



# **The Influence of Subjective Norms and Religiosity on the Purchase Intention of Halal Products with the Mediator Variable of Consumer Attitudes**

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## **Authors' contributions**

*This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.*

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## **ABSTRACT**

The muslim communities are spread throughout the world, one of the country which has Muslim majority is Indonesia. Based on the development of Islam, culture, and social life, Indonesian people are highly interested in products related to lifestyle, one of which is the skincare products. This study aims to reveal the influence of subjective norms and religiosity on consumer buying interest, with the mediator variable of consumer attitudes. This research will involve Muslim consumers who understand the Scarlett brand of halal skincare products. The number of samples was determined to be 160 people, who were selected using the convenience sampling method. The research data obtained is primary, collected using a questionnaire, and will be analyzed using the SEM approach and the help of the PLS data processing program. The results of the analysis show that religiosity and subjective norms positively influence consumer attitudes

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toward halal skincare products and product purchase intentions. In addition, consumer attitudes are also a mediator variable of the effect of religiosity and subjective norms on product purchase intentions.

*Keywords: Religiosity; subjective norms; attitude; purchase intention.*

## 1. INTRODUCTION

Indonesia is a country where the majority of the people are Muslim. In his daily life, a religious Muslim not only has sufficient religious knowledge but will carry out the teachings of Islam seriously, likewise, when a Muslim behaves to buy or consume a product.

One of the references to religiosity that guides a Muslim is the Al-Quran letter Al-Baqarah 168-169, which means, "O humanity, eat halal and good food on earth and do not follow the steps of the devil. Indeed, the devil is a natural enemy to you; Indeed, the devil only tells you to do evil and evil and say what you do not know about Allah".

With this verse, Muslim consumers better understand what to obey or avoid [1], especially in the issue of halal or haram of a product for consumption. Therefore, the halalness of the product can lead to a person's intention to buy the product. Purchase intention can be influenced by consumer attitudes towards a product [2], in addition to subjective norms and consumer religiosity [3].

The consumer attitudes can influence purchase intention based on the positive attitude that everyone has [4]. This means that the higher a person's attitude towards a product, the higher the consumer's intention to buy the product—likewise, the relationship between purchase intention and religiosity level. A person who has religious knowledge and carries out religious teachings in everyday life tends to buy products to meet his needs by the teachings of his religion, which, for a Muslim, is a halal product [1]. Meanwhile, some consumers, when intending to buy a product, may be influenced by people close to them, who have information and advise consumers to purchase the product. The closer the relationship of these other people to consumers, the higher the tendency of consumers' intention to buy the product [3].

In the research of Aji et al [3], the value of consumer attitudes towards a product can mediate the influence of subjective norms and religiosity on purchase intention. This means that

the strength of a positive consumer attitude towards a product and then proceeding with the intent to buy will be more muscular if the subjective norms and religiosity can positively affect consumer attitudes. This opinion strengthens the results of research conducted by Briliana & Mursito [5].

The several products whose development is relatively rapid in Indonesia are cosmetic products, including the skincare products. In general, the skincare products are used by female consumers who aim to maintain skin health and appearance. However, given the life needs today, not only female consumers but many male consumers use the skincare products. The skincare products are everyone's primary need. Therefore, researching consumer behavior toward the skincare products is attractive, especially if it is associated with the halal skincare products.

Products can be said to be halal when using halal production materials, have a certificate issued by the Indonesian Ulama Council (MUI) or the Indonesian Ministry of Religion, and have a halal identity on the product packaging. Halal identity or certificate is thought to significantly influence the skincare products because halal identity is the primary key for Muslims in consuming the skincare products [6].

Therefore, conducting research by linking between variables and halal skincare products as described above is very interesting. The study's results can contribute essential knowledge about the dominance that can contribute to the value of consumer purchase intentions, both seen from the factor of a consumer's closeness to others, the psychological strength of consumers, and the religious strength of consumers. Meanwhile, based on a review of the Theory of Reasoned Action (TRA), most studies involve more of the first two factors [3,5]. There are still a few that also involve consumer religiosity factors [3].

## 2. LITERATURE REVIEW

This section discusses the research variables used to form the research model.

