

Penentu Niat Pembelian Online Untuk Produk Kosmetik Halal: Persepsi Merek Hijau, Sertifikasi Halal, Dan Digital Word-Of-Mouth

Determinants Of Online Purchase Intention For Halal Cosmetic Products: Green Brand Perception, Halal Certification, And Digital Word-Of-Mouth

Abdul Rauf¹, Hamdani², Muhamad Syahrul Raihan³

^{1,2,3}) Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Tangerang

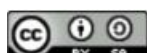
Email : muhammadsyahrulraihan4128@gmail.com

Abstrak: Studi ini menyelidiki persimpangan branding berkelanjutan, sertifikasi halal, dan keterlibatan konsumen digital yang kurang dieksplorasi dalam membentuk keputusan pembelian untuk produk kosmetik halal. Berfokus pada Kahf Facial Wash yang dijual melalui Shopee Indonesia, penelitian ini membahas kesenjangan kritis dalam memahami bagaimana faktor-faktor ini secara kolektif memengaruhi transaksi e-commerce di pasar kecantikan Muslim yang berkembang pesat. Dengan menggunakan pendekatan kuantitatif, data dikumpulkan melalui survei online konsumen kosmetik dan dianalisis menggunakan teknik statistik deskriptif dan inferensial. Temuan ini mengungkapkan bahwa persepsi merek hijau memberikan pengaruh positif yang signifikan pada keputusan pembelian, menggarisbawahi meningkatnya preferensi konsumen untuk merek kecantikan yang sadar lingkungan. Menariknya, meskipun pelabelan halal dan ulasan online tidak menunjukkan efek individu yang signifikan, kombinasi sinergisnya dengan branding hijau secara kolektif meningkatkan perilaku pembelian konsumen. Ini menunjukkan bahwa konsumen Muslim modern memprioritaskan atribut ramah lingkungan sebagai pendorong utama, dengan sertifikasi halal berfungsi sebagai harapan dasar daripada pembeda. Studi ini menyumbangkan wawasan baru untuk teori pemasaran halal dengan menantang asumsi konvensional tentang religiusitas sebagai pendorong pembelian yang dominan. Secara praktis, ia menawarkan strategi yang dapat ditindaklanjuti bagi merek kosmetik untuk memanfaatkan narasi keberlanjutan sambil mempertahankan kepatuhan halal di pasar digital. Untuk platform e-commerce, hasilnya menyoroti kebutuhan untuk mengoptimalkan tampilan branding hijau di samping konten buatan pengguna untuk meningkatkan konversi.

Kata kunci: Persepsi Merek Hijau; Sertifikasi Halal; Ulasan Pelanggan Online; Niat Pembelian; Platform E-Commerce; Produk Kosmetik Halal

Abstract: This study investigates the underexplored intersection of sustainable branding, halal certification, and digital consumer engagement in shaping purchase decisions for halal cosmetic products. Focusing on Kahf Facial Wash sold via Shopee Indonesia, the research addresses a critical gap in understanding how these factors collectively influence e-commerce transactions in the rapidly growing Muslim beauty market. Employing a quantitative approach, data was collected through an online survey of cosmetic consumers and analyzed using descriptive and inferential statistical techniques. The findings reveal that green brand perception exerts a significant positive influence on purchase decisions, underscoring the rising consumer preference for environmentally conscious beauty brands. Interestingly, while halal labeling and online reviews did not demonstrate significant individual effects, their synergistic combination with green branding collectively enhanced consumer purchasing behavior. This suggests that modern Muslim consumers prioritize eco-friendly attributes as a primary driver, with halal certification serving as a baseline expectation rather than a differentiator. The study contributes novel insights to halal marketing theory by challenging conventional assumptions about religiosity as the dominant purchase driver. Practically, it offers actionable strategies for cosmetic brands to leverage sustainability narratives while maintaining halal compliance in digital marketplaces. For e-commerce platforms, the results highlight the need to optimize green branding displays alongside user-generated content to boost conversion.

Keywords: Green Brand Perception; Halal Certification; Online Customer Reviews; Purchase Intention; E-Commerce Platforms; Halal Cosmetic Products.



Introduction

Nowadays, not only women take care of facial skin, but men are also starting to pay attention to their appearance to build confidence. Globally in 2010 as many as 76% of men used cosmetic products used by women for themselves (Basyarahil, 2017). The need for men's cosmetic products is also expanding due to the increasing amount of customer income (Widuhung & Sartika, 2022). So it is estimated that at this time the use of cosmetics for men is increasing.

