

# Original Research Article **To Buy or Not to Buy: A Study of Halal Labelling and Celebrity Endorser on Purchase Decision**

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## **ABSTRACT**

**Aims:** This study aims to determine the effect of Halal Labelling and Celebrity Endorser on Wardah Cosmetics Purchasing Decisions at students of the Faculty of Economics, Makassar State University.

**Study design:** Quantitative descriptive

**Place and Duration of Study:** Makassar City, from January to April 2023

**Methodology:** The population in this study were active female students of the Faculty of Economics UNM class of 2022 with a population of 861 female students. Sampling using purposive sampling technique and obtained a sample size of 100 respondents. The coming analysis technique used is multiple linear regression analysis using SPSS

**Results:** The results of this study obtained a value of the Correlation Coefficient Test of 0.716 which indicates that there is a strong relationship between the two variables. And R square of 0.503 means that the halal labelling variable and celebrity endorser have an influence of 50.3% on purchasing decisions, and the rest is influenced by other variables. This study shows that: 1) Halal labelling has a positive and significant effect on purchasing decisions; 2) Celebrity Endorser has a positive and significant effect on purchasing decisions.

**Conclusion:** There is an influence between Halal Labelling and Celebrity Endorser partially and simultaneously on Wardah Cosmetics Purchasing Decisions on students of the Faculty of Economics, Makassar State University.

*Keywords: Halal Labelling, Celebrity Endorser, Purchasing Decision*

## **1. INTRODUCTION**

Beauty products today have developed along with changes in individual lifestyles and cosmetics have the ability to meet consumer needs to appear more attractive and more confident so that cosmetics cannot be separated in this modern life. Especially for women or female students who in their daily lives really need cosmetics to support their appearance in carrying out several activities such as lecture activities and other activities.

According to the Director General of Small, Medium and Miscellaneous Industries of the Ministry of Industry said that the cosmetics sector grew significantly in 2020, as seen from the growth performance of the chemical, pharmaceutical and traditional medicine industries, where cosmetics are included, grew by 9.39%. The sector contributed 1.92% to the Gross Domestic Product.

Based on the Top Brand Award, it is noted that Wardah ranks first in sales of lipstick products and compact powder products in 3 consecutive years, 2019-2021 with the following percentages:

**Table 1 Top Brand Award Phase 1 2020-2022 (Personal Use Category)**

Product Type	2020		2021		2022	
	Brand	TBI	Brand	TBI	Brand	TBI
Lipstick	Wardah	33.4%	Wardah	33.5%	Wardah	31.9%
	Revlon	9.2%	Revlon	8.8%	Maybelline	11.6%
	Maybelline	7.7%	Maybelline	6.1%	Revlon	7.5%
	Pixy	6.0%	Pixy	5.4%	Pixy	5.6%
	Viva	4.5%	Viva	4.1%	Viva	3.3%
Solid Powder	Wardah	34.6%	Wardah	27.6%	Wardah	26.7%
	Pixy	10.1%	Pixy	10.8%	Pixy	10.8%
	Caring	5.5%	Caring	7.5%	Make Over	7.8%
	Viva	5.1%	Maybelline	4.7%	Maybelline	7.4%
	Maybelline	4.3%	Viva	4.3%	Caring	6.7%

Source: *Top Brand Award, 2023 (Data Processed)*

It can be seen from Table 1 above, which contains data from the Top Brand Award website, that Wardah still ranks first in the highest sales in the last 3 years. Among them are Wardah lipstick with a percentage of 31.9% and Wardah compact powder with a percentage of 26.7% in 2022. However, Wardah included a decrease in the percentage of TBI from the previous year, namely 33.5% for lipstick products and 27.6% for compact powder products in 2021. In contrast to Maybelline brand cosmetics, it can be said that it experienced a significant percentage increase for its lipstick products in 2022 of 11.6% from the previous year which only reached 6.1% in 2021. Meanwhile, Pixy cosmetics brand solid powder products have been able to maintain the second position for the last 3 years with a fairly stable percentage.

