

HALAL CERTIFICATE POLICY: CORRELATION OF CAMPAIGN AND CREATING BRAND IMAGE ON CONSUMER INTEREST TO BUY WARDAH COSMETICS IN BANDUNG

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ABSTRACT

The Halal certification policy has an effect on competition, including competition in the world of the cosmetic industry, a phenomenon marked by the level of competition between cosmetic companies that is getting tighter. To increase competitiveness and so that the brand is always at the top of the consumer's mind (top of mind), the company must always hold a campaign so that the creation of the brand image is always maintained and will eventually lead to buying interest. This study aims to analyze and prove the effect of halal certificate policies in campaigns and brand image creation on buying interest. The research method used quantitatively with the number of respondents as many as 100 people to determine the sample by chance at a mall in Bandung. The data was obtained by giving closed questions to the respondents. The analytical tool used is Multiple Linear Regression. The results of the study indicate that the campaign and the creation of a Brand Image, either partially or jointly, have an effect on Buying Interest.

Keywords: *Halal Policy, Brand Image; Buying Interest; Campaign*

A. PRELIMINARY

Competition in the cosmetics industry is currently increasingly rapidly marked by the level of competition between cosmetic brands that is getting tighter, until now data from the Ministry of Industry of the Republic of Indonesia recorded at least 760 large, medium, and small cosmetic companies that produce and sell cosmetics for make-up, skin care, and feminine hygiene in meeting the needs and desires of consumers. There is a uniqueness of cosmetic products marketed in Indonesia compared to other countries, namely the existence of a

halal certificate attached to cosmetic products. The cosmetic industry in Indonesia has increased which is shown in the table:

Table: Cosmetics Market Growth in Indonesia

Year	Market (Rp. milyar)	Growth (prosentase)
2010	8,900	-
2011	8,500	-4,49%
2012	9,760	14,82%
2013	11,200	14,75%
2014	12,874	14,95%
2015	13,943	8,30%
Average growth		9,67%

Source: sigmaresearch.co.id

Based on the Table data, the cosmetic market growth always increases every year, in 2011 the cosmetic market growth was negative by -4.49% but then it always grew positively until it reached an average of 9.67% during the period 2010 to 2015.

Wardah is a cosmetic company that complies with halal policies since its establishment in 1995, under the auspices of PT. Paragon Technology and Innovation. Wardah is a cosmetic company with compliance with the halal certificate policy which has a high level of popularity compared to other brands. Local cosmetic products and supplies that are widely available in supermarkets, department stores, shopping centers or those offered online are increasingly diverse and the choices are increasingly varied. Several well-known cosmetic brands that comply with the halal certification policy include: Wardah, Sari Ayu, and Mustika Ratu. The level of popularity of cosmetic brands that comply with the halal certification policy in Indonesia is shown in the table below.

Table: Popularity Level of Compliance with the Halal Certificate Policy
Cosmetics in Indonesia 2019

Brand	Percentage
Wardah	0,50%
Mustika Ratu	0,20%
Sari Ayu Martha Tilaar	0,17%
Other	0,13%

Source: xsmfashion.com

The table above shows some cosmetics that comply with the halal certification policy with their level of popularity. The Wardah brand has the highest percentage yield of 0.50 of all cosmetic brands that have a halal certificate. Even though Wardah Brand is currently the most popular halal-certified cosmetic product, Wardah Brand still has to maintain its brand image and

always carry out campaigns so that Wardah Brand is always at the top of consumers' minds.

A brand that is always at the top of the consumer's mind will result in consumers always having brand awareness. Awareness of the brand will make consumers buy interest in the brand. During the interaction between consumer companies, some unique values are embedded in the minds of consumers which are called brands, brand awareness starts from not knowing, being recognized, recalled, and finally at the top of mind where the brand presupposes nature (Latif & Mdnoor, 2014). Brand awareness also has an impact on purchasing decisions (Lukman, 2014). Purchase intention is a strong predictor of buying behavior. The effect of trust, perceived risk, and perceived benefit on purchase intention which ultimately has a final effect on the purchase decision. The relationship between intention and behavior is based on the assumption that consumers try to make rational decisions based on available information. Thus, a person's behavioral intention to make or not make a purchase is the person's actual behavior (Rachbini, 2018).

