

Increasing Buying Interest Halal Cosmetic Products Based on the Lifestyle of Millennial Consumers in Kendal Regency

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Abstract

Buying interest arises after going through the process of evaluating alternatives, during which an individual will formulate a decision plan regarding the product to be purchased based on interest or brand. The purpose of this research is to understand the influence of religiosity and halal knowledge on purchasing interest through lifestyle. The analysis method used in this study is explanatory research with a quantitative approach. In this study, the sample used consisted of 138 Millennial consumers in Kendal Regency. Data collection was done through an online questionnaire. The analysis in this research utilized regression analysis with SPSS 26 software package, and the Sobel test was used to examine the influence of intervening variables. The results of this study indicate that religiosity significantly and positively affects lifestyle. Religiosity and knowledge of halal have a significant positive effect on lifestyle. Religiosity has a significant positive effect on buying interest. Halal knowledge does not have a significant positive effect on buying interest. Lifestyle has a significant positive effect on buying interest. The result for indirect influence, namely lifestyle, is able to mediate well between religiosity and halal knowledge on buying interest.

Keywords: Religiosity; halal knowledge; lifestyle; buying interest

INTRODUCTION

The majority of the population in Indonesia is Islam, of course, has various rules, obligations, and commands that must be followed by all its followers. Consuming halal products and avoiding haram products is one of its teachings. This teaching is one of the main ways to measure the faith and piety of its believers towards Allah SWT. Based on the statement above, all products consumed by the Muslim community must be halal certified. Halal certification can be defined as a systematic testing activity to ensure that goods produced by companies meet halal requirements.

Consumers of cosmetics can come from various backgrounds, one of which is the millennial generation. In their daily lives, many millennial women are easily influenced to purchase cosmetic products. Therefore, what consumers currently need are necessities for study, work, social status, economic status, and so on. As a result, many companies compete to meet consumer needs by offering various options. As a result, many companies compete to meet consumer needs by offering various product variations, qualities, and so on, in order to align with consumer expectations. Therefore, consumers often feel confused before making a purchase, and they must plan what type of product they will buy.

Although research on purchasing interest has been conducted by previous researchers, there are still some differences regarding the results of that research. Theoretically, increasing one's knowledge in Islamic teachings should have a positive impact on their buying interest. Ayub and Kusumadewi (2021) found in their study that knowledge of halal products has a significant positive effect on consumer buying interest. According to research (ZAP Beauty Index, 2020) almost all Indonesian women (65.4%) have paid attention to the safety of the beauty products they use. Products that are safe and have received BPOM labels make Indonesian women feel safer using them on the other hand, according to (Hamdan et al., 2013), there is a positive but not significant relationship between knowledge of halal products and buying interest.

According to Yaakub and Sham (2021), if consumer religiosity is high, they will decide to purchase products that are guaranteed safe and halal according to Islamic teachings. On the other hand, according to the research by Ikhsan and Sukardi (2020), there is a positive but not significant influence between religiosity and buying interest. Based on the existing issues, this research addresses the theme of the factors causing consumers to have an interest in purchasing halal cosmetic products. The novelty of this study lies in the addition of lifestyle as a mediating variable between religiosity and halal knowledge with buying interest.

According to Johnson et al. (2001), religiosity is defined as the extent to which an individual is committed to their practiced religion and its teachings, as well as the attitudes and behaviors that reflect that commitment religious involvement influences consumer behavior and social behavior. According to Mokhlis (2006), highly religious individuals should view the world according to religious teachings and implement their faith into their lives This can be measured using indicators adapted from the research of Cokrohadismarto and Kholis (2023), which include (1) Keeping Allah's trust (2) Believing in Allah and the pillars of faith (3) Avoiding immoral actions (4) Upholding commandments and prohibitions.

