

IMPLEMENTATION OF HALAL LABELIZATION IN THE PURCHASE DECISION OF WARDA PRODUCTS IN PP.LUBBUL-LABIB

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ABSTRACT :

The abstracts submitted to IJED : Halal label is part of the packaging on a product that contains information about the product or product sales. Halal label is an inclusion of a halal logo which aims as a statement of the halalness of the product. Product quality as the expected level of quality and control of diversity in achieving that quality to meet consumer needs. A product that has high quality will certainly give satisfaction to customers. decisions for Wardah products at muslimah PP Lubbul Labib and the quality moderates or significantly strengthens the relationship between halal labeling and purchasing decisions.

This research uses a quantitative approach. The data used is primary data and sample used was 15 people using the Slovin formula, taken by non-probability sampling with random sampling technique. The results of this study indicate that the halal labeling variable has a significant positive effect on purchasing

Products that have good quality are products that comply with specifications and provide satisfaction to consumers in meeting their needs. In addition, the halal label on the product is a distinctive feature for consumers as a guarantee of security in consuming the product, therefore, halal labeling and product quality will greatly influence purchasing decisions on products. In an Islamic perspective, it is necessary to include a halal label marked with halal certification. With the existence of halal certification, masalah can be achieved and reassure the people. Masalah in this case is masalaha mursalah, namely the benefits that arise after the Muhammad SAW. died, and the masalah is recognized and does not conflict with the shari'a.

Keywords : *Halal Labeling, Purchase Decision, Quality*

INTRODUCTION

The cosmetics industry is growing rapidly nowadays, where the cosmetics industry has become one of the industries in Indonesia that has succeeded in dominating the domestic market, so Beauty Vlogger has also increased public interest in using cosmetics to complement daily appearances, increasing public interest in using cosmetics has also increased interest in cosmetic manufacturers to compete -

competition to provide cosmetics according to the needs of the community.

In their book, Kotler and Keller (2008) explain that a smart company will thoroughly understand the decision-making process that customers go through. Thus, companies must be able to digest the experiences that customers have in learning, choosing, using and disposition products.

To see or compare safe products with unsafe products, consumers can look at the attributes or labels on the product itself. Judging from the label on the product, consumers can judge whether the product is halal or not. Because, the halal label is very important and needed by consumers, considering that consumers need products that can be trusted both physically and spiritually.

In Indonesia, the Indonesian Ulama Council (MUI) is an institution that is competent to guarantee product halalness. In practice, the MUI is assisted by the Food, Drug and Food Research Institute of the Indonesian Ulama Council (LP POM MUI) which certifies the halalness of a product, namely determining policies, formulating provisions, recommendations and guidance concerning food, drugs and cosmetics in accordance with Islamic teachings. . In other words, LPPOM-MUI was established in order to establish a sense of peace among the people about the products they consume.

One of the products that has been labeled halal is wardah cosmetics. Wardah products produced by PT. Paragon Technology And Innovations (PTI). At the beginning of its establishment under the name PT Pustaka Tradisional Ibu, and then in May 2012 it changed to PT. Paragon Technology And Innovations (PTI). Wardah is one of Sang's cosmetics produced by PTI, founded on 28 February 1985 by Dra. Hj. Nurhayati Subakat The title is

IMPLEMENTATION OF HALAL LABELIZATION IN THE PURCHASE DECISION OF WARDA PRODUCTS IN PP.LUBBUL-LABIB

1. Halal labeling is any information regarding a product in the form of pictures, writing and a combination of the two or other forms affixed to each product packaging. According to the product government, articles 10 and 9, everyone who packs and produces what will be traded throughout Indonesia must state that the product is halal for Muslims and is responsible for the truth of the statement and put a halal label on every product.

label has a close relationship with

marketing. The label is part of a product that conveys information about what is in the seller and the product itself. Labeling is a very important product element that deserves careful attention with the aim of attracting consumers. In general, the minimum label must contain the name or brand of the product, raw materials, composition additives, nutritional information, expiration date of the product, and a statement of legality. (Apriyantono A and Nurbowo 2003)

Islamic consumers tend to choose products that are declared halal compared to products that have not been declared halal by authorized institutions. This will have an impact on consumers who are increasingly concerned about halal label certificates on the products they buy, because currently many consumers are increasingly critical and have good product knowledge before making a purchase decision.

