

THE INFLUENCE OF BEAUTY INFLUENCERS, LIFESTYLE, AND HALAL LABEL ON THE PURCHASE DECISION OF SOMETHINC CUSHION PRODUCT

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Abstract

This study analyzes the effect of Beauty influencers, Lifestyle, and Halal labels on purchasing Cushion Somethinc products. This study uses a quantitative method using a Likert scale. The sample for this study were students of the Faculty of Economics and Business at Syiah Kuala University who used the Cushion Somethinc product. 110 respondents were taken through purposive sampling using the Hair formula. The analytical method used is multiple regression analysis. The results of this study indicate that Beauty Influencer, Lifestyle, and the Halal Label have a positive and significant effect on the decision to buy cushion Somethinc products. Beauty influencers are helpful for brands wishing to adopt the marketing strategy for developing local cosmetic products and making lifestyle and halal labels an indicator in purchasing decisions.

Keywords: Beauty Influencer, Halal Label, Lifestyle, purchase decision

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Introduction

The use of technology and information continues to increase rapidly in Indonesia. This dramatically affects the behavior of consumers, who want to be practical and efficient in meeting their needs and desires in life. So, without us realizing it, our lives today are inseparable from technology and information. Social media is a means of technology and information that is widely used by people worldwide and is increasing in users everyday (Alfitri, 2019). Every year, there is an increase in Internet use in Indonesia. The Survei Sosial Ekonomi Nasional (Susenas) data for 2021 conducted by the Badan Pusat Statistik (BPS) shows that 62.10 percent of the Indonesian population has access to the Internet. With the presence of social media, many companies are looking at the benefits arising from the use of social media, among others, for business purposes through the marketing and sale of cosmetic products. So, by marketing products from beauty companies using social media, it will be easier to achieve brand popularity and approach consumers to increase sales of beauty products (Sitepu, 2016). To perfect the marketing of their products on social media, beauty companies use marketing strategies called beauty influencers, where there is a collaboration between the company and the Beauty Influencer to promote the product (Grace, 2021).

A beauty influencer is someone who understands beauty very well and can influence others by merely making purchase decisions, reviewing and promoting beauty products, one of which is cosmetics from how they are used, ingredients contained in them, and so on, and uploading to his social media by utilizing his many followers such as Tasya Farasya, Lifni Sanders, Suhay Salim, Nanda Arsyinta, and so on (Sari D. M., 2019). A survey conducted by the beauty clinic PT Zulu Alpha Papa (ZAP) and Mark Plus Inc. published by Databoks shows that as many as 78 percent of Indonesian consumers buy beauty products because of reviews from influencer locals. To gain consumer trust, a Beauty Influencer must provide a detailed explanation of the cosmetic product so that it exists. Beauty Influencer makes it easier for consumers to recognize complete qualifications, starting from halal attributes, types, ingredients, and how to use up the price.

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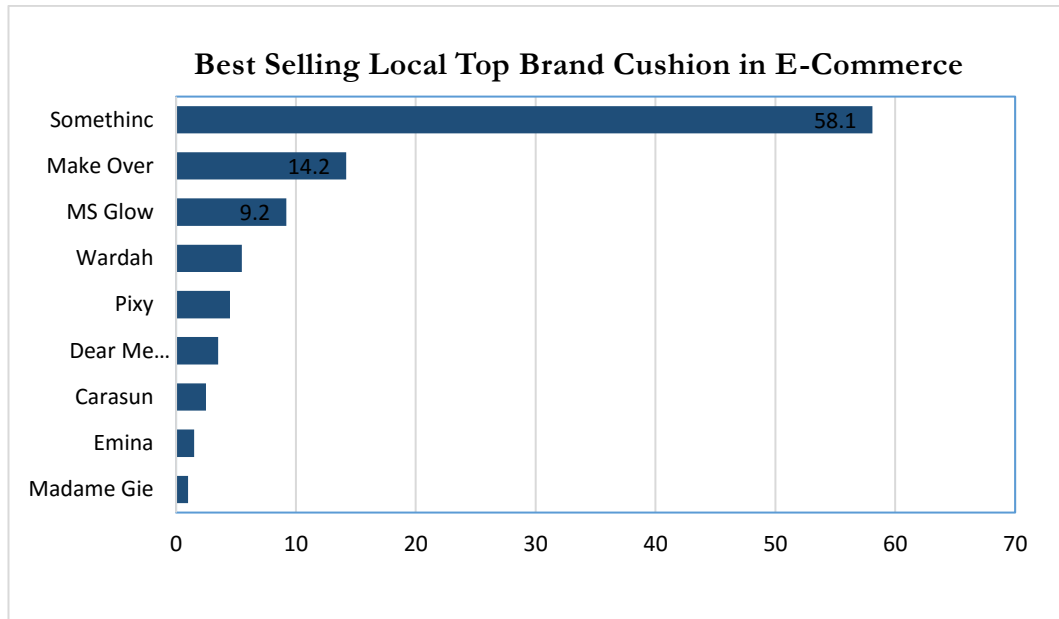
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Databoks, as many as 78 percent of Indonesian consumers buy beauty products because of reviews from local influencers. To gain consumer trust, a beauty influencer must provide a detailed explanation of the cosmetic product so that it exists. Beauty influencers make it easier for consumers to recognize complete qualifications, starting with halal attributes, types, ingredients, and how to use the price.

