



Uncovering the Importance of Halal Toiletries: Determinant Factors Contributing Halal Toiletries' Purchase Intention

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ABSTRAK

One of the products that needs to have halal label is toiletries. Toiletries are ranked as fourth halal product that receives attention so that they have huge potential to optimize. This research is needed to support the sustainability of halal industry especially toiletries product. This research is aimed at investigating the impact of halal awareness, attitude, subjective norms, perceived behavior control towards halal toiletries' purchase intention. This study was conducted on 274 respondents through questionnaire as the research instrument. The research findings portrayed a significant impact of halal awareness, attitude, subjective norms, perceived behavior control towards halal toiletries' purchase intention. Attitude played the role as the partial mediation between halal awareness and halal toiletries' purchase intention.

INTRODUCTION

Halal industry has grown towards various sectors including food, cosmetics, toiletries, and even tourism sectors. Halal product consumption throughout the world reaches 1.8 trillion dollar while halal product consumption in Indonesia reaches 225.7 billion dollar (Vizano et al., 2021). The number of Indonesian Muslim reaches 86.9% out of the whole population in Indonesia (Data Indonesia, 2021). Toiletries are the product collection to take a bath such as soap, shampoo, tooth paste, mouthwash, and other products. Various products distributed to the market are both produced within the country and the products imported from abroad. Many products have gotten the halal certification from *Majelis Ulama Indonesia* (MUI) or Indonesian Council of Ulama (Nadha, 2020). Halal toiletries are necessity for Muslim people as required by the government (Divianjella et al., 2020). On the other hand, there are also products which have not gotten the halal certification. Indonesia as one of the countries with big population of Muslim people intends to play a bigger role, not only as the country using halal products but also as a country that is capable of manufacturing halal products with high quality to fulfill the consumers' need (Shafie & Mohamad, 2002).

The economic value portrayed by halal industry is estimated to gradually increase. It is reported that the global Muslim people's purchase in 2022 grows by approximately 9.1%. The growth score will continue to increase with the achievement estimation of 2.8 trillion dollar or the increase rate of 7.5% (Kemenparin, 2022). The growing halal industry indicates the increase of halal awareness on Muslim consumers. Toiletries are manufactured from various chemical and natural ingredients. The chemical content and the component originated from animal content need to pass the halal certification (Republika, 2020). Based on the data from IHATEC (Indonesia Halal Training and Education Center), it is shown the categories which receive attention regarding the halal label are: 1) restaurant and café; 2) food and beverages; 3) medicine; 4) toiletries; 5) cosmetics; 6) fashion; 7) service. According to the data, toiletries are in the third position (Rahayu, 2022).

Indonesia as one of the Muslim countries needs to play a more active role in the development of halal industry. On the other hand, research regarding toiletries has not yet been conducted by many researcher (Rahim et al., 2015). The minimum number of research on halal product use opens the opportunity to conduct research to obtain the knowledge of halal awareness as the overview of halal product for the consumers. Research on halal product awareness is still limited and is needed to be increased (Ismaja & Kijkasiwat, 2022). Halal awareness plays an important role to be discovered in the marketing of halal products (Aziz & Chok, 2013). It is important to find out the consumers' perception towards halal toiletries to promote the sustainability of halal industry especially the halal toiletries.

Halal awareness has the contribution to shape the halal food's purchase intention (Septiani & Ridlwan, 2020). Halal awareness is aimed to have the interest or the experience regarding something or obtain the knowledge of

beverage, food, or other halal products (Anggraini & Dewanti, 2020). The conducted research aims at investigating the impact of halal awareness and attitude towards toiletries' purchase intention. This research also aims at discovering the effect of social environment as seen from the subjective norms or someone's belief in acting (perceived behavior control) towards halal toiletries' purchase intention. This research will contribute for the marketers to discover the components affecting halal toiletries' purchase intention.

LITERATURE REVIEW

Halal Awareness

Halal awareness is the consciousness of halal product use possessed by consumers. Halal awareness pictures someone's cognition to have an intention in purchasing halal products. Halal products have several superiorities such as giving comfort, hygiene, and safety. Awareness has the role in doing a purchase transaction (Aziz & Chok, 2013; Mostafa, 2020). Awareness is an understanding, knowledge, and capability to comprehend something specifically. The sufficient knowledge will give the knowledge overview needed by the consumers (Bashir, 2020; Muslichah et al., 2020).