## 2.1 Theory of Reasoned Action (TRA)

TRA is a theory from Ajzen and Fishbein that contains the relationship between a person's beliefs, attitudes, desires, and behavior [3]. A person's behavior is determined by the desire to do or not do an action.

TRA has been widely used as a theoretical basis for researching purchase intention. Even in its development, it is often added with other variables, such as subjective norms and religiosity. Also, with a variety of research objects. For example, Aji et al. [3] used attitude, subjective norms, and religiosity to test the influence on interest in making in faq online. At the same time, Kurniawati [4] researched the effect of consumers' level of knowledge, attitudes, and religiosity on their interest in purchasing halal skincare products.

The theory of Reasoned Action in this study relates to four variables modified by researchers based on research conducted by Briliana & Mursito [5], involving subjective norms, religiosity, consumer attitudes, and purchase intentions. Another difference is in the focus of the discussion. Research conducted by Briliana & Mursito [5] discusses the attitude of Muslim youth towards halal cosmetic products. Meanwhile, this study outlines how subjective norms, religiosity, and consumer attitudes toward halal skincare products affect the purchase intention of Scarlett products.

## 2.2 Purchase Intention

Intention is a feeling that arises in a person to take an action or repeat behavior [7-11]. In terms of activities for transactions, intention affects when a consumer will make a purchase [3]. According to Sabila & Albari [12], some indicators can influence the measurement of purchase intention by seeking information through other people. In addition, according to Haro [13], purchase intention can be measured through consumer interest in seeking product information, consideration of purchasing decisions, consumer interest in trying the desired product, curiosity, and desire to own. According to Briliana & Mursito [5], purchase intention can be measured through the availability of consumers to pay, wait, look for halal skincare products everywhere, and travel long distances to get halal skincare products.

If consumer attitudes influence purchase intention, then purchase intention will arise when

consumers involve other people's opinions and beliefs in making or not making purchases. With these factors, consumer attitudes can influence purchase intention [5]. Purchase intention is influenced not only by consumer attitudes but also by subjective norms and religiosity [3].

## 2.3 Attitude

Attitude is a person's assessment of something that is classified into two types, namely positive and negative attitudes. A positive attitude allows consumers to make purchases, while a negative attitude allows consumers not to purchase [14]. According to Khalid [15], consumer attitudes are individual factors that can influence a person's positive or negative assessment of halal skincare products. Consumer attitude is a form of behavior that arises because he believes in the skincare products with halal identity [3]. In addition, according to Wiganda & Barqiah [16], attitude is a person's behavior that can be developed through a belief in halal products. Consumer attitudes towards halal skincare products can positively influence social relationships carried out by everyone [17].

The attitude of consumers today is included in the millennial generation, namely the perspective of consumers who depend on social media, which can make it easier for consumers to find and get information. According to Kotler et al. [17], some indicators can influence the measurement of consumer attitudes towards halal skincare products, namely cultural differences, social relationships, and personal characteristics. Consumer attitudes can be measured through consumers' feelings of pleasure and a person's positive or negative opinion about halal skincare products [13].

## 2.4 Subjective Norms

Subjective norms are a person's thoughts about doing or not doing an action influenced by the surrounding environment, such as family, friends, and coworkers [18]. A subjective norm is a person's normative belief obtained from the influence of others and can influence consumer attitudes [3].

According to Briliana & Mursito [5], some indicators can influence the measurement of subjective norms, namely the opinions of others, family environmental factors, and one's thoughts. Furthermore, Wiganda & Barqiah [16] state that subjective norms can provide a social pressure

factor to a person, pressure in a positive form on the desired skincare product.

## 2.5 Religiosity

Religiosity is a term that describes the extent of a person's commitment to his religion, which can be seen when making purchasing decisions [5]. According to Sa'diah et al [19], religiosity is a person's commitment to his religion which must be obeyed. In addition, according to Wiganda & Barqiah [16], religiosity is a term that describes a person's commitment to faith. Religiosity is essential when determining attitudes and purchase intentions for halal or non-halal products [18]. Muslim consumers in Indonesia will prefer the skincare products that have a halal identity on product packaging [19].

