

The Influence of Brand Image, Product Quality, and Halal Labeling on Buying Interest in Halal Local Skincare for Muslim Communities in Jabodetabek

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Abstract

Many people compete to achieve an attractive appearance by taking various measures, one of which is using skincare. According to a survey from Populix and ZAP Beauty Index, that 54% - 96% of women aged 15-65 years choose to use local skincare compared to imported skincare. This study will focus on the effect of brand image, product quality, and halal labeling on buying interest in halal local skincare for Muslim communities in the Jabodetabek area. The research population includes Muslim communities in Jabodetabek, with a sample size of 150 respondents. This research approach uses quantitative methods. The sampling method used is non-probability sampling with purposive sampling method. Data collection was carried out by distributing questionnaires via Google Form to respondents. The data analysis technique was carried out using the Partial Least Square (PLS) method with the support of the SmartPLS test tool. Data tests were carried out on the outer and inner models. The results showed that buying interest was influenced by brand image and halal labeling, while product quality had the opposite result, namely no effect.

Keywords: Skincare Local Halal, Brand Image, Product Quality, Halal Label, Purchase Interest

Pengaruh *Brand Image*, Kualitas Produk, dan Label Halal terhadap Minat Beli *Skincare* Lokal Halal pada Masyarakat Muslim di Jabodetabek

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Abstrak

Banyak orang yang bersaing untuk mencapai penampilan yang menarik dengan melakukan berbagai tindakan, salah satunya adalah menggunakan *skincare*. Menurut survey dari Populix dan ZAP Beauty Index, bahwa 54% - 96% wanita berusia 15-65 tahun memilih menggunakan *skincare* lokal dibandingkan *skincare* impor. Penelitian ini akan fokus pada pengaruh *brand image*, kualitas produk, dan label halal terhadap minat beli *skincare* lokal halal pada Masyarakat muslim di wilayah Jabodetabek. Populasi penelitian mencakup Masyarakat muslim di Jabodetabek, dengan jumlah sampel mencapai 150 responden. Pendekatan penelitian ini menggunakan metode kuantitatif. Metode pengambilan sampel yang digunakan adalah *non-probability sampling* dengan metode *purposive sampling*. Pengumpulan data dilakukan dengan menyebarkan kuesioner melalui *Google Form* kepada responden. Teknik analisis data dilakukan menggunakan metode *Partial Least Square* (PLS) dengan dukungan alat uji SmartPLS. Uji data dilakukan pada *outer* dan *inner* model. Hasil penelitian menunjukkan bahwa minat beli dipengaruhi oleh *brand image* dan label halal, sementara kualitas produk mendapatkan hasil sebaliknya yaitu tidak berpengaruh.

Kata Kunci: *Skincare* Lokal Halal, *Brand Image*, Kualitas Produk, Label Halal, Minat Beli