Knowledge plays the important role to drive the consumers to consume halal products (Vanany et al., 2020). The shaped halal awareness in consumers' mind will push the consumers to be selective in purchasing. Consumers tend to prioritize the product purchase which has been labeled as halal by the institution guaranteeing the product halal managed by governmental institution and the recognized special institution. Halal food is also able to promote consumers' confidence. Halal products are the products which are safe to be used so that they will not harm the products' users (Alfikri et al., 2019; Rahim et al., 2015). Halal awareness has positive impact on halal food products' purchase (Abdalla Mohamed Bashir, 2020; Zakaria et al., 2018).

H1: Halal awareness significantly influences attitude towards halal toiletries.

H2: Halal awareness significantly influences halal toiletries' purchase intention.

Theory of Planned Behavior Attitude, Subjective Norms, Perceived Behavior Control

The theory used to conduct this research is Theory of Planned Behavior (TPB) which consists of three variable components namely attitude, subjective norms, and perceived behavior control as the independent variables while purchase intention becomes the dependent variable. The Theory of Planned Behavior was described by Ajzen in 1991 (Bosnjak et al., 2020). This theory

develops the approach used by individual to do an act. Attitude is the aspect of individual's belief regarding the benefits and the loss of particular action.

Attitude represents a situation of liking or disliking a behavior. Attitude is a factor considered by the consumers to do various halal products' purchase. Positive attitude increases the intention to purchase halal cosmetics (Divianjella et al., 2020; Piartrini, 2020; Rahman, 2015). The research (Astuti & Asih, 2021) showed that there was an impact of halal awareness towards the purchase intention on halal food. Attitude also plays the role in purchasing medicine which have passed the halal test (Mukhtar & Butt, 2012). A lot of research above have indicated the impact of attitude towards the purchase intention of halal cosmetics, food, and medicine. Attitude also plays the role as the mediation between religiosity and the purchase intention of halal meat products. Halal meat products sold by local sellers were more demanded compared to the halal meat displayed in supermarket. Buyers believe that the meat sold by local people are more guaranteed regarding the halal process. The products labeled as halal achieve rapid growth in various sectors (Garg & Joshi, 2018).

Subjective norms as the manifestation of normative belief aspect possessed by an individual towards an action are influenced by environmental factors. The influence of the family environment comes from family and friends. Subjective norms have a role in making decisions to purchase a product (Fiandari et al., 2022). Perceived behavior control is an individual's belief to actualize an action based on the possessed ability. Those three components are considered to drive the intention shaping on individuals to act (Omran, 2014; Palupi & Sawitri, 2017; Piartrini, 2020).

Perceived behavior control is an individual's belief in the convenience to act. Consumers who have the belief to be able to act will actualize the planned action. The consumers who feel the convenience to purchase halal products will manifest to do the purchase (Mohd Suki & Abang Salleh, 2016 ; Damit et al., 2019). The consumers who experience difficulties in purchasing halal products will delay the purchase. This is in line with the research conducted by Bashir et al., (2019) on Muslim consumers living in South Afrika as the Muslim consumers were the consumers with limited number. The presence of non-Muslim consumers is bigger than Muslim consumers. It leads to the limited number of halal products so that Muslim consumers cannot meet their halal products' purchase sufficiently. Muslim consumers have the limitation in doing the purchase so that Muslim consumers are not capable to purchase halal

products easily. The limitation causes perceived behavior control which is shaped lowly so that halal products' purchase intention is also low.

H3: Attitude significantly influenced halal toiletries' purchase intention.

H4: Subjective norms significantly influenced halal toiletries' purchase intention.

H5: Perceived behavior control significantly influenced halal toiletries' purchase intention.

H6: Attitude plays the role as the mediation towards halal toiletries' purchase intention.

Conceptual Framework

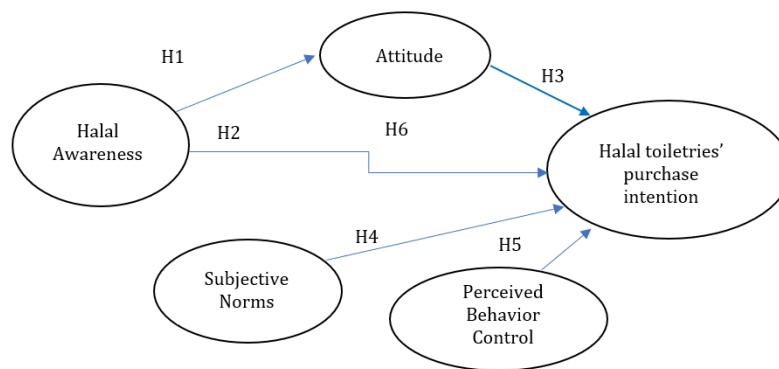


Figure 1. Conceptual Framework
(Researcher,2022)

