



## The Effect of Attitude, Subjective Norm, and Perceived Behavioral Control on Purchase Intention of Halal Cosmetic Products with Country Of Origin and Brand Equity as Moderating (Survey on Muslim Women in Semarang District)

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### ABSTRACT

*This study is to measure the effect of attitude, subjective norm, perceived behavior control on purchase intention of halal cosmetic products with country of origin and brand equity as moderating variables. This study uses quantitative research using multiple linear regression analysis and Moderated Regression Analysis (MRA). Data collection techniques by distributing questionnaires. Samples were taken as many as 156 respondents who were given to Muslim women who live in Semarang Regency. The results showed that there was an influence between attitude, subjective norm, perceived behavior control on the purchase intention of halal cosmetic products. The results of Moderated Regression Analysis (MRA) show that the country of origin cannot moderate the effect of attitude, subjective norm, perceived behavior control on purchase intention of halal cosmetic products. Meanwhile, brand equity can moderate the effect of perceived behavior control and cannot moderate the influence of attitude, subjective norm on purchase intention of halal cosmetic products.*

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### Introduction

Indonesia is a country with a Muslim majority population (Saminah, 2019). The need for halal assurance of a product is very important, including cosmetic products. In fact, there are still many cosmetic products circulating in Indonesia that do not have a halal label, but cosmetics that are spread in Indonesia, both those produced domestically and abroad, are not a few who have used the halal label. The existence of a halal label explains that the product is truly a halal product, and its content is not prohibited by Islamic law, so that the product can and is safe for consumption.

In a study conducted by Saminah (2019), Indonesia is a country with a majority Muslim population. The need to guarantee the halalness of a product is very

important, including cosmetic products. Cosmetic products circulating in Indonesia, in fact, there are many other cosmetics that do not have a halal label, but cosmetics that are spread in Indonesia, both those produced domestically and domestically, are not a few who have used the halal label. The existence of a halal label explains that the product is truly halal, and its content is not prohibited by Islamic law, so that the product can and is safe for consumption. Muslims make up 87% of Indonesia's total population (Briliana & Mursito, 2017). This is what makes Indonesia a potential market for halal cosmetics. In Handriana et al. (2020) research it is stated that one of the things that triggers the purchase intention of a Muslim in buying a product is the halalness of the product.

According to Ajzen & Fishbein (1977) intention is the state of a person before taking a certain action, which can be used as a basis for predicting the behavior or action. According to Adriyanti & Indriani (2017) purchase intention is caused by consumer behavior which is a positive stimulus to objects that influence consumers to make purchase behavior to meet their needs. The willingness to buy products such as halal cosmetics is influenced by various factors where in the Theory of Planned Behavior several things that can influence purchase intention consist of attitudes, subjective norms, and behavioral control. Therefore, researchers studied the factors that could influence the intention to buy halal cosmetics (Rohmatun & Dewi, 2017). A Muslim is required to always consume halal products. This provision will produce different attitudes from each individual according to the magnitude of the influence inherent in each individual (Rohmatun & Dewi, 2017). Attitude is an emotional expression that reflects pleasure or dissatisfaction with something. The metric used to measure the attitude variable, namely object preference, which expresses consumer pleasure in the product and their belief in the product (Ajzen & Fishbein, 1977).

Subjective norm (subjective norm) is the view or opinion of others on the beliefs of others, which affect people's interest in doing a certain behavior or not doing a certain behavior (Ajzen, 1991). The concept of subjective norms is defined as each person's personal judgment in response to environmental pressures to perform or not perform certain behaviors. If the environmental conditions are conducive to performing the desired behavior, individuals tend to perform the behavior (Suparno, 2017).

In the Theory of Planned Behavior, in addition to attitude and subjective norm, perceived behavioral control or generally known as perceived behavioral control influences the intention to undertake a behavior. Self-control might motivate people to intend to engage in specific actions. Because everyone has various

experiences and knowledge, everyone's perception of behavioral control is varied (Anggraini, 2018). Consumer behavior serves as the foundation for purchase decisions. It is a process and action in which customers search for, choose, purchase, use, and evaluate items and services to meet their desires and needs (Amalyah & Pertiwi, 2021). In this modern competitive era, global marketing is developing day by day, so that the country of origin becomes a significant parameter. There are many considerations, where the country of origin plays an important role in market competition and consumer behavior. Country stereotypes and customer preferences influence purchase intentions (Rezvani et al., 2012). Products from countries where the majority of the population is Muslim get greater consumer trust than from other countries (Hosseini et al., 2019). The effect of country of origin (COO) on customer purchase intention has been a topic of study for decades. Different cultures and histories lead to different perceptions among consumers, which can lead to different evaluations of products when they want to choose.