The development of halal cosmetics in Indonesia has grown quite significantly. This is marked by the emergence of cosmetic manufacturers with various brands. A cosmetic brand that is quite well-known and widely known in the community, namely Wardah

Percentage Data for Halal Labeled Cosmetic Products							
In Indonesia in 2011-2016							
No	Merchek	2011	2012	2013	2014	2015	2016
1	Wardah	14,80%	17,80%	15,20%	14,50%	15,70%	16,20%
2	Ponds	10,20%	9,70%	12,10%	14,90%	16,00%	16,90%
3	Mentol	7,7%	7,7%	8,8%	7,7%	6,6%	7,7%

	us tik a R at u	20 %	80 %	10 %	00 %	60 %	70 %
4	Pi xy	10 ,0 0 %	8, 00 %	7, 80 %	7, 10 %	5, 70 %	4, 60 %
5	Sa ria yu	9, 70 %	7, 20 %	8, 60 %	7, 70 %	8, 30 %	8, 80 %
6	La T uli p	4, 20 %	3, 80 %	2, 70 %	4, 30 %	5, 70 %	6, 10 %

2. Buyer's decision is consumer behavior that is influenced by the buyer's decision process. There are 4 main factors characteristic of buyers: cultural, social, personal and psychological. The fourth factor relationship and consumption purchases are made by consumers. The amount and complexity of consumer activities in their purchases can vary. According to Howard, consumer purchases can be viewed as a problem solving activity, and there are three kinds of situations. These types of situations are: Routine response behavior, Limited problem solving and Extensive problem solving

The consumer process for making purchasing decisions must be understood by company marketers with the aim of making the right strategy. The process of making consumer decisions in buying products cannot be considered the same. Purchasing toothpaste has a different process from purchasing bath soap or shampoo. Assael (2010: 67) develops a typology of consumer decision-making processes, namely: Level of decision making and Level of involvement in the

purchase

There are four types of consumer buying processes, namely: complex decision making, limited decision making, brand loyalty, and inertia. Purchases that have low involvement, result in limited decision-making behavior. Consumers sometimes make decisions, even though they have low involvement with them product. Consumers have less understanding of product categories, information search, and evaluation are more limited than complex processes. Examples of products are various kinds of snacks and cereals.

There are many models of buyer behavior expressed by several management marketing experts. Basically the model they put forward is more or less the same. One well-known model is the Model Of Buyer Behavior by Kotler (2012: 45). The decision to buy made by the buyer is actually a collection of a number of decisions. Each purchase decision has a structure of seven components. These components will be discussed below in relation to purchasing a product, for example, an electronic product in the form of a radio (Swastha 2010: 102):

1. Decisions about product types Consumers can decide to buy a radio or use the money for other purposes. In this case the company should focus on people who are interested in buying radios and other alternatives they are considering.
2. Decisions About Forms of Products Consumers can make a decision to buy a certain form of radio. The decision concerns the size pattern, sound quality, style and so on. In this case the company must conduct marketing research to find out consumer preferences about the desired product in order to maximize the attractiveness of its brand.
3. Decisions about brands Consumers have to make decisions about which brand to buy purchased Each brand has its own differences. In this case, the company must know how consumers choose a brand
4. Decision about the seller The consumer must make a decision where the radio will be purchased whether at department stores, electrical appliance stores, radio specialty stores, or other stores. In this case producers, wholesalers and retailers must

know how consumers choose certain sellers

5. Decisions about the number of products
Consumers can make decisions about how many products to buy at a time. Purchases made may be more than one unit. In this case the company must prepare the number of products according to the different wishes of the buyers.