METHODOLOGY

This research is an explanatory study. This research is aimed at examining the correlation among the variables formed from independent variable and dependent variable. This research was conducted in Indonesia from July to October 2022. The scale used in this research in measuring attitude variable was interval scale (Johe & Bhullar, 2016), while the measurement of halal awareness, subjective norms, perceived behavior control, and purchase intention variables utilized Likert scale (Bashir, 2019; Fiandari et al., 2019). The scales used were five-level scale. Hypothesis testing on independent variables toward dependent variables used the analysis tool of Partial Least Square (PLS). The sampling method in this study was purposive sampling technique where this method observed specific research object characteristics. The respondents

in this study were aimed at the consumers who have used halal toiletries at least once. The data collection was conducted by distributing questionnaire using Google form. The questionnaire was shared through WhatsApp group. The respondents who filled the questionnaire were 274 consumers.

RESEARCH RESULT AND DISCUSSION

This research findings showed table 1. Result of measurement that the convergent validity reflected in the Average Variance Extracted (AVE) was bigger than 0.50. Convergent validity is a measurement aimed to discover convergent construct explaining the variance of the observed indicator (Hair et al., 2017). Respectively, the AVE score of halal awareness was 0.778, attitude was 0.671, subjective norms was 0.808, perceived behavior control was 0.620, and purchase intention was 0.772. The AVE scores of the four variables indicated the scores from 0.620 to 0.808 which had the score higher than 0.50, thus the convergent validity was met. The next score referred to the result of composite reliability. Composite reliability indicated the internal reliability rate; the composite reliability scores between 6.0 and 7.0 can be used in an explanatory study. Composite reliability scores between 7.0 to 0.90 are good to be used; the research findings showed that the composite reliability score of halal awareness reached 0.875, attitude reached 0.891, subjective norms reached 0.927, perceived behavior control reached 0.907, and the purchase intention of halal toiletries reached 0.910. All variables have met the reliability criteria. Assessment of construct validity in Table 2. Fornel locker criterion can be seen from the comparison of AVE root values with correlation values between variables. The The test results show that the value of AVE root value has higher value than the correlation value between variables, so the model has good discriminant validity (Fornell & Larcker, 1981).

Table 1. Result of Measurement

Construct Indicator	Loading	Cronbach's Alpha	α	CR	AVE
Halal Awareness		0.716	0.725	0.875	0.778
Care of halal toiletries	0.898				
Halalis important because it is required by religion	0.866				
Attitude		0.837	0.846	0.891	0.671
Using halal toiletries is important	0.836				
Passion in using halal toiletries	0.812				
Using halal toiletries is positive	0.774				
Using halal toiletries is fun	0.853				
Subjective norms		0.881	0.881	0.927	0.808
Family wants me to use halal toiletries	0.872				
My best friends want me to use halal toiletries	0.916				
My neighbors suggest to use halal toiletries	0.909				
Behavior Control		0.878	0.883	0.907	0.620
I use halal toiletries without force	0.791				
I feel free to use halal toiletries	0.787				
I am confident in using halal toiletries that I want	0.820				
I have the capability to purchase halal toiletries	0.718				
I have the opportunity to use halal toiletries	0.805				
I use halal cosmetics and toiletries easily	0.801				
Purchase Intention		0.852	0.854	0.910	0.772
I am more into purchasing halal toiletries	0.887				
I am willing to search for halal toiletries	0.890				
I intend to use halal toiletries in the future	0.859				

Table 2. Fornel locker criterion

	Halal Awareness	Perceived Behavior Control	Purchase Intention	Subjective Norms	Attitude
Halal Awareness	0.882				
Perceived Behavior Control		0.468	0.788		
Purchase Intention	0.614	0.729	0.879		
Subjective Norms	0.413	0.441	0.543	0.899	
Attitude	0.619	0.588	0.673	0.533	0.819

The step done after conducting validity and reliability testing was conducting measurement on the structural model. The measurement was conducted to assess the significance retrieved by indicator and path coefficient (Chin et al., 2008). The measurement of the model quality can be seen from the determination coefficient (R^2), the score of cross-validation redundancy (Q^2). The analysis results indicated that halal awareness influenced the attitude as much as 61.9%, subjective norms playing the role in shaping purchase intention as much as 15.1%, perceived behavior control playing the role in shaping purchase intention as much as 44.5%, attitude plating the role in shaping purchase intention as much as 19.3%. Halal awareness played the role in shaping purchase intention as much as 22.3% while attitude played the role in shaping halal toiletries purchase intention as much as 19.3%.