In a consumer-based approach, brand equity focuses on consumer understanding of the brand. According to Moradi & Zarei (2011), brand equity may be separated into two categories: consumer perceptions (e.g. brand awareness, brand associations, and quality perceptions) and customer behavior (eg brand loyalty). This demonstrates that brand equity has a direct impact on purchasing intent.

With the emergence of various cases of adverse effects on cosmetics, public awareness of the safety of the cosmetics used is also increasing. To choose a product to buy, there are several factors that influence it such as consumer psychology (covering motivation, perception, personality, and attitude), socio-cultural environment (including family, social class, and sub-culture), and the mix of marketing mix (including family, social class, and sub-culture) (Ikhsan & Sukardi, 2020). Based on this description, researchers are interested in examining awareness of using halal cosmetics by studying Muslim women in Semarang Regency. So the authors are interested in taking the title: Theory of Planned Behavior on Purchase Intention of Halal Cosmetics with Country Of Origin as Moderating.

## **Literature Review**

### **Theory of Planned Behavior**

Theory of Planned Behavior is an extension of the Theory of Reasoned Action. In some situations, this theory is used to anticipate and explain customer behavior. To understand the relationship between intention and behavioral intention, TPB was applied. Attitudes toward behavior, subjective norms, and perceived behavioral

control all influence a person's behavioral intention (Ajzen, 1991). The theory of planned behavior is used to explain the factors that influence individuals in carrying out an action or behavior. According to this theory, an individual's behavior is initiated by the intention of that behavior.

Based on several studies related to the purchase intention of a product, it was found that the use of the Theory of Planned Behavior is still an option that can be used to measure the amount of intention generated, and to determine the influence of the first few factors of the theory, namely attitudes, subjective norms, and perceived behavior control (Pangestika & Prasastyo, 2017). Several related studies by Aryadhe et al. (2018) and Wahyuningsih (2018) who have used the theory of planned behavior approach in Indonesia. Aryadhe et al. (2018) found that subjective attitudes and norms have a significant positive effect on purchase intention. Wahyuningsih (2018) finds that in Indonesia, attitudes, subjective norms, and perceived behavioral control have a substantial beneficial impact on intentions to purchase halal cosmetics and skincare.

### **Attitude**

Attitude is behavior that reflects the individual's level of certain actions (Ajzen, 1991). If someone has a positive view of a certain behavior then that person will be more likely to have the intention to engage in that behavior (Pangestika & Prasastyo, 2017). According to Setiadi (2013) there are several attitude functions, Daniel Kazt classifies 4 attitude functions, namely the utilitarian function, the value expression function, the ego defense function, and the knowledge function. Attitude has a relationship with a person's intention to make a purchase, attitude also reflects the trust of a consumer in making a purchase.

Research related to attitude towards purchase intention includes research conducted by Dwipayani & Rahyuda (2016) which states that attitude has a significant positive effect on purchase intention. This result also occurs in research conducted by Wahyuningsih (2018). This implies that attitude has a relationship with a person's intention to make a purchase, attitude also reflects the trust of a consumer in making a purchase. Meanwhile, research conducted by Ikhsan & Sukardi (2020) states that attitude has no significant effect on purchase intention. This study states that attitudes do not affect consumers' intentions to buy halal cosmetic products.

### **Subjective Norm**

According to Ajzen (1991), subjective norms are a person's impression or view of the opinions of others that influence his decision to do or not do something.

Subjective norms describe how a person feels compelled to initiate or refrain from engaging in certain activities (Pangestika & Prasastyo, 2017). Prasetijo & Ihalauw (2005) stated that preference groups that influence subjective norms include family, friends, co-workers, shopping groups.

Subjective norms (subjective norms) are the behavior of a person who is influenced by social influences. A person will have a desire for an object or behavior if he is influenced by the people around him to do it or he believes that the environment or people around him support what he does (Wulandari & Ratnasari, 2020). Research related to subjective norm on purchase intention includes research conducted by Dewi & Sri Ardani (2016) and research by Suparno (2017) which states that subjective norm has a significant effect on purchase intention.

### **Perceived Behavioral Control**

According to Wahyuni et al. (2017) perceived behavioral control is a condition in which a person feels able to identify a behavior. According to Japarianto (2014) behavioral control considers a person's control over his behavior as a series of behaviors, and this continuity can be easily achieved with adequate efforts and resources. Ajzen (1991) defines the perceived behavior control variable as how far a person believes or feels capable of doing something. This variable is determined by the individual's beliefs regarding the strength of both situational and internal factors to facilitate behavior. The more a person perceives himself to be capable, the greater a person's intention to do an action.

