Analysis of Brand Awareness, Brand Images, Halal Labels and Products towards Purchase Intention of Wardah Consumers

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Abstract:- Seeing economic growth and population growth in Indonesia getting better, it can be said that people's purchasing power has also increased. This is very good for the development of existing businesses including cosmetics in Indonesia. Seeing the development of this business, the community is increasingly aware and new potential markets such as cosmetics labeled as halal are addressed by Muslim consumers. Wardah as a halal cosmetics brand gives an image to the public of the use of cosmetics based on halal man funds to be used by consumers and the products offered are expected to have good quality. In this study an analysis of *Brand Awareness, Brand Image*, Halal Labels and products will be conducted whether the effect on Wardah cosmetics buying interest.

Keywords:- Brand Awareness, Brand Image, Halal Labels, Products And Buying Interes.

I. INTRODUCTION

Seeing economic growth and population growth in Indonesia getting better, it can be said that people's buying power has also increased. This is very good for the development of existing businesses, including cosmetics in Indonesia. The national cosmetics industry contributes significantly to exports, turnover and employment. In 2015, according to data from the Ministry of Industry, exports of cosmetic products reached $ 818 million / Rp.11 trillion. The export performance was greater than the import value of USD 441 million so that the trade balance of cosmetic products experienced a surplus. (source: http: //www.kemenperin.go.id)

Wardah Beauty Cosmetics Indonesia became the first brand in the cosmetics industry to produce halal products for the target market of modern women consumers who wear "Hijab". Many Indonesian women, not just Muslims, choose Wardah cosmetics. The company has created a context where Wardah always innovates and stays creative to meet the cosmetic needs of every Muslim woman with products that are made with only premium, all natural, halal and safe ingredients.

II. LITERATURE REVIEW

➢ *Brand Awareness*

According to Keller (2013: 73) Brand Awareness is divided as described below:

- Brand Recognition

  Brand Recognition is the ability to recognize or confirm the exposure of a brand after a reminder by giving a sign or signal.
- Brand Recall

  Brand recall is the ability of consumers to recall the brand is based on consumer demand to mention a particular brand in a product class.

➢ *Brand Image*

According to Keller (2013: 78), Brand Image is to create brand awareness by increasing brand familiarity through repeated brand recognition and reinforcing that recognition by recalling product categories on every purchase made by related consumers. A positive brand image is created by a marketing program that connects a strong, liked and unique brand association in the minds of consumers. The definition of customer-based brand equity does not distinguish between the sources of brand associates and the way / patterns they form; all are important in creating the strength, goodness and uniqueness of the brand association
.

➢ *Halal Legal Basis and Halal Label*

According to the ICV (Islamic Council of Victoria), Halal is an Arabic word that means legal or permitted. Refers to all that has been determined in the Qur'an (Muslim holy book). The opposite of halal is haram, which means breaking the law or prohibited. Halal and haram are universal terms that apply to all aspects of life. These terms are usually used in connection with food products, meat products, cosmetics, personal care products, pharmaceuticals, food ingredients, and food contact ingredients. In general, every product that is considered halal in Islam except specifically prohibited by the Koran or Hadith. According to the official definition, halal is: Free from any component that is prohibited by Muslims in accordance with Islamic (Sharia) law. Processed, manufactured, produced, and / or stored using equipment, equipment and / or machines that have been cleaned in accordance with Islamic law.

> *Product*

According to Kotler & Armstrong, (2012: 224), everything that can be offered to the market to get attention, bought, used, or consumed that can satisfy desires or needs. Conceptually the product is a subjective understanding of the producer of something that can be offered as an effort to achieve organizational goals through meeting the needs and activities of consumers, in accordance with organizational competence and capacity and market purchasing power. In addition, products can also be defined as consumer perceptions described by producers through their production results. Products are seen as important by consumers and are used as the basis for purchasing decisions. Products are divided into two parts, namely Tangible Goods Physical goods that can be held or touched and services in the form of services in the form of activities, benefits and satisfaction offered for sale to consumers.

> *Purchase Intention*

According to Belch & Belch (2009) purchase intention is the tendency to buy a brand and generally based on the suitability of the purchase motive with the attributes or characteristics of the brand that can be considered. Then in research, it is said that purchase intention can be defined as a possibility that a customer will buy a particular product. The greater the intention, it means that the probability of buying a product will be higher, although not necessarily the customer will actually buy it.