Buying interest can be interpreted as part of the component of consuming behavior (Khairani & Lubis, 2018). Interest that arises after receiving a stimulus from the product he sees, then there is an interest in trying it until finally a desire arises to buy the product in order to have it (Kotler et al., 2017). The indicators of buying interest are as follows; interest in seeking information about the product, consider buying, desire to know the product, interested in trying, desire to own the product (Schiffman & Kanuk, 2008). Buying interest is something personal and related to attitudes and individuals who are interested in the product will have the power or encouragement to carry out a series of behaviors to get the product (Kristinae, 2018). Buying interest is the desire to have a product that arises because consumers see the quality and quality of a product based on information obtained about the product (Ati et al., 2020)

Buying interest will arise after a stimulus from the product he sees, this stimulus arises because one of them is product campaign carried out by producers. Campaign is a series of ways to inform, persuade, and improve consumers directly or indirectly a product being sold (Kotler & Keller, 2016). Campaign is a means for products to be communicated to consumers. Consumers can know the advantages of the product and can be interested in trying and finally decide to buy the product. (Juhaeri, 2020). Several previous studies with the theme of buying interest associated with campaigns were among others conducted by (Hartiani, 2020), (Ati et al., 2020), (Nur et al., 2020), (Juhaeri, 2020), (Andreadi, 2019), (Khairani & Lubis, 2018), (Kristinae, 2018), and (Yoebrilanti, 2018) show that campaign has a significant and positive effect on buying interest. In this study campaign with the dimensions of advertising, sales campaign, personal selling, public relations, and direct marketing.

Based on the description above, the first hypothesis in this study is:

H1: It is suspected that there is a campaign effect on buying interest

Buying interest can also be stimulated when consumers know the positive image embedded in a product, brand or company. The positive image is based on the experience of oneself or the experience of others when the consumer or other

person consumes the product. Brand image is a collection of consumer beliefs about brand sharing. In essence, brand image is the perception of consumer associations and beliefs about certain brands (Kotler, 2016). Brands have various functions as a corporate identity that distinguishes it from competing products, as a campaignal tool that highlights the attractiveness of the product, to build an image by providing confidence, quality assurance, and a certain prestige image to consumers, as well as to control and dominate the market and to control and dominate the market (Wirayanthi & Santoso, 2019). Several previous studies with the theme of buying interest associated with brand image were among others conducted by (Zulviani et al., 2019), (Wirayanthi & Santoso, 2019), (Liu, 2019), (Fauziah & Aziz Mubarak, 2019), (Dewi, 2017), (Randi, 2016), (Ambarwati, 2015) shows that brand image has a significant and positive effect on buying interest. In this study, brand image with dimensions of recognition, reputation, and attractiveness. The dimensions of buying interest in this study are attention, interest, will, and action.

Based on the description above, the second and third hypotheses in this study are:

H2: It is suspected that there is a correlation of brand image on buying interest

H3: It is suspected that there is a correlation of campaign and brand image on buying interest simultaneously

Based on the hypothesis above, the formulation of the problem in this study is how consumer perceptions of campaign, brand image, and buying interest affect and how the influence of campaign and brand image on buying interest in Wardah brand cosmetic products with the aim of research to analyze and prove the effect of campaign and image brand on buying interest either partially or simultaneously.

B. RESEARCH METHODS

Quantitative research method used in this study with a descriptive verification approach, the number of samples as many as 100 people who are consumers or users of Wardah cosmetics taken randomly with the method of determining the sample by accidental sampling in one of the shopping centers in the city of Bandung. Respondents in the study can be described in table below:

Table: Respondents

No.	Information	Frequency	Percentage
1.	Age		
	< 20 years	0	0
	21 – 25 years old	41	41%
	25 – 30 years	51	51%
	> 30 years	8	8%
2.	Profession		
	ASN / BUMN	2	2%
	Private employees	44	44%
	Self-employed	14	14%
	Student / Student	30	30%
	Other	10	10%

Based on table 3 above, it can be concluded that consumers of Wardah cosmetics are women aged under 30 years (92%) with jobs as private employees and students (75%).