Research related to perceived behavioral control on purchase intention includes research conducted by Kadengkang & Linarti (2020) and Tantawi (2017). Kadengkang & Linarti (2020) found that religiosity, product knowledge, attitudes, subjective norms, and perceived behavioral control all have a beneficial impact on consumers' intentions to purchase halal cosmetics. Tantawi (2017) in his research found that attitudes, subjective norms, and perceived behavioral control affect purchase intentions positively and significantly.

### **Purchase Intention**

Ajzen & Fishbein (1977) state that a person's state of mind before taking an action that can be used to predict the behavior or action is called intention. The purchase intention is a form of decision making that understands why consumers buy a certain brand (Saad et al., 2012). According to Orth et al. (2007) in measuring purchase intention using three statements, namely trust in the product, certainty to choose, and certainty to buy the product. In Picaully's (2018) research, the purchase

intention indicator is explained by several components such as the desire to learn more about a product, the desire to buy a product, the desire to try a product, the desire to know more about a product, and the desire to own a product. In the study of Handriana et al. (2020) states that the thing that triggers the purchase intention of a Muslim in buying a product is the halalness of the product. This also occurs in Briliana & Mursito (2017) research, which states that the purchase intention of Muslim consumers in Jakarta is strongly influenced by the halalness of the product.

## **Country of Origin**

Country of origin is an identity in product attributes that affects consumer evaluations to identify the country of origin of a product (Dewa, 2015). According to Kotler & Keller (2009), country of origin is a person's mental association and belief in a product that is triggered by the country of origin of the product. Meanwhile, according to Nebenzahl et al. (2001), country of origin is a mental image or image of a product and country. So it can be concluded that the country of origin is a shadow or image of a product that is triggered by the country of origin of the product (Dinata et al., 2015). Research related to the influence of country of origin on purchase intention, among others, research conducted by Dewa (2015) states that country of origin has a significant effect on purchase intention, in this study the higher the image of the country of origin brings the higher the consumer's purchase intention, perception in a country directs the perception of product characteristics in that country.

## **Brand Equity**

Brand Equity according to Aaker (1991) in Pradipta et al. (2016) is a set of brand assets and liabilities related to a brand, its name and symbol, which add to or protect the value provided by a product or service to consumers. According to Moradi & Zarei (2011) in accordance with the conceptual model of brand equity by Aaker, there are 4 dimensions of brand equity, namely brand loyalty, perceived quality, brand association, and brand awareness. Research related to brand equity on purchase intention includes research conducted by Jalilvand et al. (2011) stated that brand equity has a significant effect on purchase intention. This result also occurs in research by Purwianti & Zaman (2017) which states that brand equity has a significant influence on purchase intention because this variable determines consumers' desire to continue using a brand or stop using it.

## **Halal Cosmetic Products**

Cosmetics are defined as treatments aimed at restoring or improving the appearance of a person or object intended for use on the human body, especially the face to clean, beautify, and change appearance (Shahid et al., 2018). Halal cosmetics are an acknowledgment of halalness after passing the audit stage from the MUI, both in the assessment of raw materials and the manufacturing process (Indika & Lainufar, 2016). For the Muslim community, halal is the main issue discussed in reviewing a product, including cosmetics. This halal concerns the ingredients, the process of making the product, to the transaction when selling it (Saifudin et al., 2020). The command to consume what is lawful and not to touch items that are

unlawful for Muslims has been explained in the Al-Qur'an and Al-Hadith as in Q.S. Al Baqarah: 168 and QS. An-Nahl/16:114.

## **Method**

The type of research that will be used in this research is quantitative research. In this study, the researchers tried to find the effect of the attitude, subjective norm and perceived behavior control variables on the purchase intention of halal cosmetic products with country of origin and brand equity as moderating variables. The author conducted this research on Muslim women who are consumers of halal cosmetic products in the Semarang Regency area. The total population in this study amounted to 440.045 people, the technique used in sampling was purposive random sampling with several criteria, so a sample of 156 respondents could be taken, the data collection technique used was in the form of a questionnaire/questionnaire. The analytical tool in this study is SPSS 22.