Although women are still the largest population in cosmetic use, there are also many men who use cosmetics. Sales for grooming in 2015 experienced an increase in products for men reaching 300% (Widuhung & Sartika, 2022). This proves that at this time cosmetics are also one of the most needed by men, which is almost the same as the use of women. However, in the end, in Indonesia it is not enough to present the involvement of men with women in its use.

The male population today realizes that physical appearance is very important because it concerns confidence for some people. Most men started using Wardah products for men named Khaf. Those who have a market that is quite favored because in this day and age, it is not only women who use beauty products to make their self-confidence increase.

Table 1. Facial Wash Kahf sales data on Shopee E-Commerce

Moon	Target	Reached
Januari	1.500.000	1.524.000
Februari	1.500.000	1.401.000
Maret	1.500.000	1.200.000
April	1.500.000	2.550.000
Mei	1.500.000	1.002.000
Juni	1.500.000	1.401.000
Juli	1.500.000	1.302.000
Agustus	1.500.000	1.401.000
September	1.500.000	1.305.000
Oktober	1.500.000	1.200.000
November	1.500.000	1,050.000
Desember	1.500.000	1.401.000

Data source : Cahya Kusara Store

Based on the table above, it can be seen and illustrated the sales targets and achievements at the Cahyakusara Store from January 2023 to November 2023 there are fluctuating achievements every month, between the target and the achievement of the monthly target. The profit taken in each unit is 3,000.00, then the target set for sales is 500 units, so that $3000.00 \times 500 \text{ units} = 1,500,000$. It is known that in April the highest achievement was 2,550,000, while the lowest achievement occurred in November, which was 1,050,000. The data is taken in Rupiah.

The factor that influences the purchase decision is a green brand because a green brand is the entire concept, and concerns about a brand that exist in consumers related to

sustainable and environmentally friendly problems (Karunaratna et al., 2020). This is a problem that can affect consumer interest to make purchasing decisions.

The factor that affects the next purchase decision is the halal label, halal labels need to be considered in cosmetic packaging in Indonesia because the majority of religions in Indonesia are Muslim. The MUI fatwa on make-up is permissible when used with ingredients that have been confirmed to be halal (sacred), do not use ingredients that have haram elements and there is no halal/holy clarity in the materials used (Amin, 2020).

One of the factors that determines the next purchase decision is online reviews with online customer reviews, each customer can give good or bad reviews about the product or store. Positive reviews will encourage product purchases, and negative reviews will negatively impact the store that sells them (Ika Sugiarti & Iskandar, 2021)

Theoretical Studies

Green Brand

According to Keller (1993), green brands are green brand images that are perceived and associated in the minds of consumers related to product or service offerings. Dahlstrom (2011) defines a green brand as a set of attributes and benefits of a brand that are associated with a reduction in the influence of the brand on the environment that is perceived to be environmentally friendly. Meanwhile, Kotler and Keller (2012) stated that green brand image can be a set of beliefs, ideas, and impressions that consumers have about a product. Green Brand Image is defined as the entire series, concepts and anxieties on the brand in the consumer's memory related to sustainability and environmentally friendly issues (Karunaratna et al., 2020).

Label Halal

Halal label means a label in packaging to show that a brand or certain brands have met the requirements for marketing in Indonesia halal in Islam. Halal labeling is also marketing that is shown to know that a product is declared legal for consumption or use by Indonesian people who are Muslim. In this case, products that use halal labels in their future will make consumers feel comfortable and safe to choose a product (Fazrin, 2019).

Online Reviews

Online customer reviews (OCRs) are reviews provided by customers that contain information about product evaluations in various aspects. With this information, customers can get the quality of the products they are looking for from the reviews and experiences of customers who have purchased products from online sellers (Mo et al., 2015). According to (Zhu, 2010). Consumers usually look for quality information when deciding to buy a product. With the rise in popularity of the internet, online reviews are becoming an important source for customers to know the quality of products. (Umam et al., 2017).

Purchase Decision

According to (Kotler & Armstrong, 2012) A purchase decision is a problem-solving by an individual by choosing an alternative behavior and is considered the most

appropriate action in the purchase by taking the first step of the decision-making process. Meanwhile, according to Syamsi (in Fatresi, 2017), the decision is actually the result of a thought process in the form of choosing one of several alternatives that can be used to solve the problem faced (Kholik et al., 2020).