According to Haro, (2018), Indonesia is currently in second place after Thailand in the cosmetics market with revenues of US\$ 3.257 billion, or 23.26 percent of the ASEAN market. (Association of Southeast Asian Nations), which makes the cosmetics market in Indonesia more profitable. Currently, there are 760 cosmetic companies spread throughout Indonesia. The large number of cosmetic industry players shows that the business value is very promising (Kurniasari, 2013) (Briliana and Mursito, 2017). With so many cosmetic companies presenting new halal-certified innovations, consumers' halal awareness has increased, so the halal industry in Indonesia continues to increase. Interest in cosmetic and personal care products continues to increase and develop. In the cosmetics sector, brand Local cosmetics show relatively high consumer preferences; this is supported by a survey conducted by Popilux, which was published by Databox, which found that out of 500 women surveyed, as many as 54 percent preferred brand local for its cosmetics, 11 percent voted brand internationally, and 35 percent of respondents did not have a preference for using brand cosmetics. In the State of the Global Economic Report 2021–2022, Indonesia is ranked ninth in the field of drugs and cosmetics. This is under Indonesia's commitment to become the center of the Sharia economy in 2024, and now Indonesia is ranked fourth in the world. Therefore, the production of local Indonesian products must be increased.

Somethinc is a famous local brand in Indonesia. Present in May 2019 under the auspices of PT. Cosmax Indonesia. Somethinc intends to meet the public's need for high-quality, halal-certified beauty products at affordable prices. Brand Somethinc produces various types of skincare and makeup. It's no wonder that Somethinc products become popular and best-selling in the local Indonesian beauty industry (Somethinc, 2022). Somethinc is known as the first pioneer mesh cushion in Indonesia, which is adapted to Indonesia's tropical climate by presenting a shade that suits the skin in Indonesia. Somethinc claims that mesh This cushion makes users comfortable does not clog pores, and does not cause acne. There are innovations, and the mesh formula on this Cushion serves to avoid excessive product absorption by the sponge so that it can prevent the growth of bacteria so that this product remain safe and hygienic (Reyhan, 2021).



source: *compas.co.id*, 2022

Figure 1. Somethinc cushion sales data

The sales data shows that the Somethinc cushion product is ranked first with a sales volume of 58.1 percent, making over 14.2 percent, and MS Glow by 9.2 percent, the best-selling e-commerce.

Each individual is different in how they meet their individual needs. For example, the needs of men are different from those of women. Especially women who pay more attention to appearance so that they always look beautiful and charming. In addition, lifestyle factors can influence someone's decision to buy cosmetics (Alfitri, 2019). As Ayif (2021) said, Emerging lifestyles, such as changing buying roles between men and women, can change consumer tastes, habits, and behaviors (Elsya Medita Aurelia Putri, 2022). This creates enormous market potential in the cosmetic sector. So, in buying cosmetics, consumers must pay attention to products according to the needs of Muslims to avoid products that contain ingredients that are prohibited by Islamic law and not buy carelessly because it fulfills a lifestyle by seeking information about product attributes that can be used as a basis for decisions about purchasing products.

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Based on the fatwa of Majelis Ulama Indonesia (MUI) Number 26 of 2013 concerning Halal Standards for Cosmetic Products and Their Use, the Lembaga Pengkajian Pangan, Obat-obatan dan Kosmetika Majelis Ulama Indonesia (LPPOM MUI) does not carry out halal certification of cosmetic products that use unclean and unclean ingredients, both for internal and external cosmetics (MUI, 2023). Therefore, before being bought and sold, cosmetic business actors should pay more attention to the ingredients used in their products. The existence of this institution is expected to provide a sense of security and comfort for the products to be consumed.