6. Decisions about the timing of purchases
Consumers can make decisions about when he should make a purchase. This problem will relate to the availability of money to buy a radio. Therefore companies must know the factors that influence consumer decisions in determining the time of purchase. Thus the company can manage production time and marketing activities.

7. Decision on the method of payment
Consumers must make decisions about the method or means of payment for the products purchased, whether in cash or by installments. This decision will affect decisions about the seller and the amount of his purchase. In this case, the company must know the buyer's desire for the method of payment.

Harmani (2008: 41) states that purchasing decisions are an integration process that combines to evaluate two or more alternative behaviors, and choose one of them. Indicators used to measure consumer purchasing decisions include:

1. Decision on available products
2. Decision on the price given
3. Decision on the services

provided

3. Product quality is conformity or conformity with applicable specifications and satisfaction for use, can satisfy desires, meet needs and expectations at competitive costs. A product that has high quality will certainly give satisfaction to customers. If it can be maintained by producers, it will provide financial benefits and customer loyalty.

Quality is the most important concept in creating a product. A quality product is a product that is received by the customer in accordance with the needs and desires of the customer.

According to Kotler (2009: 54) product is anything that can be offered to the market to be noticed, owned, used or consumed so as to satisfy their wants or needs. Therefore

companies must understand what the needs and desires of consumers.

According to Kotler and Armstrong (2011: 258): *"Product quality stands the ability of a product to perform its function. It includes the product's overall durability, reliability, precision, ease of operation and repair, and other value attributes. Some of these attributes can be measured objectively. From a marketing point of view, however, quality should be measured in terms of buyer's perception."*

It can be interpreted that the quality of a product is the ability that can be assessed from a product in carrying out its functions, which is a combination of durability, reliability, accuracy, ease of maintenance and other attributes of a product. From the marketer's point of view, quality must be measured from the point of view and the buyer's response to the quality itself. In this case personal taste is very influential. Therefore in general in managing product quality, it must be in accordance with the expected use.

According to Kotler (2012: 432) a product can be evaluated through 5 product levels, namely:

1. *Core benefit, namely the fundamental service of benefit that the consumer is really buying*, it means that the core benefit, namely the main benefit desired by a consumer in buying a product
2. *Generic product, namely a basic version of the product*, it means that the generic product (basic product) is a physical description of a product
3. *Expected product, namely a set of attributes and conditions that buyers normally expected and agree to purchase that product*, This means that the product is expected, namely a number of attributes and conditions that are generally expected and approved by the buyer when buying the product.
4. *Augmented product, namely one that includes additional service and benefits that company' suffer from competitor's offers meaning that the additional benefits of the product, namely a product that can differentiate the product from competitors' products.*
5. *Potential product, namely all of the augmentations and transformations that*

this product might ultimately undergo in the future, meaning that product potential, namely the expansion of changes that may be experienced by a product in the future. According to Akbar (2012: 6), indicators used to measure product quality include:

1. Ease of use
2. Durability
3. Clarity of function
4. Diversity of product sizes

RESEARCH METHOD

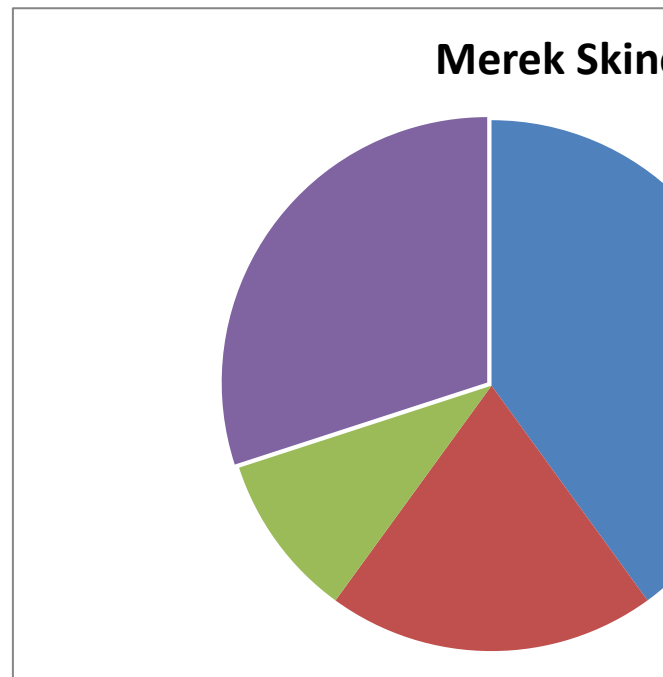
This study uses an approach with quantitative methods. Quantitative method is a research method that aims to explain relationships or influences that are measurable, predict, and control based on data obtained from reports that have been published and are readily available Population in statistics according to Hendri Tanjung and Abrista devi (2013) refers to a group of individuals with distinctive characteristics that are of concern in a study (observation).

The sample is a small part of the population taken according to certain techniques so that it can represent the population.

Data collection techniques are strategies or methods used by researchers to collect the data needed in their research. Data collection techniques in this study used two kinds of data sources, namely primary data and secondary data.

FINDINGS AND DISCUSSION

The results that were decided according to research on the lubbul labib students which lasted for 8 days were of the many pp students. lubbul labib there are 40% of students who use wardah skincare products and 60% of them are several other skincare products



There are 6 factors that make them choose wardah products as their skincare, these factors are:

1. Religious Factors

In Islam paying attention to everything that is good is indeed an obligation on its people. Either in any case then thayyiban or halal is the main criterion.

Therefore, because 100% of students are Muslim, they will look for and use products that are labeled halal, such as cosmetic wardahs, even other than wardahs that are also labeled halal.

Knowing about the religious factor is the reason			
Choose cosmetic products labeled halal			
Student Assessment	Ban at 1	Ban at 2	Ban at 3
Strongly agree	70%	90%	78%
Agree	30%	10%	22%

Neutral	0	0	0
Don't agree	0	0	0
Strongly Disagree	0	0	0

2. Cultural factors

Culture is a habit in an area in the order of people's lives, including the students of the Lubbul Labib Islamic boarding school in buying cosmetic products labeled halal.

Knowing about cultural factors is an excuse			
Choose cosmetic products labeled halal			
Student Assessment	Ban at 1	Ban at 2	Ban at 3
Strongly agree	15%	26%	19%
Agree	37%	39%	22%
Neutral	48%	25%	31%
Don't agree	0	10%	26%
Strongly Disagree	0	0	2%

3. Purchase Decision

Purchasing decisions are defined as the stages in the purchasing decision-making process where consumers actually buy (Kotler and Armstrong, 2012: 154). Decision making is an individual activity directly involved in obtaining and using the goods offered. Purchasing decisions are actions of consumers to want to buy or not to the product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price and products that are well known to the public. According to Kotler and Armstrong (2008: 177) 5@ consumer purchasing decisions

are inseparable from how consumers go through several stages, namely knowing the problems faced until the occurrence of consumer purchase transactions and purchasing decisions is the stage of the decision process where consumers actually buy products. Meanwhile, according to Setiadi (2008:416)6@ argues that consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them.

According to Kotler and Armstrong (2012: 154) the purchasing decision process consists of five stages, namely:

1. Recognition of needs
2. Information search
3. Evaluation of alternatives
4. Purchase decision

4. Social factors

Social factors are also one of the factors that become a factor in the students of the Lubbul Labib Islamic Boarding School in buying cosmetic products labeled halal. The social situation of consumers influences other people to buy a product even without paying attention to the halal logo. However, according to the opinion of some students of the Lubbul Labib Islamic Boarding School, its halalness is because it has been recognized by the public, so the determinant of halal is the number of buyers in a place.