According to Saniatuzzahroh and Trisnawati (2022), halal knowledge is an individual's insight or perception about a product that is used or consumed. In other words, consumers tend to choose products labeled as halal because they believe that such products are safe for consumption based on Islamic teachings. In this study, we used indicators adapted from Golz et al's (2010) research, including (1) Awareness, (2) Understanding, and (3) Attitude.

According to Sutrisno (2002), lifestyle is broadly defined as the way of life determined by how someone spends their money, time (activities), what they consider important in their environment (preferences), and what they think about themselves and the world around them (opinions). The lifestyle of a society will differ from that of another society. The lifestyle of an individual and a specific group within society will dynamically evolve over time. However, lifestyles do not change quickly for a period of time, these lifestyles are relatively permanent. This is measured by indicators adapted from Sutrisno's (2002) research including (1) Activity (2) Interest (3) Opini.

According to Kotler et al. (2014), buying interest arises after going through the alternative evaluation process, during which an individual will formulate a decision plan regarding the product to be purchased based on interest or brand in this study, there are 3 indicators adapted from Abd Rahman et al's (2015) research, which include (1) Liking (2) Preference (3) Conviction.

In the research conducted by Miatun & Santoso (2020), it was found that the variable of religiosity is significantly related to or influences consumer lifestyle The greater the religiosity, the greater its impact on consumer lifestyle. Based on this, Hypothesis H1 is published: religiosity has an effect on lifestyle.

According to Rahmawati (2020), halal knowledge has a significant positive influence on lifestyle. Based on this, Hypothesis H2 is accepted : halal knowledge has an effect on lifestyle.

The results of the study by Rahman et al. (2015) indicate that religiosity has a significant positive influence on the intention to purchase halal cosmetic products Mukhtar and Butt (2012) also state that religiosity significantly affects an individual's intention to buy halal products. Adiba and Wulandari (2018) also stated that Muslim communities with high levels of religiosity tend to have stronger intentions to purchase halal skincare products, resulting in positive responses towards consuming them. Based on this, Hypothesis H3 is accepted: religiosity has an effect on buying interest.

According to previous research by Mahardika (2019), knowledge of halal significantly influences consumer purchasing interest; as knowledge increases, it tends to affect purchasing interest According to the Institute of Research Advances & Arshad (2015), knowledge is crucial for consumers in determining the purchase of a product, especially halal products. According to the Institute of Research Advances & Arshad (2015), knowledge is crucial for consumers in determining the purchase of a product, especially when buying halal products Jaafar et al (2013) stated that consumers do not mind paying more for halal products because they believe in Islamic law that promotes safe, high-quality, and clean products. Based on this, Hypothesis H4 is accepted: halal knowledge has an effect on buying interest.

According to research done by Supriyono and Rahmawaty (2021), it was revealed that lifestyle has a significant positive effect on buying interest. Meanwhile, according to Anggraini (2022), the more positive the lifestyle for choosing products, the more positive consumer buying interest will be in purchasing products. Based on this, Hypothesis H5 is accepted: lifestyle has an effect on buying interest.

This research aims to test and analyze the influence of religiosity, halal knowledge on buying interest with lifestyle as a mediating variable for Millennial Consumers in Kendal Regency. The benefits of this research consist of theoretical benefits, namely: to develop marketing management knowledge, especially related to Religiosity, Halal Knowledge and Lifestyle of millennial consumers regarding decision making to purchase halal cosmetic products. The practical benefits are as a basis for increasing consumer buying interest by implementing the concept of Religiosity, Halal Knowledge, lifestyle towards Millennial Consumers' Buying Interest in Halal cosmetics in Kendal Regency.

METHOD

This research is a quantitative study that tests a hypothesis, aiming to strengthen or refute a hypothesis/theory or previous research findings. Therefore, the type of research conducted is explanatory research, which is descriptive and investigative Singarimbun (2011) stated that this study analyzes the relationship between one variable and another, or when a variable influences another variable.