As one of the countries that has a majority Muslim population, halal will be important in marketing studies in Indonesia, because currently consumers will pay attention to the halal label listed on the products traded in the market. Halal is the main point for Muslims to do business so that humans are always on the right path, besides that halal is commanded in the book of Muslims, namely the Al-Qur'an. This makes producers come up with a halal labelling strategy, namely a strategy by using Muslim identity in marketing a product and making the product distinctive by promoting a halal brand.

In addition to capitalizing on the halal label, cosmetic manufacturers in Indonesia also aggressively promote their products through the appearance of celebrity endorsers who are considered effective in influencing consumers to reach their target market. Given the relatively strong emotional or feeling factor in stimulating women's buying interest, the appearance of a famous endorser figure is often used as an effective brand ambassador for cosmetic products to stimulate purchasing decisions.

According to Shimp (2003) celebrity endorsers are supporters of an advertisement or commonly known as advertising stars to support a product. Meanwhile, a celebrity is someone who is commonly called an actor, athlete, entertainer who is known in a different field from the product he supports. So, it can be concluded that celebrity endorsers are a marketing process carried out in various media by using the services of celebrities.

Using the right celebrity makes it easier for manufacturers to build product images, target consumers and target consumers effectively for their products (Sathish et al., 2020). The use of advertising stars (endorsers) in an advertisement is in line with the theory of consumer behaviour. (Stephanie et al., 2013) say that currently both large and small, new and old companies compete with each other in seizing the market. Small companies also spend considerable capital so that their products can survive in Indonesia. Celebrities play a very important role in helping smooth marketing activities. Celebrity endorsers can indirectly build a self-image process in consumers (Ahmed et al., 2012).

Table 2 Wardah Cosmetics Sales Level Data 2018 - 2022

Year	Total Sales (Billion)	Sales Percentage	Growth
2018	5,7	18.50%	
2019	5,5	17.80%	-0.70%
2012	6,5	20.10%	2.30%
2021	6,9	21.10%	1%
2022	6,2	22.40%	1.30%

Source: PT Paragon *Technology and Innovation*, 2022 (Data Processed)

Based on Table 3, it can be seen that there were fluctuations in sales data for Wardah cosmetic products from 2018-2022, in 2018-2019 there was a decrease in sales of 0.2 billion, in 2019-2020 there was an increase of 1.4 billion and decreased again in 2021-2022 by 0.7 billion.

Wardah always makes its brand philosophy, namely *Earth, Love, Life* as the life of every promotion. Wardah, one of the cosmetic brands that claims in its advertisement as a halal cosmetic product, received the halal award in 2012. This category is assessed based on its socialization and promotion programs that put the halal aspect as a selling point. Wardah's straightforward communication and promotion strategy is also easily captured by the public because it uses several celebrities who have a religious impression such as Dewi Sandra, Lisa Namuri, Dian Pelangi and Ayana. Celebrities chosen by Wardah as endorsers in campaigning the message of halal cosmetics are considered quite successful.

Puter (2021) states, if a product uses a famous celebrity who has many fans, a good brand image will be created in the community because they think the celebrity has good taste. Research conducted by (Nasir et al., 2016) states that celebrity endorsers have a significant effect on brand image and product purchasing decisions. image and product purchasing decisions

Wardah cosmetic products are in great demand by students of the Faculty of Economics, Makassar State University, because they have a halal label, use celebrities who have a religious impression such as Dewi Sandra, Dian Pelangi, Lisa Namuri, the quality is not inferior to other well-known cosmetics, so the authors want to know that whether halal labelling and Celebrity Endorsers are also consumer considerations in purchasing decisions for Wardah cosmetic products among students of the Faculty of Economics, Makassar State University, in other words can halal labelling and celebrity endorsers have a significant influence on purchasing decisions for Wardah cosmetic products.