According to Wiganda & Barqiah [16], some indicators, namely consumer confidence, can influence the measurement of religiosity. In addition, according to Sa'diah et al. [19], religiosity can be measured through a person's opinion. Religiosity can be measured by whether a consumer likes it or not [5]. Religiosity is an essential factor when deciding whether to buy halal or non-halal products [18]. Halal is part of a vital product identity for Muslims because the product can be considered safe for consumption when the halal identity is listed on the product packaging [2]. This research shows that religiosity will likely affect consumer attitudes towards halal skincare products and purchase intentions for Scarlett skincare products. To maintain consumer attitudes toward halal skincare products and positive purchase intentions for Scarlett skincare products, six factors need to be considered by companies, namely product quality, essential production ingredients, cleanliness and convenience of sales locations, product prices, and benefits for skin health obtained from product use.

## 2.6 Hypothesis Development

### 2.6.1 The effect of subjective norms on consumer attitudes towards halal skincare products

According to Briliana & Mursito [5], subjective norms can influence consumer attitudes towards halal skincare products. Subjective norms influence consumer attitudes towards halal skincare products through the opinions of others [20]. When associated with consumer attitudes towards halal skincare products, subjective

norms will influence consumer attitudes through thinking [16]. A consumer will have a positive attitude towards halal skincare products if a consumer has good subjective norms [3]. So, with consumer attitudes on halal skincare products, companies can make consumer attitudes a benchmark for knowing how subjective norms play a role in determining consumer attitudes on halal skincare products. Previous research by Briliana & Mursito [5] has proven that subjective norms can influence consumer attitudes. That way, this can support the hypothesis that:

H1. Subjective Norms have a positive influence on consumer attitudes towards halal skincare products.

### 2.6.2 The effect of religiosity on consumer attitudes on halal skincare products

Religiosity affects consumer attitudes towards halal skincare products through the beliefs that everyone has [19]. A person's religiosity can be seen in consumer attitudes towards halal skincare products [21]. In addition, according to Putri et al. [22], religiosity can influence consumer attitudes towards halal skincare products if a person's religiosity is higher. A person's high religiosity towards halal skincare products can influence consumer attitudes towards halal skincare products [23]. According to Kurniawati et al. [4], religiosity can affect consumer attitudes toward halal skincare products based on religious teachings. A person's positive attitude towards halal skincare products can motivate halal skincare companies to continue to produce the skincare products that have a halal identity and are safe for consumption by Muslim consumers. As in previous research conducted by Briliana & Mursito [5], it has been proven that religiosity influences consumer attitudes towards halal skincare products. With this study, the following hypothesis is proposed:

H2. Religiosity has a positive influence on consumer attitudes towards halal skincare products.

### 2.6.3 The effect of subjective norms on purchase intention

Subjective norms are related to someone who will behave because they believe in the truth conveyed by others [3,18]. Therefore, subjective norms can influence consumer purchase

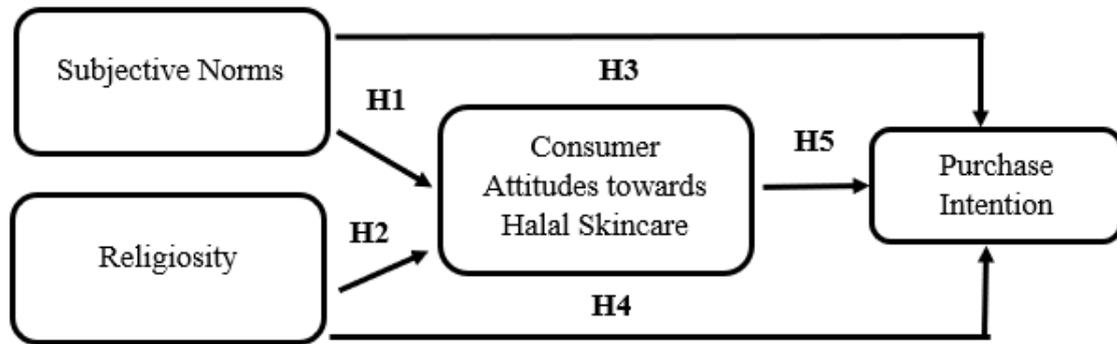


Fig. 1. Research model

intentions [15]. The results of Garg & Joshi's research [20] also show a positive influence of subjective norms on interest in purchasing halal products, including halal skincare products [3,16]. Companies can use this research as a benchmark to determine how subjective norms play a role in determining consumer purchase intention. Therefore, the following research hypothesis is proposed:

H3. Subjective norms have a positive influence on purchase intention

#### 2.6.4 The effect of religiosity on purchase intention

Religiosity is related to a person's adherence and commitment to the teachings of a religion [16,19]. According to Nurrachmi et al. [1], a person's level of religiosity will positively affect his interest in obtaining halal products. This opinion is corroborated by the results of research from Kurniawati et al. [4] and Afi and Aji [23], which prove the positive effect of religiosity on buying interest in halal skincare products. Companies can use the results of this study as a benchmark to determine the role of a person's religiosity in determining their purchase interest. Based on this study, the research hypothesis is:

H4. Religiosity has a positive influence on purchase intention

#### 2.6.5 The effect of consumer attitudes on halal skincare products on purchase intention

The consumer attitudes towards halal skincare products can influence purchase intentions based on social factors [17]. The consumer attitudes towards halal skincare products can influence purchase intention based on

environmental factors such as friends and family [15] Khalid. In addition, according to Putri et al. [22] if the influence of consumer attitudes on halal skincare products on purchase intention is more significant, the consumer's purchase intention to buy the desired halal product will be higher. Based on the explanation above, consumer attitudes influence purchase intention [2]. So, with purchase intention, companies can make purchase intention a benchmark to determine the role of consumer attitudes toward halal skincare products in determining purchase intention. With this explanation, the following hypothesis is proposed:

H5. Consumer attitudes towards halal skincare products have a positive influence on purchase intention.

Based on the previous literature review and hypothesis formulation, a research model can be made (Fig. 1.).

### 3. METHODS

The population in this study are all Indonesians who are Muslim and understand the skin care products of Brand Scarlett. The sample in this study are Indonesian people of both male and female gender who are Muslim, at least 15 years old, and understand what skincare products Scarlett has. The male sample was included in the study because there is a positive trend in skincare use from this gender group, although the number of male skincare users is still less than that of women.

In determining the sample, researchers used a non-probability sampling method with a convenience sampling technique. The convenience sampling technique is meeting the

researcher and selecting a respondent by filling out a questionnaire via Google Forms [24].

The questionnaire contains four variables and 16 indicators based on previous research conducted by Briliana & Mursito [5], Wiganda & Barqiah [16], Sa'diah et al. [19], Kotler et al. [17], and Haro [13], each of which consists of 3 (three) statements of subjective norms and religiosity, and 5 (five) statements of attitudes and consumer purchase intentions.

The number of respondents involved in this study was 160, obtained in November 2003. According to Hair et al. [25,26], this number has met the criteria for using structural equation models or SEM analysis tools. Furthermore, the data obtained were analyzed using the Partial Least Square (PLS) program with Smart-PLS software.

#### 4. RESULTS AND DISCUSSION

Before the data analysis process, the validity and reliability of the structural model were tested using the SEM analysis approach with Smart-PLS software on each variable. Variable/indicator data are said to be valid and reliable if the outer loading and composite reliability (CR) values are more significant than 0.7. The value limit is the recommended value for using the PLS data processing program to produce good analysis.

The results of validity and reliability testing are shown in Table 1.

Table 1 shows that all indicators have an outer loading value above 0.7, and all variables have a composite reliability value above 0.7. The variables and indicators in this study are said to be valid and reliable so that they can be used for the structural model testing process.

Research structural model testing can be seen in Fig. 2.

Fig. 2 shows the calculation of goodness of fit with an r-square value on the consumer attitude variable of 0.698 and the purchase intention variable of 0.622 so that the structural model is said to be fit and feasible to proceed to the hypothesis testing stage.

The results of structural model hypothesis testing are shown in Table 2.