Purchase Intention is a consumer behavior where consumers desire to buy or choose a product. (Widodo, 2016)Based on their experiences in choosing, consuming, using, and wanting a product, consumers' interest in buying a brand refers to how likely they are to buy or switch from one brand to another (Karsono. L.D.P: Cahya & Choridah, 2023) Yazgan et al., 2020) say that purchasing decisions are behavior to fulfill future desires. (Grace, 2021) makes decisions as stages of recognizing problems and finding solutions to problems that lead to buying decisions. Several studies use lifestyle variables and halal labels on cosmetic purchasing decisions (Syafriada, 2016; Nisa, 2018; Faturrahman & Anggesty, 2021). Some studies use beauty influencer variables and purchasing decisions (Zukhrufani, 2019; Audie, 2021; Irmayanti, 2021).

The results of research (Grace, 2021) on the influence of lifestyle on cosmetic purchasing decisions are different research results from Syafriada (2016), and the results on the influence of beauty influencers on purchasing decisions are also different from research (Alfitri, 2019). This indicates that there are inconsistencies between the research results. As for what makes this research important to study because of the phenomenon of people experiencing lifestyle changes and a tendency to be more religious, there needs to be more consistency between research results. This study aimed to determine the influence between beauty influencers, lifestyle, and halal labels on purchasing decisions for somethinc cushions.

Research Methodology

This study used IBM SPSS 25 to see the influence of beauty influencers, lifestyle, and halal labels on the purchase decision of somethinc cushion products. This study used a quantitative method with research objects from students who used and knew the Somethinc Cushion product at the Faculty of Economics and Business, Syiah Kuala University, Banda Aceh City. The number of samples using the non-probability sampling method with the

purposive sampling technique. The number of respondents used the Hair formula, with an estimated error of 5 percent. However, the researchers asked as many as 110 respondents to avoid bias. In addition, respondents were also classified based on gender, age, study program, generation, and income. Table 1 shows the characteristics of the respondents in this study.

Table 1. Characteristic of Respondents

Description	Criteria	Number of respondents	Percentage
Gender	Women	110	100%
Age	19 years	3	2,7%
	20 years	23	20,9%
	21 years	62	56,4%
	22 years	21	19,1%
	23 years	1	0,9%
Study program	Akuntansi	27	24,5%
	Ekonomi Islam	29	26,4%
	Ekonomi Pembangunan	25	22,7%
	Manajemen	29	26,4%
Year	2018	1	0,9%
	2019	79	71,8%
	2020	14	12,7%
	2021	9	8,2%
	2022	7	6,4%
Income	500-1 million	48	43,6%
	1-1,5 million	51	46,4%
	>1.5 million	11	10,0%

Respondents in this study were 100 percent women who were dominated by women aged 21 years, namely 56.4 percent, as many as 64 people, and at least 0.9 percent as many as one person. In the study programs that were the respondents to this study, the majority of Islamic economics study program students were 26.4 percent with two people and at least 22.7 percent development economics students with 25 people. The highest respondents were the 2019 class, which had 71.8 percent, with 79 people and at least 0.9 percent with one person. The income obtained by dominant respondents 1-1.5 million is 51 people, 46.4 percent, and at least less than 1.5 million, as many as 11 people, 10 percent.

This quantitative research uses data quality tests, classical assumption tests, and hypothesis tests. The data quality tests use a validation test and a reliability test. The classical assumption tests use the normality test and multicollinearity test. Then, the hypothesis test uses a t-test and an F-test.

Data quality test result shows the test uses a significance of 5% above 0.1874 (See Table of R Correlation Critical Value Product–Moment for n = 110). So that all the questions in this

study were declared valid. Mark Cronbach Alpha Purchase Decision amounting to 0.905, Beauty Influencer of 0.931, Lifestyle of 0.854, and Halal Label of 0.900; thus, all the instruments used in this research variable can be said to be reliable (reliable) because they have a value Cronbach Alpha more than 0.600.

Classical assumption test results show the normality test in this study was carried out using the Kolmogorov-Smirnov non-parametric statistical test. Based on the research that has been done, the Kolmogorov-Smirnov value is $0.55 > 0.05$; this indicates that the data on all the variables used are typically distributed. The multicollinearity test shows the tolerance value or value Variance Inflation Factor (VIF). Research shows that all independent variables have a tolerance value of more than 0.10, meaning there is no correlation between the independent variables. Likewise, the value calculation results for the Variance Inflation Factor (VIF) also show that all independent variables have a VIF value of less than 10. So, it can be concluded that there is no multicollinearity between the independent variables in the regression model in this study.