III.　METHODS

This research uses quantitative methods with independent and dependent variables. In this study there are independent variables and also the dependent variable. The independent variable consists of 4 variables, namely Brand Awareness, Brand Image, Halal Label and products with each variable consisting of two to four dimensions with a total of 16 indicators. Whereas Purchase intention / purchase interest which is the dependent variable consists of four dimensions with 4 indicators. The population in this study was that most did not use Wardah cosmetics but knew about Wardah cosmetics in the age range of 17-55 years. The method of analysis in this study uses a questionnaire to 100 respondens with a Likert scale with SPSS 24.

IV.　FINDINGS

The percentage of respondents who filled out the questionnaire was dominated by respondents who were in the age range of 17-25 years, with a percentage of 63%. And respondents with an age range of 35 - 49 years with a percentage of 38%. In general, respondents in the age range of 17-25 years, because the majority of respondents included in the productive age. Based on the type of work respondents in this study consisted of as much as 32% by private / public employees, then college / students as much as 31%, not working / housewives as much as 29% and the rest to traders as much as 8% of the total respondents. The percentage of respondents who filled out the questionnaire was dominated by respondents with a bachelor degree, with a percentage of 36%. Followed by respondents with high school / vocational degree with a percentage of 31%. These two categories are almost balanced in their presentation. Respondents with Diploma degree with 24% presentations are followed by respondents with the smallest Master degree reaching 9%. 32% by respondents who have income above Rp. 10 million, then Respondents with income ranging from 6-10 million, namely as much as 27%, followed by respondents whose income ranges below 2.5 million, as much as 22% and the rest of respondents who earn around 19% of the total correspondents. as many as 32% by respondents who have expenditures above Rp. 8 million, then Respondents whose expenditures range from 4-18 million, namely as much as 24%, followed by respondents whose expenditures range below Rp. 1 million by 23% and the rest of Respondents whose expenditures range from Rp. 1 - 4 million totaling 21% of the total correspondents.

> *Validity Test*

Variables	Indicator	r count	r table	Result
Brand Awareness	X1.1	0,682	0,468	Valid
(X1)	X1.2	0,755	0,468	Valid
	X1.3	0,663	0,468	Valid
	X1.4	0,878	0,468	Valid
Brand Image	X2.1	0,762	0,468	Valid
(X2)	X2.2	0,801	0,468	Valid
	X2.3	0,874	0,468	Valid
	X2.4	0,733	0,468	Valid
Halal Label	X3.1	0,948	0,468	Valid
(X3)	X3.2	0,827	0,468	Valid
	X3.3	0,812	0,468	Valid
	X3.4	0,852	0,468	Valid
Product	X4.1	0,834	0,468	Valid
(X4)	X4.2	0,807	0,468	Valid
	X4.3	0,860	0,468	Valid
	X1.4	0,790	0,468	Valid

Purchase Intention (Y1)	Y1.1	0,808	0,468	Valid
	Y1.2	0,590	0,468	Valid
	Y1.3	0,695	0,468	Valid
	Y1.4	0,823	0,468	Valid

Table 1:- Validity Test
Source : Primary Data Processed (2019)

Based on the validity test, the variable items Brand Awareness, Brand Image, halal labels and products to the Purchase intention of 20 respondents so that the formula df = n-2 is obtained rtabel 0.468. The results of this validity test show that all items of the statement are greater than rtable. This shows that all statement items on each variable are valid so that statements can be used as research instruments.

➢ *Reliability Test*

Variabel	*Cronbach's Alpha*	*Cronbach's Alpha Standart*	Result
Brand Awareness (X1)	0,719	0,600	Reliabel
Brand Image (X2)	0,798	0,600	Reliabel
Halal Label (X3)	0,871	0,600	Reliabel
Product (X4)	0,830	0,600	Reliabel
Purchase Intention (Y1)	0.707	0,600	Reliabel

Table 2:- Reliability Test
Source : Primary Data Processed (2019)

Based on the results of the reliability test it is known that the Cronbach's Alpha value on the Brand Awareness, Brand Image, Halal Label, Product and Purchase Intention variables get more than 0,600. This shows that all statement items on each variable are reliable and can be used as research instruments.