Table 2 shows that five hypotheses are supported. The five hypotheses are significantly supported with a P value smaller than 0.05 or a statistical T value greater than 1.960. In addition, the calculation results also show that all variable coefficients are positive.

The impact of the research results is explained.

**Table 1. Structural model test**

<b>Variable/Indicator</b>	<b>Outer Loading &amp; CR</b>
<b>Subjective Norms</b>	<b>0,873</b>
Other people's opinions	0,838
Family environment	0,816
One's thinking	0,848
<b>Religiosity</b>	<b>0,835</b>
One's beliefs	0,829
One's opinion	0,764
One's likes or dislikes	0,782
<b>Attitude</b>	<b>0,883</b>
Cultural differences	0,813
Social relationship	0,815
Characteristics	0,782
Positive or negative opinion	0,748
Feelings of pleasure	0,718
<b>Purchase Intention</b>	<b>0,865</b>
Availability to pay	0,729
Availability to acquire	0,744
Availability to search	0,742
Availability to visit location	0,824
Availability to buy	0,709

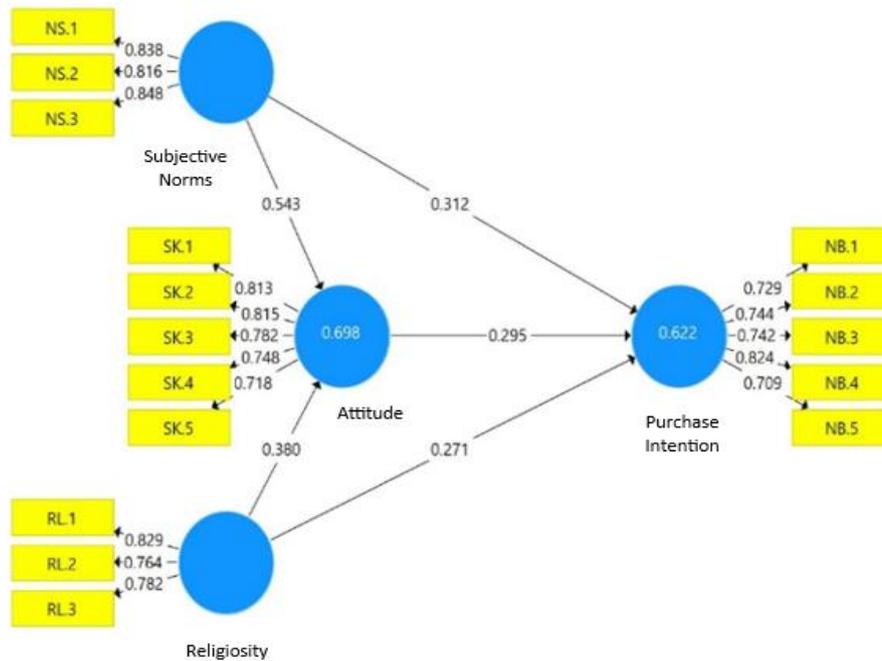


Fig. 2. Structural model

Table 2. Hasil uji hipotesis

Hipotesis	Est.	T	P	Description
Subjective Norms → Purchase Intention	0,312	2,447	0,015	H1 Significant
Subjective Norms → Attitude	0,543	7,494	0,000	H2 Significant
Religiosity → Purchase Intention	0,271	2,469	0,014	H3 Significant
Religiosity → Attitude	0,380	4,835	0,000	H4 Significant
Attitude → Purchase Intention	0,295	2,277	0,023	H5 Significant

#### 4.1 The Effect of Subjective Norms on Consumer Attitudes Toward Halal Skincare Products

The first finding in hypothesis H1 proves that the subjective norm variable positively and significantly affects consumer attitudes towards halal skincare products. This statement is supported by the results of previous research conducted by Briliana & Mursito [5], Garg & Joshi [20], and Wiganda & Barqiah [16], which say that subjective norms significantly have a positive influence on consumer attitudes. This means a higher role of subjective norms will increase consumer attitudes when choosing halal skincare products. Subjective norms will positively impact consumer attitudes towards halal skincare products when companies can educate about the positive side of using halal skincare products and packaging in an attractive way.