The score of Q^2 was used to find out the predictive strength of independent variables toward dependent variables. There were three categorizations of Q^2 predictive score which were 0.25 indicating weak prediction, 0.5 indicating moderate prediction, and the score of 0.75 indicating strong predictive score. The research findings showed that purchase intention got predictive score of 0.511 indicating moderate predictive score ability. Attitude showed the predictive score of 0.248 which was near to 0.25 score with weak predictive category.

The research findings showed the direct effect and indirect effect at table 3. Path Coefficient. The result of the direct effect among the variables was reflected as follow: halal awareness affected significantly on attitude with the path coefficient score of ($\beta = 0.619, p < 0.01$). Halal awareness affected significantly on the value of toiletries purchase ($\beta = 0.223, p < 0.01$). The score for attitude affected significantly on the purchase intention of toiletries with path coefficient score of ($\beta = 0.193, p < 0.01$). The score for subjective norms

affected significantly on the purchase intention ($\beta = 0.151$, $p < 0.01$). The score of perceived behavior control affected significantly on the purchase intention with path coefficient score of ($\beta = 0.445$, $p < 0.01$). This research findings also indicated that halal awareness affected significantly on halal toiletries' purchase intention through the attitude with path coefficient score of ($\beta = 0.120$, $p < 0.01$). Attitude played the role as the partial mediation between halal awareness variable towards purchase intention variable.

Table 3. Path Coefficient

Path			Supported
<i>Direct effect</i>	β	T- value	
Halal Awareness => Attitude	0.619	18.162	Yes
Halal Awareness => Purchase intention	0.223	4.654	Yes
Attitude => Purchase intention	0.193	3.413	Yes
Subjective Norms => Purchase intention	0.151	3.837	Yes
Perceived Behavior Control => Purchase intention	0.445	9.399	Yes
<i>Indirect Effect</i>			
Halal Awareness => Attitude => Purchase intention	0.120	3.440	Yes

Halal awareness showed the significant effect towards attitude. Halal awareness possessed by the consumers will shape positive attitude. The result is relevant to the research (Astuti & Asih, 2021) that the awareness possessed by the consumers will shape positive attitude and influenced purchase intention. The correlation between halal awareness and attitude is quite significant. It indicated that the consumers' halal awareness to use halal toiletries products has been shaped. Considering the use of halal products is required in Islam religion. Halal awareness also indicated the significant effect on halal toiletries' purchase intention. This research finding is contradictory to the research findings of Rektiansyah & Auwalin (2022) that halal awareness was not able yet to shape purchase intention of instant noodle among youngster in Sumenep. The strong halal awareness towards attitude would be able to push halal product's purchase intention shaping. The strong halal awareness was proven to be able to shape consumers' attitude in purchasing halal toiletries. The positive attitude would be able to shape halal toiletries' purchase intention. This research finding is in line with the study conducted by Balques et al., (2017) that attitude was able to drive halal products' purchase intention.

Halal products' purchase intention was also affected by subjective norms and perceived behavior control. Perceived subjective norms have the influence on halal toiletries' purchase intention. Subjective norms were the belief possessed by an individual based on the reference from a group of individuals withing the surrounding environment to do particular action. Positive subjective norms reflect a group's perception on the intention to act which has a good meaning. Research findings showed that there were significant effects on halal toiletries' purchase intention so that subjective norms had the correlation in actualizing halal toiletries' purchase intention. This is in line with the research Efendi (2020) that subjective norms had positive effect on the purchase of halal-labeled foods. It strengthened that halal had become an important consideration for groups in the community to do a purchase. It was interesting that subjective norms also put effects on halal food products' purchase among non-Muslim people (Wulandari & Ratnasari, 2020). It indicated that non-Muslim group's perception regarding halal products had positive value on halal foods' purchase intention so that subjective norms had effects on halal products' purchase intention. The shaping of halal perception among non-Muslim groups showed that there was care regarding halal products. The next antecedent which affected purchase intention was perceived behavior control.