## **2. LITERATURE REVIEW**

### **2.1. HALAL LABELLING**

Along with the rapid development of the times, science and technology are developing very rapidly, including how food processing is very varied. In the market, you can find a variety of products of various types, either made by local food companies or imported from outside companies. Even today, there is a lot of food processing that is ready to eat and the food is made from various ingredients, not all of which are clearly halal.

According to Qhardawi (2007) In language, halal comes from Arabic, namely halal, which means "permitted" or "permissible". In terms, halal means things that are allowed and can be done because they are free or not bound by provisions that prohibit them. Based on the definition, it can be concluded that halal labelling is the inclusion of a halal statement on the packaging of a product to give the intention that a product has halal status.

A label is a simple etiquette affixed to the product or an elaborately designed graphic that is part of the packaging. The label may include only the brand name or a lot of information Kotler & Keller (2009).

The halal label is a circular letter made by the Central or Provincial Indonesian Muslim Scholar Council (Majelis Ulama Indonesia / MUI) regarding the halalness of a food, beverage, medicine and cosmetics product produced by a company that has been researched and declared halal. The holder of the power to issue halal product certification is MUI which is technically handled by the Institute for Food, Drug and Cosmetic Studies.

Determining whether a product is halal or haram, be it food, medicine or cosmetics, is not easy. On the other hand, scholars may not fully realize that there are many food, medicine and cosmetic products today. The origin of the ingredients can go through a difficult path, even in some cases it is difficult to determine the origin of the ingredients. On the other hand, scientists' understanding of Islamic law, ushul fiqh and the methodology of determining the halal haram of a food ingredient is relatively minimal. Thus, scholars should try to understand how complex food, medicine and cosmetic products are. Meanwhile, Muslim scientists should re-explore their knowledge of sharia to help scholars understand the complexity of the problem.

### **2.2. CELEBRITY ENDORSER**

Celebrity endorsers are the use of artists as advertising stars in media, ranging from print media, social media, and television media (Shimp, 2003). In addition, celebrities are used because of their celebrity attributes including good looks, courage, talent, elegance, strength, and sexual appeal which often represent the appeal desired by the brands they advertise.

Sisnuhadi & Sirait (2021) explains that endorsers are divided into three. Ordinary people are people who do not come from celebrities. Celebrities are figures (actors, entertainers, athletes) who are known to the public in various fields. Experts are people who have opinions about certain products that are followed by people who do not know them. Celebrities are more effective when they are the personification of the product attributes.

The credibility of the advertising star is also not inferior to the source. The source's message will be more persuasive when it is highly credible (Borzooei & Asgari, 2015). The use of advertising stars in television media is an appropriate alternative strategy to introduce products. Endorsers are often referred to as sources. Belch & Belch (2009) explicitly defines endorsers as advertising supporters. Public figures have strong character and strong appeal, according to Kotler and Keller (2009).

Shimp in (Kurniawan & Kunto, 2014) classifies two general attributes and five specific attributes of celebrity endorsers. TEARS consists of Trustworthiness and Expertise which are two dimensions of credibility (Andriani, 2021). Physical Attractiveness, Respect and

Similarity are the general concepts of Attractiveness (Khan, 2016). Good and effective advertisements contain ideal messages that can attract attention, arouse further curiosity, arouse desire, and stimulate real action. The success of an advertisement is inseparable from the role of the advertising star. The use of advertising in television commercials is an alternative strategy to introduce products to consumers (Darmansyach et al., 2014). Celebrities are believed to be able to influence consumer buying interest in order to boost product sales. The use of celebrity endorsers who have millions of fans, brilliant careers, and increasing popularity, of course, will be very easy to create audience awareness of the endorsed brand (Zahra, 2018).

### 2.3. PURCHASING DECISION

Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviours and choose one of them (Kamilah, 2017). Purchasing behaviour implies direct individual activities involved in exchanging money for goods and services (Elly, 2018).

Purchasing decisions are the selection of two or more alternative purchasing decisions, meaning that if someone can make a decision, several alternative choices must be available (Schiffman & Kanuk, 2000). Decisions about the type of product, brand, sale, quantity and time of purchase are some indicators of purchase (Romla & Ratnawati, 2018). Buyer decisions are also influenced by characteristics, including age, occupation, economic circumstances (Melpiana & Sudarajat, 2022).