Based on the explanation above, the following hypothesis is obtained:

H1: Attitude affects the purchase intention of halal cosmetic products

H2: Subjective norm affects the purchase intention of halal cosmetic products

H3: Perceived behavioral control affects the purchase intention of halal cosmetic products

H4: Country of origin moderates the influence of attitude on purchase intention of halal cosmetic products

H5: Country of origin moderates the effect of subjective norm on purchase intention of halal cosmetic product

H6: Country of origin moderates the effect of perceived behavioral control on purchase intention of halal cosmetic products

H7: Brand Equity moderates the influence of attitude on purchase intention of halal cosmetic products

H8: Brand Equity moderates the effect of subjective norm on purchase intention of halal cosmetic products

H9: Brand Equity moderates the effect of perceived behavioral control on purchase intention of halal cosmetic products

## Result and Discussion

**Table R<sup>2</sup> Test Results**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.517 <sup>a</sup>	.268	.253	1.71169

a. Predictors: (Constant), Perceived behavior control (X3), Subjective norm (X2), Attitude (X1)

Source: Processed primary data, 2021

Based on the R<sup>2</sup> test table above, it can be seen that R Square is 0.268, this means that the influence of the independent variables which include attitude, subjective norm, and perceived behavior simultaneously affect the dependent variable purchase intention by 26.8%, the remaining 73.2% is influenced by other variables outside the model.

**Table F Test Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	162.733	3	54.244	18.514	.000 <sup>b</sup>
Residual	445.344	152	2.930		
Total	608.077	155			

a. Dependent Variable: Purchase intention (Y)

b. Predictors: (Constant), Perceived behavior control (X3), Subjective norm (X2), Attitude (X1)

Source: Processed primary data, 2021

Based on the F test table above, it can be seen that the significance value is 0.000 < 0.05 and the calculated F value is 18.514 > F table 2.66 so it can be concluded that the independent variables which include attitude, subjective norm, and perceived behavior control simultaneously have a positive effect. significant to the dependent variable purchase intention.

**Table T Test Results**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.522	1.364		4.781	.000
Attitude (X1)	.128	.108	.107	1.182	.239
Subjective norm (X2)	.266	.111	.182	2.404	.017
Perceived behavior control (X3)	.353	.094	.342	3.762	.000

a. Dependent Variable: Purchase intention (Y)

Source: Processed primary data, 2021

Based on the results of the t-test above, it can be seen that:

The attitude variable (X1) obtained a parameter coefficient value of 0.128 and a significant value of 0.239 > 0.05 and t count 1.182 < t table 1.97569. So it can be concluded that the attitude variable (X1) does not statistically affect the purchase intention variable (Y). Similarly, (Ikhsan & Sukardi, 2020) found that the attitude variable had no significant effect on purchase intention.

The subjective norm variable (X2) obtained a parameter coefficient value of 0.266 and a significant value of 0.017 < 0.05 and t count 2.404 > 1.97569. It can be concluded that the subjective norm variable (X2) has a statistically positive and significant effect on the purchase intention variable (Y). This result is supported by the research of Dewi & Sri Ardani (2016) and Suparno (2017), subjective norms have a positive and significant effect on purchase intention.

The perceived behavior control variable (X3) obtained a parameter coefficient value of 0.353 and a significant value of sig. of 0.000 < 0.05 and t count 3.762 > t table 1.97569. So it can be concluded that the perceived behavior control variable (X3) has a statistically positive and significant effect on the purchase intention variable (Y). This is confirmed by the research of Kadengkang & Linarti (2020) and Tantawi (2017) who found that perceived behavioral control had a positive and significant effect on purchase intention.

**Table of Attitude Regression Test Results, Subjective Norm, Perceived Behavior Control Against Purchase Intentions Moderated By Country Of Origin**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.259	8.640		.377	.707
Attitude (X1)	-.749	.653	-.630	-1.147	.253
Subjective norm (X2)	-.854	.730	-.583	-1.170	.244
Perceived behavior control (X3)	1.359	.606	1.319	2.241	.027
Country of origin (Z1)	.630	.728	.555	.866	.388
Moderating X1Z1	.069	.053	1.227	1.300	.196
Moderating X2Z1	.083	.057	1.050	1.465	.145
Moderating X3Z1	-.097	.050	-2.289	-1.922	.057

a. Dependent Variable: Purchase intention (Y)

Source: Processed primary data, 2021

Based on table 4.13, it can be seen that the attitude variable (X1) has a parameter coefficient value of -0.749 with a significance level of  $0.253 > 0.05$ . The subjective norm variable (X2) has a parameter coefficient value of -0.854 with a significance level of  $0.244 > 0.05$ . The perceived behavior control variable (X3) has a parameter coefficient value of 1.359 with a significance level of  $0.027 < 0.05$  and the country of origin variable (Z1) has a parameter coefficient value of 0.630 with a significance level of  $0.388 > 0.05$ . While the moderating variable X1Z1 is a variable that has an interaction between (X1\*Z1) has a parameter coefficient value of 0.069 with a significance level of  $0.196 > 0.05$ . So the variable that has an interaction between (X1\*Z1) shows a positive result that is not significant. This means that the country of origin cannot moderate the influence of attitude on the purchase intention of halal cosmetic products. The results of this study contradict the results of research by Ramadania et al. (2014) in which the study concluded that the country of origin can influence consumer attitudes towards a product. Research by Chen (2009) also states that country of origin has a significant positive effect on consumer attitudes towards a product.