Knowing about the factors of social influence to choose a product			
Halal labeled			
Student Assessment	Ban at 1	Ban at 2	Ban at 3
Strongly agree	54%	66%	64%
Agree	36%	30%	27%
Neutral	10%	4%	9%

Don't agree	0	0	0
Strongly Disagree	0	0	0

5. Price

Price is an element of the marketing mix that is flexible in nature where it can change at any time according to time and place. Price is not just a nominal number printed on the label of a package, but price takes many forms and performs many functions, such as space rent, fees, wages, interest, rates, storage fees and salaries. Everything is the price that must be paid to obtain goods and services.

According to Tjiptono and Chandra (2012: 315) price is defined as the amount of money (monetary unit) and/or other aspects (non-monetary) that contain certain utilities/uses needed to obtain a product. There are four indicators that characterize prices according to Stanton (1984:37)

1. Price affordability, the price offered is flexible and affordable with consumer purchasing power

Knowing about the affordability factor is a reason			
Choose wardah cosmetic products			
Student Assessment	Ban at 1	Ban at 2	Ban at 3
Strongly agree	17%	26%	11%
Agree	20%	10%	22%
Neutral	19%	23%	24%
Don't agree	38%	12%	18%
Strongly Disagree	6%	29%	25%

2. Conformity of price with product quality, the price offered is in accordance with the quality of the product obtained

Choose wardah cosmetic products			
Student Assessment	Ban at 1	Ban at 2	Ban at 3
Strongly agree	79%	52%	37%
Agree	21%	33%	43%
Neutral	0	15%	20%
Don't agree	0	0	0
Strongly Disagree	0	0	0

3. Price competitiveness, the price offered is competitive compared to other products.
4. Conformity of price with benefits, the price offered is in accordance with the benefits felt by consumers.

6. Product Quality

According to Kotler and Armstrong (2012: 230) product quality is a product or service characteristic that depends on its ability to satisfy stated or implied customer needs. In order to create customer satisfaction, the products offered by the organization must be of

high quality. Quality reflects all dimensions of product offerings that generate benefits for customers. In relation to customer satisfaction, quality has several main dimensions, depending on the context. Dimensions of product quality according to Tjiptono and Chandra (2012: 75), namely:

1. Performance (kinerja)
2. Features (fitur)
3. Reliabilitas
4. Conformance
5. Durability (daya tahan)
6. Serviceability
7. Aesthetics (estetika)
8. Perceived quality (persepsi terhadap kualitas)

7. Psychological factors

Psychological factors are one of the factors that underlie the students of the Lubbul Labib Islamic Boarding School in buying cosmetic products labeled halal, because in deciding a case the soul is one of the considerations. The findings of the data in the field show the psychological state (psychological factors) of the Lubbul Labib Islamic boarding school students who decide to buy cosmetic products labeled halal. Below will be summarized the data findings from the informants above into three categories.

- a. Some students at the Lubbul Labib Islamic boarding school feel worried if they don't pay attention to the halal label when shopping.

Knowing about the factor of concern if not paying attention			
Halal label on their cosmetic products			
Student Assessment	Ban at 1	Ban at 2	Ban at 3
Strongly agree	64%	56%	57%
Agree	32%	29%	33%
Neutral	4%	15%	10%
Don't agree	0	0	0
Strongly Disagree	0	0	0

- b. Some of the students of the Lubbul Labib Islamic Boarding School feel worried and afraid of sin,

Knowing about the worry factor is sinful if you don't pay attention			
Halal label on their cosmetic products			
Strongly agree	Ban at 1	Ban at 2	Ban at 3
Strongly agree	89%	92%	97%
Agree	11%	8%	3%
Neutral	0	0	0

Don't agree	0	0	0
Strongly Disagree	0	0	0

CONCLUSION

The conclusion contains the short summary of the findings and discussion, presented briefly, narrative, and conceptual. Avoid using bullet and numbering.

The conclusion and recommendation of the author are given in this section and are consistent in using the term "Conclusion". The conclusion of the research should serve the urgent purposes of the study within this section. This can be followed by suggesting the relevant future studies.

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