Purchasing is the stage of the decision-making process where consumers actually buy products (Kristanto et al., 2017). A product has the ability to satisfy a need and be the best available. In the buying process, marketers try to determine consumers' protective buying motives. Protective purchase motives are the reasons consumers shop at certain stores or places (Andrianto et al., 2016). There are indicators in the purchasing decision process, namely Problem Recognition, Information Research, Alternative Evaluation, Purchase Decision, and Post-Purchase Decision (Hikmawati, 2019). At this stage, consumers recognize a problem or need that must be met (Fristiana, 2012). After evaluating several alternatives, customers can decide whether a product will be purchased or decide not to buy at all (Kalangi et al., 2019).

## 3. RESULTS AND DISCUSSION

### 3.1. RESULTS

#### 1. Multiple Linear Regression Analysis

Table 3 Multiple Linear Regression

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7,351	3,203		2,295	0,024
	HALAL LABELING (X1)	0,555	0,060	0,660	9,281	0,000
	CELEBRITY ENDORSER (X2)	0,200	0,061	0,233	3,284	0,001

a. Dependent Variable: PURCHASE DECISION (Y)

Source: Primary data processed using SPSS, 2023

Based on the results of the multiple linear regression analysis test above, the linear regression equation and its explanation are obtained as follows:

$$Y = 7.351 + 0.555X_1 + 0.200X_2$$

**2. Hypothesis Test**  
**a. Partial Test (t Test)**

		Coefficients <sup>a</sup>			T	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	7,351	3,203		2,295	0,024
	HALAL LABELING (X1)	0,555	0,060	0,660	9,281	0,000
	CELEBRITY ENDORSER (X2)	0,200	0,061	0,233	3,284	0,001

a. Dependent Variable: PURCHASE DECISION (Y)

Source: Primary data processed using SPSS, 2023

Based on the table of partial test results (t test) above, the  $t_{count}$  value is  $9.281 >$  from  $t_{table}$  (1.98472) and the  $t_{count}$  value is  $3.284 >$  from  $t_{table}$  (1.98472) with a significance value (Sig.)  $0.00 < 0.05$ , then  $H_0$  and  $H_1$  and  $H_2$  are accepted. From this it can be concluded that halal labelling and celebrity endorsers partially have a significant effect on purchasing decisions for Wardah cosmetics.

**b. Simultaneous Test (F Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	772,149	2	386,075	51,079	,000 <sup>b</sup>
	Residuals	733,161	97	7,558		
	Total	1505,310	99			

a. Dependent Variable: PURCHASE DECISION (Y)

b. Predictors: (Constant), CELEBRITY ENDORSER (X2), HALAL LABELISATION (X1)

Source: Primary data processed using SPSS, 2023

Based on the table of simulant test results (F test) above, the  $F_{count}$  value is  $51.079 >$   $F_{table}$  value of 3.09 and has a significant value of 0.000 or less than 0.05, so it can be concluded that the Halal Labelling and Celebrity Endorser variables simultaneously have a significant effect on the Product Purchase Decision variable.

**3.2. DISCUSSION**

**1. The Effect of Halal Labelling on Purchasing Decisions**

Based on the results of the descriptive analysis of the respondents, it is known that the indicator on the halal labelling variable gave the highest score with the statement "the existence of the word "halal" found on Wardah products helps me identify the product before making a purchase" with a total score of 428 which is on the Very Good index. This indicates that the Wardah Cosmetics company has successfully implemented a marketing strategy in the form of including halal labelling in each of its products. Where halal labelling is considered by consumers to be the main factor in making product purchasing decisions, because the halalness of a product will have a good impact on the health of these consumers. So that this has an impact on product purchasing decisions.