➢ *t Test*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,858	1,766		,486	,628
	Brand Awareness (X1)	,154	,100	,135	1,549	,125
	Brand Image (X2)	,110	,065	,142	1,693	,094
	Label Halal (X3)	,262	,066	,343	3,977	,000
	Produk (X4)	,325	,100	,287	3.260	,002

Table 3:- t Test
Source : Primary Data Processed (2019)

The test results for the variable Brand Awareness (X1) obtained tcount of 1.549 with a significance level of 0.125 using t table 1.998 (significance value 0.05), then tcount 1.549 <1.998 which means Ho is accepted so it can be said that Brand Awareness (X1) has no effect on Purchase Intention (Y). In addition, the value of sig. variable price 0.125 ($<\alpha = 5\%$) can be concluded that Brand Awareness does not have a positive and significant effect on Purchase Intention or buying interest of Wardah cosmetics. Variable Brand Image (X2) obtained tcount of 1.695 with a significance level of 0.094 using t table 1.998 (significance value 0.05), then tcount of 1.695 <1.998 which means Ho is accepted so it can be said that Brand Image (X2) has no effect on Purchase Intention (Y) . In addition, the value of sig. the variable price of 0.094 ($<\alpha = 5\%$) can be concluded that the Brand Image has no positive and significant effect on the Purchase Intention or buying interest of Wardah cosmetics. Halal Label variable (X3) obtained tcount of 3,977 with a significance level of 0,000 using t table 1,998 (significance value 0.05), then tcount 3,977> 1,998 which means Ho is rejected so it can be said that the Halal Label (X3) has an influence on Purchase Intention (Y). In addition, the value of sig. variable price of 0,000 ($<\alpha = 5\%$) can be concluded that the Halal Label has a positive and

significant effect on Purchase Intention or buying interest of Wardah cosmetics. Product variable (X4) obtained tcount of 3.260 with a significance level of 0.002 using t table 1.998 (significance value 0.05), then tcount 3.260> 1.998 which means Ho is rejected so it can be said that the

product (X4) has an influence on Purchase Intention (Y). In addition, the value of sig. variable price of 0.002 (<α = 5%) can be concluded that the product has a positive and significant effect on Purchase Intention or buying interest of Wardah cosmetics.

➤ *Coefficient of Determination (R²)*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656[a]	.430	.407	1.83674

Table 4:- Coefficient of Determination (R²)
Source : Primary Data Processed (2019)

Based on the test results of the coefficient of determination (R2), R square value of 0.545, meaning that the independent variable Brand Awareness (X1), Brand Image (X2) Halal Label (X3) and Product (X4) can explain the dependent variable Purchase Intention (Y) of 43 % while the rest is influenced by other variables outside the variables in this study.

➤ *Correlation of Dimension Test*
This correlation test is used to test whether there is a correlation between the independent variables Brand Awareness (X1), Brand Image (X2) Halal Label (X3) and Product (X4) on the dependent variable Purchase Intention (Y) and also test how strong the correlation is

Variable	Dimension	Purchase Intention (Y1)			
		Intersest to find info (Y1.1)	Consider for buying (Y1.2)	Interest to try (Y1.3)	Want to buy Product (Y1.4)
Brand Awareness (X1)	Aware for the brand (X1.1)	.232*	.174	.159	.162
	Knowing the brand (X1.2)	.215*	.144	.211	.153
	Recognize the brand (X1.3)	.212*	.245*	.185	.193
	Remember the brand (X1.4)	.355**	.321**	.335**	.413**
Brand Image (X2)	Brand Acknowledgement(X2.1)	.130	.200*	.319**	.099
	Brand Reputation (X2.2)	.246*	.190	.324**	.175
	Affinity of brand(X2.3)	.258**	.097	.248*	.203*
	Brand loyal(X2.4)	.405**	.300**	.248*	.358**
Halal Label (X3)	image(X3.1)	.436**	.274**	.402**	.519**
	writing (X3.2)	.432**	.232*	.369**	.445**
	Combination of image an writing(X3.3)	.344**	.191	.322**	.439**
	Stick to packaging (X3.4)	.351**	.231*	.283**	.280**
Product (X4)	Price(X4.1)	.338**	.264**	.342**	.403**
	Quality(X4.2)	.353**	.225**	.289**	319**
	Design (X4.3)	.181	.134	.246*	.295**
	Reability (X4.4)	.337**	.321**	.494**	.432**

Table 5:- Correlation of Dimension
Source : Primary Data Processed (2019)

From the correlation test results mentioned that the highest correlation value between the Brand Awareness variable against the Puchase Intention variable lies in the dimension of recognizing the brand with a value of 0.413. While the lowest correlation value lies in knowing the brand dimension that is equal to 0.144. It can be concluded that the Wardah brand recognition in detail and clearly more influences respondents to be interested in buying compared to just knowing the brand.