Perceived behavior control is a capability perception possessed by the consumers to actualize an action seriously. Consumers who have the capability to actualize an action as shown in a consumer who has a willingness and belief to purchase halal toiletries will actualize the purchase. This research finding is in line with the study conducted by Agistya & Khajar, (2022); Hartahati & Rahmawaty, (2016); Primadiani et al., (2022) that the stronger the belief possessed by an individual is, the stronger the drive to purchase halal products is.

The score of halal awareness indirect effect towards purchase was ($\beta = 0.106$, $p < 0.01$). Research findings indicated that there was an effect of halal awareness towards purchase intention of halal toiletries. Halal awareness also affected purchase intention so that attitude became the partial mediation on the correlation. The research findings above the consumers' capability to purchase halal toiletries had the gaps to improve. It is important for toiletries manufacturers to pay attention to the halal of their products. Consumers have caring value towards the halal of toiletries. For the consumers, the halal is a thing required to be concern about. The consumers had the spirit to use halal toiletries.

The consumers expected that halal toiletries were positive thing. The use of halal toiletries was a pleasant thing because there was no doubt in using those products. Family and other close relations gave the support to halal toiletries' consumers. The consumers used halal toiletries without any force. The consumers had the confidence in using halal toiletries.

It is important for toiletries manufacturers to optimize products' quality so that the consumers have pleasant product experience and gives experience impact for human body parts such as giving clean feeling and giving comfort. One of the components that need the attention is the surfactant ingredient in toiletries products. Surfactant is an ingredient used for toothpaste and other toiletries to produce foam. The foam is able to give a pleasant sensation in the process of using the product. Surfactant can help cleaning the teeth and preventing the formation of dental plaque (Kumar & Tyagi, 2014). Toiletries also use other chemical ingredients that are useful in keeping the body sanitation and appearance. The use of chemical ingredients also needs to be limited so that they will not bring harm for the health (Kompas, 2017).

Toiletries are also made of natural ingredients originated from plants. Natural ingredients have the superiority in giving the benefits for a long term and do not cause harm for the body and environment. There are also disadvantages in using natural ingredients namely the consumers do not get direct benefits since natural ingredients need time for the absorption process into the body. Several advantages obtained from natural ingredients like *Acacia cancinna* plant are giving the benefit to clean the hair, stimulating the hair to grow longer and shiny, and preventing dandruff. *Calendula officinalis* flowers contains anti-oxidant to help healing wound and functions as anti-inflammation. Garlic is beneficial to decrease the oil and help preventing the formation of acne. The things from toiletries made of natural ingredients that need our attention is the importance of a standardization during the manufacture process to produce high quality products (Kumar & Tyagi, 2014).

Standardization is required to guarantee the product quality originated from natural ingredients. The government establishes Law 141 Government Law Number 39 Year 2021 regarding the importance of halal certification (Kemenag, 2021). The implementation of the rule regarding halal products becomes a potential for companies to promote their products to bigger audience (Malaymail, 2016).

CONCLUSIONS AND RECOMMENDATIONS

According to the research findings above, it is showed that there was significant effect of halal awareness on the attitude towards halal toiletries. Halal awareness played the role in shaping the purchase intention. Strong halal awareness was able to promote the shaping of attitude. Attitude put effect on the purchase intention. Subjective norms gave an effect on the purchase intention; the stronger the subjective norms were, the stronger the purchase intention was developed towards halal toiletries. Perceived behavior control affected purchase intention shaping significantly, thus the consumers who felt that they had the capability would be more convinced to purchase the products. Halal awareness affected purchase intention significantly through attitude, so that attitude played the role as the mediator towards halal toiletries' purchase intention shaping.

The research on the use of halal toiletries by consumers is still limited. The future researchers can conduct research by using other variables such as the effect of influencer towards halal toiletries purchase. This research only aims to cover consumers whose religion was Islam so that there are research gaps on the effect of halal awareness, attitude, subjective norms, and perceived behavior control towards halal toiletries purchase intention among non-Muslim consumers. The development of halal toiletries product has the potential in the future so that it is important for the manufacturers to obtain halal certification.

ADVANCED RESEARCH

This research still has limitations so it is necessary to carry out further research related to the topic "Uncovering the Importance of Halal Toiletries: Determinant Factors Contributing Halal Toiletries' Purchase Intention" to perfect this research, as well as increase insight for readers.

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