Research Methods

In the study entitled "Factors Determining Purchase Decisions Study on Green Brands, Halal Labels, and Online Reviews on Consumers of Facial Wash Kafh in Shopee E-Commerce" using a quantitative method. The population used is male consumers in Tangerang City. The method of data collection is by distributing the questionnaire online and measured using the Likert scale.

The research used a student population of the University of Muhammadiyah Tangerang with the Faculty of Economics & Business because most of them are believed to use the Shopee application, and many use facial wash kahf. The technique used the Slovin formula with a population of 4,764 with an error rate of 10% of the respondents' results amounting to 97 people.

Results and Discussion

In the testing of data instruments, statistical calculations are carried out, including validity tests and reliability tests. To test the validity and reliability of the instrument, the authors used SPSS analysis 26.

Validity Test

The validity test was carried out to correlate and find out whether each statement in the questionnaire with the number of each variable could be used as a data collection.

The calculation of the validity test of the instrument uses Pearson correlation analysis with the help of the SPSS version 26 program. In this study, the author used 30 samples for the test, so that it can be known from the table r , which is $30-2 = 28$ with an error rate of 5% or 0.05, the r table value of 0.361 can be known.

The following are the results of the validity test of each variable:

Table 2 validity test results

Correlation			
Variabel	r _{calculation}	r _{table}	Information
Y.1	0,838	0,306	Valid
Y.2	0,866	0,306	Valid
Y.3	0,883	0,306	Valid
Y.4	0,940	0,306	Valid
Y.5	0,819	0,306	Valid
Y.6	0,841	0,306	Valid
X1.1	0,850	0,306	Valid
X1.2	0,948	0,306	Valid
X1.3	0,922	0,306	Valid
X1.4	0,871	0,306	Valid
X1.5	0,849	0,306	Valid

X1.6	0,897	0,306	Valid
X2.1	0,897	0,306	Valid
X2.2	0,865	0,306	Valid
X2.3	0,897	0,306	Valid
X2.4	0,876	0,306	Valid
X2.5	0,867	0,306	Valid
X2.6	0,916	0,306	Valid
X3.1	0,861	0,306	Valid
X3.2	0,877	0,306	Valid
X3.3	0,904	0,306	Valid
X3.4	0,872	0,306	Valid
X3.5	0,848	0,306	Valid
X3.6	0,911	0,306	Valid

Source: Data Processing Results

Based on the results of the validity test using the pearson correlation instrument from the variables Green Brand (X1), Halal Label (X2), Online Reviews (X3), and Decision Purchases (Y) consisting of 6 items show from points 1 to 6 valid, because the value of r calculated (correlation) is greater than r of the table (0.306).

Reliability Test

Reliability tests are used to measure a questionnaire that is an indicator of a variable. Reliability is measured by Cronbarch's Alpha statistical test greater than its significance value of 0.600.

The following are the results of the reliability test using SPSS version 26.

Table 3. Hasil Uji Reliability

Purchase Decision Reliability Statistics	
Cronbarch's Alpha	N of Items
0,807	6
Green Brand Reliability Statistics	
Cronbarch's Alpha	N of Items
0,924	6
Label Halal Reliability Statistics	
Cronbarch's Alpha	N of Items
0,924	6
Online Reviews Reliability Statistics	
Cronbarch's Alpha	N of Items
0,919	6

Sumber : Output SPSS, 2024

The Reliability Test on the purchase decision variable can be found that the value of Cronbach's Alpha. This value is greater than 0.600 which can be interpreted as a purchase decision variable showing reliable results . This is guided by the criterion of a coefficient of realism of 0.800 – 1000 which means "very high"

The Reliability Test on the green brand variable can be found that the value of Cronbach's Alpha. This value is greater than 0.600 which can be interpreted as a purchase decision variable showing reliable results . This is guided by the criterion of a

coefficient of realism of 0.800 – 1000 which means "very high".

The Reliability Test on the halal label variable can be found that the value of Cronbach's Alpha. This value is greater than 0.600 which can be interpreted as a purchase decision variable showing reliable results . This is guided by the criterion of a coefficient of realism of 0.800 – 1000 which means "very high"

The Reliability Test on the variables of online reviews can be found that the value of Cronbach's Alpha. This value is greater than 0.600 which can be interpreted as a purchase decision variable showing reliable results . This is guided by the criterion of a coefficient of realism of 0.800 – 1000 which means "very high".

