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## MARKETING | RESEARCH ARTICLE

# The Effect of Product Quality and Halal Label Perceptions on Wardah Consumer Preferences: Empirical Study from Nirwana Cosmetics in Mamuju District, Indonesia

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**Abstract:** This study aims to determine the effect of product quality variables and perceptions of halal labels on Wardah consumer preferences at Nirwana Cosmetics, Mamuju Regency. The method used in this study is quantitative, with primary data obtained through questionnaires. Respondents in this study were all customers who made purchases at Nirwana Cosmetics, Mamuju Regency. The sample was taken using the accidental sampling technique, with a sample size of 30 respondents. Data analysis in this study used multiple linear regression, validity test, reliability test, t-test, and F-test. The results showed that product quality and perceptions of halal labels had a positive and significant partial effect on Wardah consumer preferences at Nirwana Cosmetics, Mamuju Regency. In addition, product quality and perceptions of halal labels also had a significant simultaneous effect on Wardah consumer preferences at Nirwana Cosmetics, Mamuju Regency.

**Keywords:** Product Quality, Halal Label Perception, Consumer Preference.

**JEL Classification Code:** M31, L66, D12.

## 1. INTRODUCTION

The use of cosmetics in Indonesia is skyrocketing, which can be seen from the increasing consumption of cosmetics every year. This is further strengthened by changes in people's lifestyles today. Cosmetics have become one of the most important needs for women. With the increasing number of cosmetic products available, cosmetic companies are required to be able to compete by creating innovations that can provide satisfaction for users so that consumers can quickly determine their choices (Luthfatul & Afandi, 2023). A product is said to be of good quality if it can meet consumer expectations. Companies make various efforts to produce quality products, one of which is by implementing strict control in every process, from preparing raw materials to storing finished products. Most consumers are increasingly critical in choosing products. They always want quality products that match the price paid, although some people think that expensive products are automatically quality products.

Halal labeling includes writing a statement on product packaging to indicate the product has a halal status. Based on this explanation, halal labels are used on each product to provide consumers comfort and security. As regulated in Law of the Republic of Indonesia No. 33 of 2014 concerning Halal Product Assurance, Article 3 explains that the provision of halal labels on each product aims to provide a sense of comfort, safety, security, and certainty of the availability of halal products for the public in consuming and using products. In addition, halal labeling can also increase added value for business actors in producing and selling halal products. As one of the countries with the largest Muslim population in the world, Indonesia deserves to be the world's halal mecca. In addition, Indonesia has the most accurate and recognized halal certification system in the world, namely the

Food, Drug, and Cosmetics Assessment Institute of the Indonesian Ulema Council (LPPOM MUI). LPPOM MUI is an Indonesian halal institution designated as an ideal model to guarantee the halalness of products internationally in terms of sharia and science and technology.

LPPOM MUI was established by the Indonesian Ulema Council (MUI) on January 6, 1989 in Jakarta. This institution plays a role in carrying out the function of protecting Muslim consumers in Indonesia by ensuring that the food, drinks, medicines, and cosmetics consumed are halal and healthy. Realizing the importance of this role, MUI established LPPOM MUI as part of an effort to provide peace of mind for Muslims, especially in consuming food, medicines, and cosmetics (Atmadi and Widiati in Luthfatul and Afandi, 2023: 4).

Based on this, it can be explained that the application of halal labels is one-factor influencing consumer purchasing decisions. As a reinforcement of this, in the current era of globalization, every company must be able to identify the factors influencing consumer decisions in choosing products. Purchasing decisions are individual activities that involve the direct decision to purchase products sellers offer. Thus, purchasing decisions are choices that someone must consider when making a decision. In Indonesia, several local cosmetic brands are currently in high demand by consumers and are easily found on the market, such as Sariayu, Wardah, Emina, Mineral Botanica, and so on. The cosmetics marketed use mild and safe ingredients for the skin. Various local cosmetic brands have been adjusted to the needs of teenage skin. The increasing interest in local brand cosmetics among young people today positively impacts the domestic cosmetic industry. Wardah is the first halal-certified cosmetic product in Indonesia. Wardah Cosmetics has obtained halal certification from LPPOM MUI; even in 2012, Wardah received the Halal Award from MUI and the Ministry of Religion. Wardah has received MUI halal certification since 13 years ago and constantly renews it before it expires. Wardah products contain safe and halal raw materials and are created to provide comfort and peace of mind for women who use them. The production process is also strictly supervised by experts and dermatologists. Since the beginning, Wardah has succeeded in creating a complete range of cosmetic and skin care products that allow it to compete with multinational cosmetic companies.