The number of questions asked were 24 closed questions using multiple linear regression analysis tools. Operationalization of research variables are as follows:

Table: Operationalization of Variables

Variable	Dimension	Indicator	Scale
Campaign	Advertisement	1. Consistency 2. Update information	Ordinal (1 – 5) Item No. 1 - 10
	Sales campaign	1. Discounts 2. Gift giving	
	Individual Sales	1. Beauty Advisor Skills 2. Beauty Advisor Flexibility	
	Public relations	1. Beauty Promoter Communication 2. Sponsorship	
	Direct marketing	1. Outlet 2. Sales representative	
Brand Image	Confession	1. Brand fame 2. Consumers understand the brand	Ordinal (1 – 5) Item No. 1 - 6
	Reputation	1. Company competence 2. Company experience	
	Attractiveness	1. Widely known 2. Believe in the brand	
Buying Interest	Attention	1. Attention to the product 2. Attention to campaign	Ordinal (1 – 5) Item No. 1 - 8
	Interest	1. Want to know more about the brand 2. Want to buy the product	
	Will	1. Effect of product quality 2. Price level	
	Action	1. Consumer priority 2. Product variant	

The linear regression model in this study is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Keterangan :

Y = Buying interest

α = Constant

$\beta_{1,2}$ = Regression coefficient

X_1 = Campaign
 X_2 = Brand Image
 e = Error Rate

Before testing the hypothesis, namely the t-test and F-test, the data transformation method is carried out, the research instrument quality test, the classical assumption test, and the hypothesis test are carried out.

C. RESEARCH RESULT

Research Instrument Quality Test

The level of validity was tested significantly by comparing r arithmetic with r tables for degree of freedom = $n - k$ where n is the number of samples and k is the number of constructs in this study df can be calculated $100 - 2 = 98$ with alpha 0.10 obtained r table 0.1654, while the results of the validity test of the three variables r count is X1 which is the lowest $X16 = 0.578$ and the highest is $X17 = 0.768$. Variable X2 r count the lowest $X25 = 0.740$ and the highest r count $X23 = 0.847$. Variable Y r count the lowest $Y4 = 0.744$ and the highest $Y3 = 0.859$.

The reliability test was carried out on statement items that were declared valid. Reliability shows the consistency of a measuring instrument by measuring the same symptoms. The results of the reliability test for each variable are X1 the number of 10 items Cronbach's Alpha 0.868, X2 the number of 6 items Cronbach's Alpha 0.881, Y the number of items 8 Cronbach's Alpha 0.918.

Table: Validity and Reliability Test Results

Variable	No. Items	r-count	Results	Cronbach's Alpha	Results
Campaign	X1.1	0,614	Valid	0,868	Reliable
	X1.2	0,676	Valid		
	X1.3	0,636	Valid		
	X1.4	0,677	Valid		
	X1.5	0,732	Valid		
	X1.6	0,578	Valid		
	X1.7	0,768	Valid		
	X1.8	0,729	Valid		
	X1.9	0,723	Valid		
	X1.10	0,739	Valid		
Brand Image	X2.1	0,751	Valid	0,881	Reliable
	X2.2	0,804	Valid		
	X2.3	0,847	Valid		
	X2.4	0,807	Valid		
	X2.5	0,740	Valid		
	X2.6	0,821	Valid		
Buying Interest	Y1	0,777	Valid	0,918	Reliable
	Y2	0,811	Valid		
	Y3	0,859	Valid		

Y4	0,744	Valid
Y5	0,832	Valid
Y6	0,814	Valid
Y7	0,775	Valid
Y8	0820	Valid

Source: SPSS data processing results

Descriptive Statistical Analysis

From 100 respondents, answers were obtained regarding Campaign (X1) with the dimensions of Advertising, Sales Campaign, Face-to-face, Public Relations, and Direct Marketing; Brand Image (X2) with the dimensions of Recognition, Reputation, and Attractiveness; Buying Interest (Y) with the dimensions of Attention, Interests, Wills, and Actions.

Based on table 6 below, the three variables are perceived as good by the respondents where Campaign with an average value of 4.01 is the best variable among the other two variables. The direct marketing dimension was perceived by respondents with an average of 4.13 being the best perceived dimension, while the action dimension was perceived to be the lowest with an average of 3.68. Based on table 6, it can be concluded that what Wardah Kosmetik has done for campaign and brand image has been going well, but the actions taken by consumers have not been optimal, this is due to other factors beyond the company's control. Complete consumer perceptions of the three variables can be seen in the table below:

Table: Respondents' Perceptions of Research Variables

Variable	Statement (item)	Mean	Category
Campaign (X1)		4,01	Well
Advertisement	2	4,00	Well
Sales campaign	2	3,85	Well
Face to face	2	3,89	Well
public relations	2	4,02	Well
Direct Marketing	2	4,13	Well
Brand Image (X2)		3,93	Well
Confession	2	3,95	Well
Reputation	2	3,95	Well
Attractiveness	2	3,91	Well
Buying Interest (Y)		3,88	Well
Attention	2	3,95	Well
Interest	2	3,95	Well
Will	2	3,96	Well
Action	2	3,68	Well