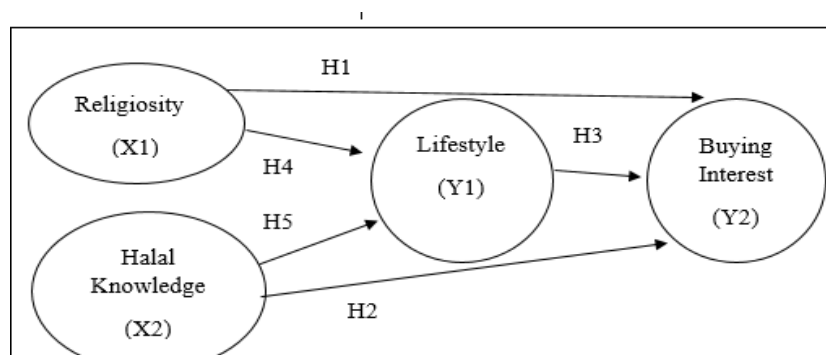


Figure 1. Theoretical Framework

Population and Sample

Ridwan and Kuncoro (2007) stated that population is the totality and size that can be analyzed, or population is the goods or objects that exist in a certain area and meet certain criteria in relation to the above, demography in this research refers to the halal cosmetic customers of the millennial generation in Kendal Regency whose exact number is not yet known. While sample determination technique uses purposive sampling, where sampling is used to select participants based on the specified research objectives, namely with criteria of consumers who are knowledgeable about halal cosmetic products and have not yet experienced consuming halal cosmetic products. According to Riyanto and Hermawan (2020), sample calculation using the Lameshow method can be utilized if the entire population is not known with certainty.

Method of collecting data

Researchers collect data by distributing questionnaires. According to Sugiyono (2012), a survey is a process of collecting data in which respondents are given a series of written questions or answers. The questionnaire is distributed using purposive sampling method. According to Sugiyono (2018), this method is used to determine the sample size for further research and is used to assess according to criteria provided by the researcher.

RESEARCH RESULT AND DISCUSSION

Validity Test Result

The validity test is to see whether each instrument in the variable is valid or not. Test validity using the Pearson formula. Analysis of the validity testing can be seen in the following table.

Table 1. The Results of Validity Test

No.	Indicator	r count	r table	Information
1.	Religiosity			
	Instrument X1.1	0.782	0.167	Valid
	Instrument X1.2	0.820		Valid
	Instrument X1.3	0.847		Valid Valid
Instrument X1.4	0,743			
2.	Halal knowledge			
	Instrument X2.1	0.767	0.167	Valid
	Instrument X2.2	0.806		Valid
	Instrument X2.3	0.774		Valid Valid
Instrument X2.4	0,691			
3.	Lifestyle			
	Instrument Y1.1	0.826	0.167	Valid
	Instrument Y1.2	0.827		Valid
	Instrument Y1.3	0.480		Valid Valid
Instrument Y1.4	0,491			
4.	Buying interest			
	Instrument Y2.1	0.788	0.167	Valid
	Instrument Y2.2	0.833		Valid
	Instrument Y2.3	0.844		Valid Valid
Instrument Y2.4	0,827			

Based on the validity test, it is stated that all indicators used in this study are validly distributed because the calculated t-value is greater than the t-table value, meaning that all questions can explain the indicators of the research variable.

Reliability Test Result

Reliability test is a test of the respondent's response to this statement is considered reliable if each statement addressed by the respondent is not random and each statement measures the same or is intended to be answered consistently. Analysis of the reliability testing can be seen in the following table

Table 2. The Result of Reliability Test

No.	Indicator	The value of r Alpha	Information
1	Religiosity	0.810	Reliable
2	Halal knowledge	0.761	Reliable
3	Lifestyle	0.605	Reliable
4	Buying interest	0.838	Reliable

Based on the reliability test results table, it is known that the Cronbach's alpha value for all variables is $> 0,60$ which means that all research instrument variables are reliable. This indicates that the questionnaire used in this study is credible, resulting in consistent response values from respondents.