The highest correlation value between the Brand Image variable and the Purchase Intention variable lies in the Brand Loyalty dimension with a value of 0.405. While the lowest correlation value is on the brand acknowledgment dimension with a value of 0.099. It can be concluded that Wardah brand loyalty can influence consumers to find out information about the brand so that consumers will be interested in buying. But the brand recognition does not affect consumers to make purchases.

The highest correlation value between the halal label variable and the Purchase Intention variable lies in the dimensions of the image with a value of 0.519. The lowest correlation value is in the dimensions of the combination of images and writing with a coefficient value of 0.191. This can be interpreted that the halal image / logo listed on the package can provide convenience for consumers who want to buy the product compared to seeing images and writing at the same time.

The highest correlation value between the product variables and the Purchase Intention variable lies in the reliability dimension with a value of 0.494. The lowest correlation value is in the compensation dimension with a design value of 0.134. This can be interpreted that the reliability of Wardah products can actually attract consumers to buy compared to packaging designs that are still a consideration for consumers to be interested in buying.

V. DISCUSSION

The results of this study stated that Brand Awareness and Brand Image did not significantly influence the buying interest of Wardah cosmetics, halal labeling and the products had a significant effect on buying interests of Wardah cosmetics. In order to increase brand awareness and brand image, it is necessary to have an engagement with consumers by giving membership to consumers who often buy Wardah cosmetics by providing specific information about new products, promos or special price discounts so that consumers are more aware about Wardah cosmetics. Then with the selection of the right brand ambassadors and endorsement and sponsorship of all public icons and event shows to strengthen Wardah's cosmetics brand ideals. Then in terms of the halal label is maintained so that the image of halal cosmetics will remain attached to consumers and increase and also maintain the quality of products that already exist today. Besides giving an attractive appearance so that it can increase the interest of

consumers to use the product. The price must also be maintained in order to compete with other competitors

VI. CONCLUSION

Based on the research that has been done, several conclusions can be drawn as follows:

➢ Brand Awareness does not have a positive effect on Purchase Intention. Therefore, awareness about the brand and introduction to the Wardah brand do not affect consumers in terms of interest in buying Wardah cosmetics.
➢ Brand Image does not have a positive effect on Purchase Intention. Therefore, brand identity, brand association, benefits and competence of Wardah brand do not affect consumers in terms of interest in buying Wardah cosmetics.
➢ Halal labels have a positive effect on Purchase Intention. Therefore, halal labels and halal certification on Wardah cosmetics affect consumers in terms of interest in buying Wardah cosmetics.
➢ Products have a positive effect on Purchase Intention indicated. Therefore, trustworthiness, durability, variations in product categories in Wardah cosmetics affect consumers in terms of interest in buying Wardah cosmetics.
➢ Based on the results of simultaneous tests and multiple correlation tests, it was found that the relationship of Brand Awareness, Brand Image, Halal Label and Products to Purchase Intention was positive and significant with a percentage of 43%. Other factors that have a relationship to Purchase Intention in Wardah cosmetics are not examined in this study

Based on the research and discussion that has been done, the advice given from the researchers is as follows based on the results of the analysis conducted, it is suggested that Wardah better enhance Wardah brand awareness and provide an inherent image to consumers so that they can be more interested in buying using the membership system for Wardah users to give engagement to consumers so they have the privilage by giving special discounts or promos for those who have already become Wardah members. Then multiply the procurement of the deployment of beauty events or fashion shows can attract consumers to interact through workshops or direct demonstrations conducted by cosmetology experts. Wardah was able to take part in the event with the theme of a beauty campaign carrying the principles of safety and halal as well as brand image in using cosmetic products. This is very important to do so that it can continue to attract more interest to consumers to buy. In addition it is expected that Wardah is expected to oversee the reliability and stability of the product on every product sold, this needs to be done in order to prevent bad reviews from parties who want to drop so that they can continue to convince consumers to make purchases.

For further research it is expected that further researchers can examine with other variables outside the variables that have been studied to get more varied results. This is intended because the development of the halal cosmetics industry is currently experiencing rapid progress so as to make many new halal cosmetics products appear with attractive offers, so it is expected that researchers will continue to be able to examine the Word of Mouth consumers in Indonesia for Halal cosmetics that are developing at this time

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