Source: SPSS data processing results

Multiple Linear Regression Test Results

Multiple linear regression analysis was used to determine the magnitude of the relationship between the independent variables and the dependent variable:

Table: Effect of Independent Variables on the Bound Variable

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig	Correlations		
	B	Std. Error	Beta			Zerr	Parti	Part
						o-	al	
						r		
1. (Contans)	-	1,563		-,70	.48			
Campaign	1,10	,069	,356	4,87	,00	.76	.44	.24
Brand Image	5,335	,098	,573	7,85	,00	.82	.62	.40
	,771							

Source: SPSS data processing results

The table shows the values of the constants and regression coefficients, so that multiple linear regression equations can be formed:

$$Y = -1,105 + 0.335X_1 + 0,771X_2 + e$$

1. The magnitude of the effect of campaign on buying interest is
 $= 0.356 \times 0.76 \times 100\% = 27\%$
2. The magnitude of the influence of brand image on buying interest is
 $= 0.573 \times 0.82 \times 100\% = 47\%$

Based on the results of the Beta x Zero Order calculation, it can be seen that brand image has a dominant role or contribution compared to campaign in increasing consumer buying interest.

Coefficient of Determination Test Results

Table: Results of the Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,865	.749	.743	2,96706

Source: SPSS data processing results

The R-Square value of 0.749 or 74.9% indicates that the Campaign and Brand Image variables together are able to explain the changes that occur in the Buying Interest of Wardah Cosmetics consumers at Wardah Beauty House Cihampelas Walk Bandung. The rest of the influence of other factors that are not observed is equal to 25.1%

Hypothesis Testing Results

This test was conducted to see the significance of the effect of Campaign (X1) on Purchase Interest (Y) partially, based on the t table number with the provisions = 0.10; dk = n - 2 or (100) - 2 = 98 so that the t table value is 1.66055:

Table: T-test of the Effect of Campaign on Purchase Interest

Model	Unstandardized		Unstandardized	t	Sig
	Coefficients		Coefficients		
	B	Std Error	Beta		
1. (Constant)	.500	1.972		,254	.800
Campaign	.721	.061	.767	11,849	.000

Source: SPSS data processing results

The tcount value is 11,849 > from ttable 1,660, so the first hypothesis (H1) is suspected to have the effect of Campaign (X1) on Purchase Interest (Y) partially proven. The next test was carried out to see the significance of the influence of Brand Image (X2) on Purchase Interest (Y) partially

Table: t-test of the influence of brand image on buying interest

Model	Unstandardized		Unstandardized	t	Sig
	Coefficients		Coefficients		
	B	Std Error	Beta		
1. (Constant)	3,354	1,408		2,382	,019
Brand Image	1,115	,076	,829	14,664	,000

Source: SPSS data processing results

The value of tcount is 14,664 > from ttable 1,660, so the second hypothesis (H2) which states that it is suspected that there is an influence of Brand Image (X2) on Purchase Interest (Y) is partially proven.

The next test was carried out to see the significance of the effect of Campaign (X1) and Brand Image (X2) on Simultaneous Buying Interest (Y).

Table: F . Test

Model	Sum of Squares	df	Mean Square	F	Sig
1. Regression	2543,359	2	1271,680	144,452	,000 ^a
Residual	853,937	97	8,803		
Total	3397,296	99			

Source: SPSS data processing results

The Fcount value is 144.452 > from Ftable 2.36, so the third hypothesis (H3) which states that there is an alleged influence of Campaign (X1) and Brand Image (X2) on Purchase Interest (Y) is simultaneously proven.

D. CONCLUSION

The results showed that campaign and brand image had a positive and significant effect on buying interest in Wardah Cosmetics with halal certificates either partially or simultaneously. Brand image has a greater influence than campaign, which is 47% versus 27%. The coefficient of determination is shown

from the R² value of 0.749 this means that the effect of campaign and brand image is 74.9% and the remaining 25.1 is influenced by other variables outside of the variables in this study.

This research is still far from perfect because only a few variables and several dimensions have been studied, so that this research becomes more comprehensive, it is recommended to conduct research with a central theme of buying interest with independent variables and wider dimensions and use path analysis or SEM analysis tools. so that the results are more perfect.

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