#### 4.2 The Effect of Religiosity on Consumer Attitudes on Halal Skincare Products

In hypothesis H2, the religiosity variable is proven to influence consumer attitudes towards halal skincare products positively. The results of this study are from research conducted by previous researchers [4,5,19,22,23], which say that religiosity positively influences consumer attitudes based on social behavior. Based on the statement of Kurniawati et al. [4], the improvement and development of technology in the production process and the use of halal identity in halal skincare products are straightforward and done by all skincare companies. So, a company needs to pay attention and prioritize using halal identity in the skincare products because Muslim consumers will positively respond to companies that produce and market halal skincare products.

Not only companies but Muslim consumers need to understand and understand how the law uses halal skincare products that have been taught in religion. Indirectly, this will increase the influence of one's religiosity on attitudes towards halal skincare products.

#### **4.3 The Effect of Subjective Norms on Purchase Intention**

Like the results of research conducted by Wiganda & Barqiah [16], Khalid et al. [15], and Garg & Joshi [20], this study can also prove that subjective norms have a positive influence on the purchase intention of halal products. This means that hypothesis H3 is significantly supported. Subjective norms will always positively influence the purchase intention of halal skincare products, especially Scarlett products when a consumer is positively affected by others. This will indirectly positively impact companies that market the skincare products, especially the Scarlett brand.

#### **4.4 The Effect of Religiosity on Purchase Intention**

The results of the H4 hypothesis indicate a positive and significant effect on the religiosity variable on the purchase intention variable. The results of this proof also support research conducted by Wiganda & Barqiah [16], Afi & Aji [23], Nurrachmi et al. [1]; Kurniawati et al. [4]. In this study, consumer religiosity towards halal skincare products can influence purchase intention on Brand Scarlett products through knowledge about the law of buying and using halal products. Religious knowledge possessed by a consumer will increase consumer purchase intention on halal skincare products, especially on the Brand Scarlett. Consumers' understanding of the law of consuming halal products will indirectly continue to improve the positive influence of religiosity on the purchase intention of Scarlett skincare products.

#### **4.5 The Effect of Consumer Attitudes on Halal Skincare Products on Purchase Intention**

This study also supports hypothesis H5, which proves that consumer attitudes toward halal skincare products positively influence purchase intention. This is based on previous research [4,5,15,17,22]. In the context of this study, consumers' positive attitudes towards halal skincare products greatly influence the

purchase intention of Scarlett products. If a consumer has a good attitude towards halal products, it will automatically affect the purchase intention of Scarlett products. Indirectly, this will positively influence consumer attitudes towards marketing Brand Scarlett's halal skincare products.

Overall, the results of hypothesis testing indicate the importance of companies that produce Scarlett skincare products to pay attention to the variables involved in this study. This is intended so that consumer purchasing interest in these products is high. Of the two antecedent variables, companies can emphasize increasing marketing efforts towards subjective norms. This is because subjective norms have a more dominant influence on increasing consumer attitudes and purchase intention than religiosity.

In addition, the proof of consumer attitudes being a mediator variable shows that consumer attitudes are essential. The formation of a positive attitude towards skincare products will increase the strength of the total influence of subjective norms and religiosity on consumer buying interest in skincare products, especially in the Scarlett brand.

### **5. CONCLUSION**

Referring to the research results above, this study has succeeded in all the hypotheses proposed. This also partially supports previous studies and most of the research results from other researchers. Thus, the subjective norms and religiosity as antecedent variables directly or indirectly (through consumer attitudes) positively affect consumer purchase intentions, especially on halal skincare products. However, considering that halal skincare products are used for health and skin care in women and men, future research needs to involve more male respondents so that more representative involvement of respondent characteristics can support the maturity of the proposed research model. This recommendation is proposed because skincare users from the male gender are still relatively small compared to women. However, skincare use from the male gender group shows a positive trend.

The managerial implication for the company is that the results of this study are expected to provide knowledge and consideration for business owners to increase consumer

purchase intention for halal skincare products, can provide sufficient information for business owners in the marketing process of halal skincare products to maintain and improve consumer purchase intention for halal skincare products, especially at Brand Scarlett.

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## COMPETING INTERESTS

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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