Classic Assumption Test Result

Normality test result

This test is conducted to determine whether in a regression model, independent and dependent variables have a normal distribution or not This normality test uses the one- sample Kolmogorov-

Smirnov test with the condition that significance is above 5% or 0.05 until the information has a distribution. Analysis of the normality testing can be seen in the following table:

Regression Equation Model	Significance Value Kolmogorov-Smirnov Test	Minimum Coefficient of Normality Test K-S	Description
Equation 1	0,200	0,05	Normal distributed data
Equation 2	0,200	0,05	Normal distributed data

Based on the table above, there is a conclusion that the quantitative data in regression model 1 and regression model 2 are normally distributed.

Multicollinearity Test Result

Testing for multicollinearity is done to determine whether there is correlation among independent variables in a regression model. The decision criteria for selecting a regression model free from multicollinearity is to have VIF < 10 and tolerance > 0,10. Analysis of the multicollinearity testing can be seen in the following table:

Table 3. The Result of Multicollinearity Test

Model	Model	Collinearity Statistics	
		Tolerance	VIF
1	Religiosity	.502	1,990
	Halal knowledge	.502	1,990
2	Religiosity	.483	2,071
	Halal knowledge	.487	2,054
	Lifestyle	.802	1,247

Based on the multicollinearity test results table, it is known that the VIF values for each independent variable in regression models 1 and 2 are < 10,000, this indicates that regression models 1 and 2 are free from multicollinearity or intercorrelation issues.

Heteroscedasticity Test Result

According to Ghazali (2018), the heteroscedasticity test is used to test whether in the regression model there is inequality of variance from residuals or observations to other deliveries. If the variance from the remainder of one observation to another observation is constant, it is called Homoscedasticity and if it is different, then it is called Heteroscedasticity. A good regression model is one that is homoscedastic or does not have heteroscedasticity. In this heteroscedasticity test analysis, the Spearman Rank correlation test is used, which is to correlate the absolute residuals from the regression results with all the independent variables. If the significance of the results is smaller than 0.05 (5%) then the regression equation contains heteroscedasticity or homoscedasticity.

Table 4. The Result of Heteroscedasticity Test

Model	Significance Value Spearman's Rho Test	Description
Model 1		
X1 = Religiosity	0,654	There is no heteroscedasticity
X2 = Halal knowledge	0,823	
Model 2		
X1 = Religiosity	0,597	There is no heteroscedasticity
X2 = Halal knowledge	0,573	
Y1 = Lifestyle	0,680	

Based on the heteroscedasticity test results in the table above, the significance value of the Spearman's rho test indicates that regression models 1 and 2 are greater than 0.05. Therefore, it can be concluded that regression models 1 and 2 are free from heteroscedasticity issues or unequal variance of residuals for all observations in the linear regression model.

Multiple Regression Analysis Result

According to Sugiyono (2014), multiple linear regression analysis aims to predict the state (increase or decrease) of the dependent variable when two or more independent variables are manipulated as predictor factors (by varying their values). Analysis of the testing can be seen in the following table:

Table 4. The Result of Multiple Regression Test

Model	Standardized Coefficient	t-value	Sig
Model 1			
X1 = Religiosity	0,225	2,346	0,020
X2 = Halal knowledge	0,227	2,083	0,039
Model 2			
X1 = Religiosity	0,681	7,725	0,000
X2 = Halal knowledge	-0,084	-0,957	0,340
Y1 = Lifestyle	0,162	2,363	0,020

Model 1

The value of the religiosity coefficient is obtained a value of 0.225 with a positive number. This shows that the variable of religiosity has a positive effect on lifestyle, with the greater the value of the coefficient of religiosity has an impact on increasing the value of lifestyle. Conversely, if the value of the coefficient is lower, religiosity will have an impact on decreasing lifestyle.