## 2. LITERATURE REVIEW

### 2.1. Marketing concept

Marketing is a way to distribute goods widely to the public. According to Ariyanto (2023), marketing management is one of the fields of management science needed in all business line activities because it includes creating, offering, and exchanging products that have value to others to obtain profit and achieve company goals. According to Zusrony (2021), marketing is the entire system of business activities that aims to plan, determine prices, promote, and distribute products and services that meet the needs of consumers and potential consumers to obtain profit or profit through the transaction process. Meanwhile, according to Tjiptono and Diana (2020), marketing is the process of creating, distributing, promoting, and determining the price of goods, services, and ideas to facilitate satisfying exchange relationships with customers, as well as to build and maintain positive relationships with stakeholders in a dynamic environment.

### 2.2. Product quality

According to Tjiptono (2020), quality reflects all dimensions of a product offering that generate customer benefits. The quality of a product, whether in the form of goods or services, is determined through its dimensions. According to Kotler and Armstrong (2018), product quality is one of the central positioning tools for marketers, where quality affects the performance of a product. Therefore, product quality is closely related to customer value and satisfaction. Meanwhile, according to Assauri (2018), product quality is a factor in an item or result that causes the item or result to be by the purpose of the item or result.

According to Lupiyoadi and Hamdani in Rezki (2021), product quality has several indicators, namely:

1. Performance refers to the core characteristics of the product, including brands and attributes that can be measured from individual performance.
2. Product diversity (features) is measured subjectively by each individual.
3. Ease of service, namely the ease of servicing a product that results in a conclusion regarding product quality.
4. Conformity, which can be measured by the level of accuracy and completion time, including calculation errors.

### 2.3. Perception of halal label

According to Aji et al. in Rossiana (2023), perception is a direct response or acceptance of absorption and a way for individuals to learn many things with their five senses in the form of people, conditions, events, or incidents. According to Mulyana in Al Amir (2023), perception is an internal process that allows us to select, organize, and interpret stimuli from our environment. This process then influences our opinions. Meanwhile, according to Rakhmat in Reza (2021), perception is an experience of objects, events, or relationships obtained by concluding information, interpreting messages, and giving meaning to sensory situations. Halal labeling includes writing a statement on product packaging to indicate that the product has halal status, according to Kotler and Armstrong in Khairunnisa (2021). The same thing was also expressed by Rahayu and Handayani (2023), who stated that halal labeling includes writing or a statement on product packaging to indicate that the product in question has halal status. According to Sheth in Sumartin (2020), measuring perceptions of halal labels uses four indicators, namely:

1. Safety: The process by which individuals (Muslim consumers) select, organize, and interpret information about halal food products that have safety aspects regarding raw material sources and production processes.
2. Religious Values: The process by which individuals (Muslim consumers) select, organize, and interpret information about halal food products with religious value.
3. Health: The process by which individuals (Muslim consumers) select, organize, and interpret information about halal food products that have health aspects.
4. Exclusivity: The process by which individuals (Muslim consumers) select, organize, and interpret information about halal food products with exclusivity aspects, where halal food products must be separated from haram food products.

### 2.4. Consumer preferences

According to Kotler and Keller in Musa (2022), consumer preferences for a product brand choice are formed by evaluating various brands in the choices available. Furthermore, according to Simamora in Ramadanti (2023), consumer preferences are a person's choice or interest in expressing likes or dislikes for a product. Dwiputra in Rutinaias (2021) states that preference is the tendency to choose something that is preferred over others. Preference is an individual's decision-making component. According to Widodo in Fathonah (2020), preference is a person's tendency to choose the use of goods or services that will be felt and enjoyed to achieve satisfaction with using the product and make consumers loyal to certain brands. According to Simamora in Rutinaias (2021), there are several indicators that consumers must go through in forming preferences for a company, namely:

1. Product characteristics that are different from other similar products.
2. Attractive design and color.
3. According to the promised quality.
4. According to the desired size.

### 3. RESEARCH METHOD AND MATERIALS

#### 3.1. Location and Time of Research

This research was conducted at Nirwana Cosmetics, located at Pasar Baru Mamuju, Karema Village, Mamuju District, Mamuju Regency, West Sulawesi. Type of Study:

1. Quantitative data is data in the form of numbers or qualitative data that is scaled (Sugiyono, 2019). Quantitative data used in this study include population, research samples, questionnaire calculations, and research results.
2. Qualitative data is data in words, sentences, narratives, gestures, facial expressions, charts, pictures, and photos (Sugiyono, 2019). Qualitative data in this study includes a general description of the research location, organizational structure, and data on the characteristics of research respondents.