The lowest score is in the first point of the Halal Label Knowledge indicator with the statement "I know that the ingredients contained in Wardah products are halal-tested ingredients" this indicates that students do not know for sure the ingredients or composition contained in Wardah cosmetics, the most important thing according to them is enough with

the Halal label on Wardah products in identifying and considering the quality of the cosmetic products they want to buy.

These results support the opinion of Satyahadi (2018), the existence of a label on a product is very important. This is because the label is the identity of a product. With the label included, consumers can distinguish between one product and another. In addition, consumers can also get the product they want. This research is in line with the results of previous research by Widyaningrum (2016), Halal Label has a significant effect on purchasing decisions and celebrity endorsers have a significant effect on purchasing decisions.

## **2. The Influence of Celebrity Endorsers on Purchasing Decisions**

Based on the results of the descriptive analysis of respondents, the lowest score is in the Expertise indicator with the statement "Celebrity Endorsers look very experienced in marketing products" which means that students who answer disagree already know that there are still many celebrities who advertise Wardah cosmetics who are not experts or inexperienced in promoting these cosmetics. That could be because celebrities advertise just advertising without ever trying Wardah cosmetic products before.

This is in accordance with previous research conducted by Gumelar (2016) which states that Celebrity Endorser has a positive and significant effect on purchasing decisions for Wardah cosmetics (study on undergraduate students of Yogyakarta State University).

This is also in accordance with the theory of Shimp (2003) which argues that celebrity endorsers are using artists as advertising stars in media, ranging from print media, social media, and television media. The use of celebrities is expected to attract consumer attention and make consumers confident, because the use of celebrities usually represents the characteristics of the product. Perception is a process in which individuals organize and interpret their sensory impressions to give meaning to their environment (Chalimah & Sakhowi, 2014).

## **3. The Effect of Halal Labelling and Celebrity Endorser on Purchasing Decisions**

Based on the results of descriptive analysis, respondents with a score answering disagree are in the confidence indicator which states that "Wardah products are quality products that make me want to keep buying them". This indicates that there are still female students who answer that they are not sure about Wardah products so that they consider many things in making purchasing decisions.

This is in accordance with previous research conducted by Widyaningrum (2016) which states that Halal Labelling and Celebrity Endorser have a significant positive effect on Purchasing Decisions (Survey on Wardah Consumers in Ponorogo). So, it can be concluded that Halal Labelling has an effect on consumer purchasing decisions because students do not just use or consume goods or cosmetics but they look at the health, halalness, purity and good side which will have a direct impact on consumers themselves. Celebrity Endorser here is also a factor that influences purchasing decisions for a product with influencing factors including: Trustworthiness, Expertise, Attractiveness, Respect, Similarity. Because if the celebrity used has attractiveness, and is able to explain the advantages of the product well, has many fans and a positive image, then the consumer's perception of the product will be good too.

Purchasing decisions are matters relating to all decisions that have been made (after consideration, thought, and so on) towards the purchase of a product. Purchasing decisions according to Drumood (2003) are identifying all possible options for solving this problem and choosing options systematically and objectively as well as goals that determine the advantages and disadvantages of each.

#### 4. CONCLUSION

After discussing the data from the research results regarding the Effect of Halal Labelling and Celebrity Endorser on Purchasing Decisions for Wardah Cosmetics Products, the following conclusions can be drawn.

1. There is a positive and significant influence between Halal Labelling on Wardah Cosmetics Purchasing Decisions.
2. There is a positive and significant influence between Celebrity Endorser on Wardah Cosmetics Purchasing Decisions.
3. There is an influence between Halal Labeling and Celebrity Endorser simultaneously on Wardah Cosmetics Purchasing Decisions.

#### **COMPETING INTERESTS DISCLAIMER:**

**AUTHORS HAVE DECLARED THAT THEY HAVE NO KNOWN COMPETING FINANCIAL INTERESTS OR NON-FINANCIAL INTERESTS OR PERSONAL RELATIONSHIPS THAT COULD HAVE APPEARED TO INFLUENCE THE WORK REPORTED IN THIS PAPER.**

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