In the moderating variable X2Z1 which is the interaction variable between (X2\*Z1) has a parameter coefficient value of 0.083 with a significance level of 0.145 > 0.05, this result indicates that the interaction variable between (X2\*Z1) is positively insignificant. This means that the country of origin cannot moderate the effect of subjective norms on the purchase intention of halal cosmetic products. This is corroborated by previous research by Pranajaya (2020) which found that the country of origin variable is not a moderating variable because it does not affect the influence of other variables on purchase intention.

The moderating variable X3Z1 which is the interaction variable between (X3\*Z1) has a parameter coefficient value of -0.97 and a significance level of 0.057 > 0.05, indicating that the results of the interaction variable between (X3\*Z1) are negative and not significant. This means that the country of origin cannot moderate the effect of perceived behavior control on the purchase intention of halal cosmetic products. This result is supported by the research of Fauziyyah et al. (2018) which finds that the country of origin has no effect on consumers' purchase intentions for a product, implying that consumer perceptions of a country's products do not directly lead to consumers' purchase intentions for that product.

**Table of Attitude, Subjective Norm, Perceived Behavior Control Regression Test Results on Purchase Intentions Moderated by Brand Equity**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.266	7.894		.540	.590
Attitude (X1)	-1.843	1.127	-1.549	-1.636	.104
Subjective norm (X2)	-.665	1.091	-.455	-.610	.543
Perceived behavior control (X3)	2.044	.761	1.984	2.685	.008
Brand equity (Z2)	.404	.469	.424	.862	.390
Moderating X1Z2	.106	.063	2.569	1.685	.094
Moderating X2Z2	.051	.061	.855	.828	.409
Moderating X3Z2	-.106	.044	-3.259	-2.442	.016

a. Dependent Variable: Purchase intention (Y)

Source: Processed primary data, 2021

Based on the regression test table 4.14, it can be seen that the attitude variable (X1) has a parameter coefficient value of -1.843 with a significance level of  $0.104 > 0.05$ . The subjective norm variable (X2) has a parameter coefficient value of -0.665 with a significance level of  $0.543 > 0.05$ . The perceived behavior control variable (X3) has a parameter coefficient value of 2.044 with a significance level of  $0.008 < 0.05$  and the brand equity variable (Z2) has a parameter coefficient value of 0.404 with a significance level of  $0.390 > 0.05$ . While the moderating variable X1Z2 is a variable that has an interaction between (X1\*Z2) has a parameter coefficient value of 0.106 with a significance level of  $0.094 > 0.05$ . Then the variable that has an interaction between (X1\*Z2) shows insignificant positive results. This means that brand equity cannot moderate the influence of attitude on purchase intention of halal cosmetic products. This result is the same as previous research by Iriani & Aida (2019) which stated that brand equity is not a moderating variable which cannot moderate a person's decision to buy.

The moderating variable X3Z2 which is the interaction variable between (X3\*Z2) has a parameter coefficient value of -0.106 and a significance level of  $0.016 < 0.05$ , indicating that the results of the interaction variable between (X3\*Z2) are negative and significant. This means that brand equity can moderate the effect of perceived behavior control on purchase intention of halal cosmetic products. This shows that in this study the brand equity of a halal cosmetic product can cause positive and negative perceptions which result in consumer interest or disinterest in buying the product. According to research by Moradi & Zarei (2011), the characteristics of brand equity can influence brand preferences and consumer intentions to buy a product.

## **Conclusion**

From this research, it can be concluded that attitude has no significant effect on purchase intention of halal cosmetic products, while subjective norms and perceived behavioral control have a significant positive effect on purchase intention of halal cosmetic products. For the country of origin variable, this study could not moderate the influence of attitude, subjective norm, perceived behavioral control on purchase intention of halal cosmetic products. As for the brand equity variable, it can moderate the effect of perceived behavioral control on the purchase intention of halal cosmetic products, but cannot moderate the influence of attitude and subjective norm on the purchase intention of halal cosmetic products.

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