#### 3.2. Population and Sample

Population is a generalization area consisting of objects or subjects with specific quantities and characteristics, which are determined by researchers to be studied and then conclusions drawn (Sugiyono, 2019). In this study, the samples were all consumers of Nirwana Cosmetics in Mamuju Regency. Sugiyono (2017) states that a sample is a part of the population with specific characteristics. Sugiyono (2017) outlines the guidelines for determining the appropriate sample size as follows: a sample size ranging from 30 to 500 respondents meets the research requirements; if the sample is categorized, each category should consist of at least 30 people; when using multivariate or regression analysis, the sample size should be calculated by multiplying the number of variables by 10; for experimental research, the sample size for each group should range from 10 to 20 people. Due to limited knowledge of the population size, the sample in this study was selected using accidental sampling (incidental sampling). According to Sugiyono (2019), incidental sampling is a sampling technique based on chance, meaning anyone who, by chance, meets the researcher can be used as a sample if they are considered suitable as a data source. Therefore, the sample in this study consists of anyone who happens to meet the researcher at Nirwana Kosmetik in Mamuju Regency, with a sample size of 30.

#### 3.3. Data Analysis Method

In this ongoing research, data analysis is conducted using multiple linear regression because there are two independent variables and one dependent variable. The linear regression model tests the linear relationship between multiple independent variables and the dependent variable (Ghozali, 2018). The predictor variables are analyzed in multiple regression for their correlation in explaining the dependent variable. The multiple regression equation is as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X(3) + e$$

Description	Y: Dependent Variable
	$\alpha$ : Constan
	b1 b2: Regression/Termination Coefficient
	X1 X2 : Independent Variable
	e: Standard error

## 4. RESULTS AND DISCUSSION

### 4.1. Outer Model

Based on the product moment table for the degrees of freedom (df) = N - 2, where N (sample size) is 30, the value of  $r_t$  is 0.361 (calculated as  $30 - 2 = 28$ ).

**Table 1. Validity Testing Result**

No.	Statement	Value of recalculated	Value of table	Decision
1	Statement X1.1	0,727	0,361	Valid
2	Statement X1.2	0,524	0,361	Valid
3	Statement X1.3	0,555	0,361	Valid
4	Statement X1.4	0,760	0,361	Valid
5	Statement X1.5	0,828	0,361	Valid
6	Statement X2.1	0,741	0,361	Valid
7	Statement X2.2	0,699	0,361	Valid
8	Statement X2.3	0,722	0,361	Valid
9	Statement X2.4	0,724	0,361	Valid
10	Statement X2.5	0,578	0,361	Valid
11	Statement Y.1	0,687	0,361	Valid
12	Statement Y.2	0,571	0,361	Valid
13	Statement Y.3	0,796	0,361	Valid
14	Statement Y.4	0,675	0,361	Valid
15	Statement Y.5	0,650	0,361	Valid

Source: SPSS output results processed, 2024

Based on Table 1, the values of all statements in the service quality variable, the perception of halal labels, and consumer preferences are considered feasible or valid, as the value of  $r_x > r_t$  (0.361).

### 4.2. Reliability Test

**Table 2. Reliability Test Results**

Variables	Cronbach's alpha	Figures	Info
Product Quality (X1)	0,714	0,60	Reliable
Perception of Halal Label (X2)	0,731		Reliable
Consumer preference (Y)	0,706		Reliable

Source: SPSS output results processed, 2024

Based on Table 2, Cronbach's alpha value for each variable is more significant than 0.60, indicating that all statement elements used for each variable in this study are reliable as research measurement instruments.

### 4.3. Multiple Linear Regression Analysis Results

**Table 3. Multiple Linear Regression Analysis Results**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.124	3.692		1.117	.274
	Product_Quality	.419	.136	.458	3.082	.005
	Perception_Label_Halal	.392	.153	.380	2.555	.017
a. Dependent Variable: Consumer Preference						

Source: SPSS output results processed, 2024

Based on the results obtained from the regression coefficients above, the regression equation can be expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 4.124 + 0.419 (X_1) + 0.392 (X_2) + e$$

Based on Table 3, it can be concluded as follows:

1. The constant value or the state when the consumer preference variable has not received intervention from the product quality variable and the perception of halal labeling is 4.124. This means that the value of consumer preference for Nirwanan Cosmetics in Mamuju Regency, if it has not changed or when it is constant, is 4,124.
2. The regression coefficient value of the product quality variable shows a positive direction of 0.419. This means that if product quality is included in consumer preferences, consumer preferences will increase, or every one-unit increase in product quality variables will increase consumer preferences for Nirwanan Cosmetics in Mamuju Regency by 0.419, assuming other variables are constant.
3. The regression coefficient value of the halal label perception variable shows a positive direction of 0.392. This means that if the perception of the halal label is included in consumer preference, consumer preference will increase, or every one unit increase in the halal label perception variable will increase consumer preference for Nirwanan Cosmetics in Mamuju Regency by 0.392, assuming other variables are constant.

#### 4.4. T-Test Results (Partial Test Results)

Partial hypothesis testing aims to determine whether an independent variable significantly affects the dependent variable. If the significance value is  $< 0.05$  or if  $t_x \geq t^{table}$ , then  $H_a$  is accepted. Conversely, if the significance value is  $> 0.05$  or  $t_x < t^{table}$ , then  $H_o$  is accepted. The critical value of  $t$  is calculated as  $t(\alpha/2; n - k - 1) = t(0.05/2; 30 - 3 - 1) = 2.052$ .

**Table 4. Partial T-Test Results**

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.124	3.692		1.117	.274
	Product_Quality	.419	.136	.458	3.082	.005
	Perception_Label_Halal	.392	.153	.380	2.555	.017
a. Dependent Variable: Consumer Preference						

Source: SPSS output results processed, 2024

Based on Table 4, the results of the data analysis in this study show that product quality has a partial effect on consumer preferences. The  $t_x$  value is 3.082, more significant than the  $t^{table}$  value of 2.052, indicating a partial influence. The regression coefficient is 0.419, with a significant value of 0.005 (0.5%)  $< 0.05$  (5%), which is interpreted as significant. This means that product quality positively and partially significantly affects consumer preferences for Nirwana Cosmetics in Mamuju Regency. Therefore,  $H_o$  is rejected,  $H_a$  is accepted, or the hypothesis is supported. In the partial analysis of the perception of halal labels on consumer preferences, the  $t_x$  value is 2.555, which is greater than the  $t^{table}$  value of 2.052, indicating a partial influence. The regression coefficient is 0.392, with a significant value of 0.017 (1.7%)  $< 0.05$  (5%), which is also interpreted as significant. This means that the perception of halal labels positively and significantly affects consumer preferences for Nirwana Cosmetics in Mamuju Regency. Therefore,  $H_o$  is rejected,  $H_a$  is accepted, or the hypothesis is supported.

#### 4.5. F-Test Result (Simultaneous Test Results)

Table 5. F-Test Results

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.269	2	21.135	12.515	.000 <sup>b</sup>
	Residuals	45.597	27	1.689		
	Total	87.867	29			
a. Dependent Variable: Consumer Preference						
b. Predictors: (Constant), Perceived_Halal_Label, Product_Quality						

Source: SPSS output results processed, 2024

Based on Table 7, the results show that the product quality variables and the perception of halal labels simultaneously affect consumer preferences. The  $F_x$  value is 12.515, more significant than the  $F_{table}$  value of 3.354, indicating a joint influence. The significance value is 0.000, which is less than 0.05, meaning the influence is statistically significant. Based on this data analysis, it can be concluded that product quality and the perception of halal labels simultaneously affect consumer preferences for Nirwana Cosmetics in Mamuju Regency. Therefore,  $H_0$  is rejected, and  $H_a$  is accepted.

#### 4. CONCLUSION

Based on the discussion presented earlier, the researcher draws the following conclusions based on the data analysis results, which correlate with the problem formulation we discussed previously:

1. Product quality positively and significantly affects consumer preferences for Nirwanan Cosmetics in Mamuju Regency.
2. Perceptions of halal labels positively and significantly affect consumer preferences at Nirwanan Cosmetics in Mamuju Regency.
3. Product quality and perception of halal labels significantly affect preferences for Nirwanan Cosmetics in Mamuju Regency.

Based on the analysis and discussion above, the following suggestions can be made:

1. Nirwanan Cosmetics in Mamuju Regency should continue strengthening product quality strategies by expanding and developing a wider variety of Wardah products that cater to the community's needs.
2. Nirwanan Cosmetics in Mamuju Regency should focus on strengthening efforts to build and improve the perception of halal labels by consistently providing education and understanding to the public so they can have greater confidence in the halal Wardah products.

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