Discussion

1. Green Brand Perception

Green brand perception refers to how consumers perceive a brand's commitment to sustainability and environmental responsibility. In the context of halal cosmetic products such as Kahf Facial Wash, this perception is becoming increasingly important as consumers, especially the younger generation of Muslims, begin to associate spiritual values with concern for nature. The results show that the perception of green brands has a positive and significant influence on purchasing decisions, indicating that consumers are more trusting and interested in brands that are not only halal, but also environmentally friendly.

This phenomenon reflects a shift in consumption values among modern Muslim societies, where the halalness of products is no longer the only determining factor, but is balanced by concern for environmental issues. Consumers are beginning to see sustainability as an extension of their religious values, such as preserving nature as a mandate from God. Therefore, brands that manage to build a consistent and transparent green image have a greater chance of building consumer loyalty in the long run.

From a practical perspective, these findings provide important implications for halal cosmetics business people. Marketing strategies should start integrating sustainability messages, such as the use of natural materials, recycled packaging, or eco-friendly production practices. Additionally, brands need to ensure that the message is delivered consistently through various digital channels, especially on e-commerce platforms like Shopee, where consumers have a lot of interaction before buying.

2. Halal Certification

Halal certification is an important element in the purchase of cosmetic products among Muslim consumers, as it guarantees that the product is in accordance with Islamic law. In this study, although halal certification did not show a significant individual influence on purchase intent, it remained a factor of basic expectations that a product must meet. This means that consumers consider halal as a "condition of entry" to the market, not as a differentiating value that attracts them to buy.

These findings indicate that in markets that are ripe with halal products, such as Indonesia, consumers no longer see halal certification as a determining factor in

choosing products. They associate halal as the minimum standard that all cosmetic products must meet, so their final decision is influenced by additional factors such as quality, price, and other values such as sustainability. This challenges the long-held assumption that religiosity is the main motivation in purchasing halal products.

However, even if it has no direct effect, halal certification still has an important role when combined with other factors such as the perception of green brands. The combination of halal and green creates greater appeal, as consumers see it as a symbol of the brand's overarching commitment to ethical and spiritual values. Therefore, for halal cosmetics brands, it is important to not only meet halal standards, but also complement them with relevant narratives to meet the expectations of modern consumers.

3. Online Customer Reviews

Online customer reviews are a form of digital consumer engagement that has the potential to influence the perception and purchase decisions of potential buyers. In the context of this study, online reviews did not show a significant individual influence on the purchase decision of Kahf Facial Wash products. However, reviews still play an important role when combined with green branding and halal certification, forming a synergy that encourages consumers to buy.

One possible cause of the lack of direct influence of online reviews is the high trust of consumers in formal certifications and brand narratives, compared to individual opinions of other users. In the growing halal cosmetics market, consumers may prefer to rely on information from sources that are considered more trustworthy, such as official certifications or professional brand narratives, rather than reviews that may be subjective or even manipulated. However, this does not diminish the importance of reviews as part of the digital ecosystem.

From a practical point of view, e-commerce platforms like Shopee and cosmetics brands need to understand that customer reviews should be seen as part of an overall strategy in building consumer trust and engagement. While not always a major factor in a purchase, online reviews can be reinforced with a display design that highlights the green and halal aspects, and makes it easier for consumers to filter reviews based on credibility and relevance. Thus, reviews can be an effective support tool in strengthening the brand narrative.

Conclusion

This study reveals three main findings regarding the determining factors for purchasing Kahf Facial Wash on the Shopee platform. First, green brands have been proven to have a positive and significant influence on purchase decisions, showing that the aspect of environmental sustainability is an important consideration for consumers of halal cosmetic products. Second, halal labels and online reviews individually did not show a significant influence, although all three variables together made a significant contribution to purchasing decisions. These findings indicate that halal certification may have been considered a mandatory standard by Muslim consumers, while online reviews have not been fully utilized as a decision aid.

This research has several limitations that need to be acknowledged. The scope of the sample limited to students may not fully represent all market segments. In addition, the study focused only on three main variables without considering other potential mediating factors. The cross-sectional approach used is also not able to capture the dynamics of changing consumer preferences in the long term.

Theoretically, this study makes an important contribution to the development of green marketing literature for halal products, especially in the cosmetics sector which is still relatively little researched. These findings also enrich understanding of the consumer behavior of the younger generation of Muslims in the context of e-commerce. From a practical perspective, the results of the study provide valuable recommendations for business people to optimize green branding strategies, increase the visibility of halal certification, and develop more effective online review features.

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