienced by consumers, the subsequent behaviors undertaken following the purchase, as well as the manner in which the product is utilized and ultimately discarded.

The purchasing decision indicators, as outlined by Rahmatillah (2020), are as follows:

- a) The initial step in identifying demands involves problem detection. This can be achieved through two distinct approaches. The first approach entails introspection and self-reflection to find personal indicators. The second approach involves observing external circumstances and considering the influence of others on these indicators.
- b) Conducting a search for relevant information. Perform a comprehensive inquiry to ascertain data that signifies personal sources, encompassing leads from acquaintances, as well as commercial sources, incorporating signs from both print and electronic advertising.
- c) An alternative assessment approach involves the utilization of indicators to compare the performance of a particular brand with that of other brands.
- d) The present study examines post-purchase of purchasing decisions, specifically focusing on the utilization of attitude indicators and sub-indicators to evaluate consumer preferences towards a certain product.

4. Conceptual Framework

Based on the previously provided description, the conceptual framework employed in this study is as follows :



Gambar 4.1 Conceptual Framework

Keterangan :

t : Uji Parsial

F : Uji Simultan

C. RESEARCH METHOD

The current research project was conducted in the city of Lhokseumawe, with a specific focus on consumers of the Ms Glow brand. The target population for this study encompasses all individuals who have utilized products manufactured by Ms Glow. As stated by Sugiyono (2009), the notion of population pertains to a certain geographical region or a collection of entities or individuals that have been designated and chosen by researchers for the purpose of investigation. The population under consideration in this study encompasses consumers who have utilized Ms Glow Products, with a total count of 1,000 users in the year 2022.

The sample approach employed in this study was accidental sampling. This implies that individuals are chosen through a process of random selection or unplanned interactions. In essence, individuals who encounter the researcher possess the prospect of being incorporated into the sample, provided they satisfy specific criteria and express willingness to engage in the interview process through questionnaire completion. The researcher employs the Slovin formula (Suyonto, 2012: 83) to determine the feasible samples that can be obtained:

$$n = \frac{N}{1 + Ne^2}$$

Explanation :

n = Sample Volume

N = Population Volume

e = Error Standard (10%)

he total number of samples in this study are:

$$\begin{aligned} n &= \frac{1.000}{1 + 1.000 (0,1)^2} \\ &= \frac{1.000}{1 + 1.000 (0,01)} \\ &= \frac{1.000}{1,01} \end{aligned}$$

$$\begin{aligned} & 1 + 10,00 \\ = & \frac{1.000}{11} \\ = & 90,9 \text{ or } 91 \text{ responds} \end{aligned}$$

The research use quantitative data as the primary form of data collection. The quantitative method is a research approach employed to analyze specific samples using numerical data that is quantitative in character, with the objective of testing pre-established hypotheses.

The study in question utilizes primary data as its primary source of information. In order to obtain primary data, researchers are required to directly gather it themselves. The collection of this particular data occurs in the field through several sources, including respondents, observations, and interviews conducted with relevant parties. In the context of this specific research, the principal data sources encompassed the completion of questionnaires, the conduct of observations, and the administration of interviews with individuals who had engaged with MS Glow goods. The utilized questionnaire followed a closed style.

D. RESULTS AND DISCUSSION

1. Multiple Linear Regression Coefficient Test

In order to assess the impact of halal labels (X1) and celebrity endorsements (X2) on consumer purchasing decisions (Y), a multiple linear regression analysis was employed. The methodology employed in this research involves the utilization of multiple linear regression equations to assess the impact of independent variables, specifically halal labeling and celebrity endorsements, on the dependent variable, which pertains to the purchasing decisions made for MS Glow Brand Cosmetic Products.

2. T Test Results (Partial)

This study employed a partial test to examine the veracity of the hypothesis. The test was conducted at a predetermined level of significance, denoted as the p value. If the calculated t-value exceeded the critical t-value, as determined by the t-table, the hypothesis was deemed acceptable. On the other hand, if the value of the t-table is less than the value of the t-count, the hypothesis is deemed invalid and rejected. Based on the aforementioned findings, the data presented in Table 4.9 below illustrates

Tabel 4.9
Partial Test Results

	Model	B	t_{count}	t_{table}	Sig.
1	(Constant)	.987	2.904	1,662	.005
	Halal Labels	.473	4.536		.000
	<i>Celebrity Endorsment</i>	.196	2.074		.041
a. Dependent Variable: Purchasing Decisions					

Source: The research findings presented herein are based on data that has been analysed in the year 2023.