The coefficient value of halal knowledge obtained is 0.227 with a positive number. This indicates that the halal knowledge variable has a positive influence on lifestyle, with a higher coefficient value of halal knowledge resulting in an increase in lifestyle value. Conversely, if the coefficient value is lower, halal knowledge will impact a decrease in lifestyle.

Model 2

The coefficient value of religiosity was obtained as 0.681, indicating a positive effect of the religiosity variable on purchase intention. In other words, the higher the coefficient value of religiosity, the greater the purchase intention. Conversely, if the coefficient value decreases, religiosity will impact a decrease in purchase intention.

The coefficient value for the variable halal knowledge is obtained as -0.084, indicating a negative influence on purchase interest. This means that decreasing the coefficient for halal knowledge will also decrease the value of purchase interest.

The coefficient value of lifestyle obtained is 0.162 with a positive figure. This indicates that lifestyle factors have a positive influence on purchasing interest, meaning that the higher the coefficient value of lifestyle, the larger the purchasing interest. Conversely, if the coefficient value decreases, lifestyle will impact a decrease in purchasing interest.

In this study, the indicators of each variable also contribute to determining a consumer to make a brand switch, for example for the indicators of price affordability,

Model Eligibility Research

To find out the value of the coefficient of determination indicated by the value of *Adjusted R Square*. This is the result of the coefficient of determination

Table 5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.455 a	.198	.186	2.411

Predictors: (Constant), Total_X2, Total_X1

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705 a	.497	.486	1.599

Predictors: (Constant), Total_Y1, Total_X2, Total_X1

Based on the hypothesis test results table, the coefficient of determination test results indicate an R-Square value of 18.6% for the regression model in study 1, which means that the ability of religiosity and halal knowledge to explain and predict lifestyle values is 18.6%, while the remaining 81.4% is explained by other variables outside of the study. In regression model 2, a R-Square value of 48.6% was obtained, which means that the ability of religiosity, halal knowledge, and lifestyle to explain and predict purchase intention is 48.6%. The remaining 51.4% is explained by other variables outside of the study.

CONCLUSION

Based on the research results that have been presented, it can be concluded as follows: Religiosity significantly influences lifestyle in halal cosmetic products. This means that the higher the

commitment of society to their religion, the consumer's inclination to adhere to the commands of Allah SWT will enhance the lifestyle of millennial consumers in Kendal Regency. Knowledge of halal has a significant positive impact on lifestyle in halal cosmetic products This means that the higher consumers' perception of a product used or consumed, and their understanding of forbidden cosmetic products, will enhance the lifestyle of millennial consumers in Kendal Regency. Religiosity significantly influences purchasing interest in halal cosmetic products This means that the higher the commitment of society to their religion, the greater the consumer's inclination to avoid forbidden things by Allah SWT, which will increase the purchasing interest of millennial consumers in Kendal Regency. Knowledge of halal does not have an influence and is not significant towards purchasing interest in halal cosmetic products This means that consumer perceptions regarding a product used or consumed do not impact the purchasing interest of millennial consumers in Kendal Regency.

Lifestyle significantly influences purchasing interest in halal cosmetic products This means that the higher consumers' perception of a product they use or consume, the greater their preference for purchasing cosmetics with well-known brands to enhance their attractiveness, thus increasing the purchasing interest of millennial consumers in Kendal Regency.

Research Limitations and Future Research

Limitation in this research are: The sample used in this study is small, only millennial consumers in Kendal Regency, consisting of 138 respondents. The R Square values in equations 1 and 2 are quite low, namely 18.6% and 48.6%, where these values are less than 60% This means that the variables of religiosity, halal knowledge, and lifestyle are not able to fully explain purchase intention. Research agenda are: Future research is expected to increase the number of consumer samples to more than 138 respondents so that researchers can gain better insights, experiences, and research results. Future research needs to add other variables that can influence purchase intention, such as celebrity endorsement, customer trust, and subjective norms, in order to potentially improve its R Square value

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