The impact of the halal label variable (X1) on consumers' purchasing decisions for MS Glow Brand Cosmetic Products was examined through statistical analysis. The t-test was conducted, utilizing the t-table to determine the critical value. The degrees of freedom (df) were calculated as n-k, resulting in a value of 88. Consequently, the critical value from the t-table was found to be 1.662. The obtained t-value for the halal label variable was 4.536. Therefore, based on the obtained values, it can be concluded that the tcount value of 4.536 is more than the ttable value of 1.662, indicating statistical significance at a significance level of 0.000. Based on the findings, it can be inferred that the presence of the halal label variable exerts a positive and statistically significant impact on consumers' purchasing decisions for MS Glow Brand Cosmetic Products. Consequently, it is reasonable to accept the hypothesis H1.

The impact of celebrity endorsements (X2) on consumer purchasing decisions for MS Glow Brand Cosmetic Products was examined through statistical testing. The t count value of 2.074 was obtained for celebrity endorsements, while the ttable value of 1.662 was determined using the formula $df = n - k = 91 - 3 = 88$. Therefore, based on the obtained values, it can be concluded that the tcount value of 2.074 is more than the

ttable value of 1.662, indicating statistical significance at a significance level of 0.041. Based on the findings, it can be inferred that the utilization of celebrity endorsements has a notable and beneficial impact on consumers' purchase choices for MS Glow Brand Cosmetic Products. Consequently, it can be deduced that the hypothesis H2 is supported.

3. F Test Results (Simultaneous)

Uji ini dilakukan dengan menggunakan uji signifikan simultan yaitu uji f, untuk menunjukkan apakah variabel label halal, dan celebrity endorment secara bersama-sama mempunyai pengaruh terhadap variabel keputusan pembelian Produk Kosmetik Merek MS Glow. Adapun hasil uji simultan yaitu sebagai berikut :

Tabel 4.10
Simultaneous Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.752	2	6.376	30.221	.000 ^b
	Residual	18.567	88	.211		
	Total	31.320	90			
a. Dependent Variable: Purchasing Decisions						
b. Predictors: (Constant), Celebrity Endorsments, Halal Labels						

The SPSS data processing results were utilized to determine the F table value for a 2-way partial test conducted on a sample size of 115. The degrees of freedom (df) were calculated as N – k, resulting in 88 degrees of freedom (df = 91 – 3). Specifically, df1 was determined to be 2, while df2 was found to be 88. The hypothesis was tested using a F value at a significance level of 5% or 0.05, yielding a F table value of 2.641. The findings of the study indicated that the presence of halal labeling and celebrity endorsements had a significant impact on consumers' purchase choices for MS Glow Brand Cosmetic Products. As a result, the H3 hypothesis was supported.

4. Correlation Coefficient and Determination

When the termination coefficient approaches a value of one, it indicates that the independent variable has a significant impact on the dependent variable. Additionally, the termination coefficient (R2) is employed to quantify the proportion of variation in the dependent variable (Y) that can be attributed to changes in the independent variable (X). Hence, the information can be observed in Table 4.8 presented subsequently:

Tabel 4.8 Correlation and Termination Coefficient Test Results				
Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638 ^a	.407	.394	.45934
b. Dependent Variable: Purchasing Decisions				

Source: The research findings presented herein are based on data that has been analysed in the year 2023.

According to the data presented in Table 4.8, there is a correlation coefficient (R) of 0.638. The observed value suggests a substantial link between the variables of halal labeling and celebrity endorsements in regard to the impact on consumer purchasing decisions for MS Glow Brand Cosmetic Products.

The coefficient of determination (R Square) is 0.407, indicating that the variable of celebrity endorsements, specifically the halal label, possesses the capacity to account for 40.7% of the variance in purchasing decisions for MS Glow Cosmetic Products. The remaining 59.3% of the influence on the outcome is attributed to several external factors not considered in this study, including product quality, promotional efforts, and pricing strategies.

5. Discussion

Based on the outcomes of the conducted research, it is evident that the halal label exhibits a statistically significant but relatively tiny effect, as indicated by its coefficient value being positive and below the chosen significance level. The findings indicate that the inclusion of the halal label has a notable and meaningful impact on consumers' purchase choices when it comes to MS Glow Brand Cosmetic Products. The findings of this study support the acceptance of hypothesis H1, which posits that the inclusion of a halal label has a notable and favorable impact on consumers' purchasing choices for MS Glow Brand Cosmetic Products. This demonstrates that the inclusion of a halal label on a product serves to enhance consumer trust and assurance in its usage.

Based on the findings of the conducted research, it is evident that celebrity endorsements possess a considerably lesser value in comparison to the predetermined degree of significance, while also exhibiting a positive coefficient value. The findings indicate that the utilization of celebrity endorsements has a notable and favorable impact on the consumer's purchasing behavior in relation to MS Glow Brand Cosmetic

Products within the locality of Lhokseumawe City. The findings of this research demonstrate that the hypothesis positing a favorable and substantial impact of celebrity endorsements on the purchasing choices of MS Glow Brand Cosmetic Products in Lhokseumawe City is supported or confirmed by H2.

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