Result and Discussion

The equation of the results of the regression analysis of the data obtained the following values:

Table 2. Regression Analysis Results

Model	Standardized Coefficients			t	Itself
	B	Std. Error			
Beauty Influencer	0,303	0.058		5,487	0.000
Lifestyle	0,446	0.050		8,609	0.000
Halal Label	0,307	0.051		5,824	0.000

Source: Primary data processed, 2023

Thus, the results of statistical calculations can be written as simultaneous multiple linear regression equations as follows:

$$Pd = 0,303 Bi_1 + 0,446 Ls_2 + 0,307 Hl_3$$

From the results of the regression equation above, it is known that the results of the study are as follows:

Effect regression coefficient Beauty Influencer (Bi) of 0.303 explains every 1% increase in Beauty Influencer (Bi) then it will be able to increase the value of the Purchase Decision by

0.303, meaning that there is a positive influence of the variable Beauty Influencer (Bi) to the Purchase Decision (Pd).

The regression coefficient for the influence of Lifestyle (Ls) is 0.446, explaining that every 1% increase in Lifestyle (Ls) will increase the value of Purchase Decision by 0.446, meaning that there is a positive influence of Lifestyle (Ls) variables on Purchase Decisions (Pd).

The regression coefficient for the influence of the Halal Label (HL) is 0.307, explaining that every 1% increase in the Halal Label (HL) will increase the value of the Purchase Decision by 0.307, meaning that there is a positive influence of the Halal Label (HL) variable on the Purchase Decision (Pd).

The coefficient R of 0.922 explains the degree of relationship (correlation) between variables Beauty Influencer, Lifestyle, and Halal Label with Purchase Decision, which is positive with a close relationship of 92.2 percent. This means the three independent variables have a powerful relationship with the Purchase Decision (KP) with a category value of 80-100 percent. Meanwhile, the coefficient of determination from the SPSS output results obtained Adjusted R Square is 0.849. The Adjusted R Square value explains the role of variables Beauty Influencer, Lifestyle, and Halal Label in influencing the purchase decision, which amounted to 0.849 or 84.9 percent. The residual (residual value) of the role of these variables is 0.151 or 15.1 percent influenced by other variables not involved in this study.

This study analyzes the effect of beauty influencers, lifestyle, and halal labels on purchasing decisions for something products. The results showed that the correlation test showed a value of 0.922 percent, and the determinant test obtained a value of 0.845 percent. It is implied that the variable beauty influencer, lifestyle, and halal label are closely related to the decision to purchase something.

A partial Test (t-test) was conducted to see the independent variables' significant effect on the dependent variable (partially). If $t_{count} \geq t_{table}$ with a significance of 5%, it can be concluded that the independent variables partially have a significant effect on the dependent variable.

Tabel 3. Partial Test Results (t test)

Model	Standardized Coefficients			t	Itself.
	B	Std. Error			
Beauty Influencer	0,303	0.058		5,487	0.000
Lifestyle	0,446	0.050		8,609	0.000
Label Halal	0,307	0.051		5,824	0.000

Source: Primary data processed, 2023

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Based on Table 3, the variable results can be explained by the fact that beauty influencers, lifestyle, and halal labels partially influence purchase decisions (KP). So, the alternative hypothesis (Ha) is accepted and rejects the null hypothesis (Ho).

In the results of this study, simultaneously, the beauty influencer, lifestyle, and halal label variables significantly affect purchasing decisions for some products. this indicates that the decision to purchase somethinc cushion can increase if beauty influencers, lifestyle, and halal labels increase.

The results also show that duty influencers positively and significantly affect purchasing decisions following research (Audie, 2021). The existence of reviews and beauty influencers can make it easier for consumers to find out about the product, how to use and the benefits of the product so that it influences the decision to purchase somethinc cushion products.

The lifestyle results show a positive and significant effect on purchasing decisions, under research (Ayif, 2021). This shows that somethinc cushion products can support the appearance and increase users' confidence.

Based on the study's results, the Halal label shows a positive and significant effect on purchasing decisions under research (Widyaningrum, 2019). This shows that consumers will pay attention to the halal label before deciding to buy a product. This halal label will make it easier for consumers to get information about the halalness of the products they will buy and use and guarantee the quality and ingredients contained in them.

The F test is carried out to see the effect of the independent variables on the dependent variable simultaneously (simultaneously). When $F_{count} > F_{table}$ with a significant level of 5%, it can be concluded that the independent variables have a significant effect on the dependent variable jointly.

Table 4. Simultaneous Test Results (Test F)
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Itself.
1 Regression	38.702	3	12.901	199,393	.000 ^b
Residual	6.858	106	.065		
Total	45.560	109			

a. Dependent Variable: MW

b. Predictors: (Constant), SI, P, R, K

Source: Primary data processed, 2023

The results of dividing the Mean Square regression with the Mean Square residual obtained a calculated F value of 199.393 with a significance probability value limit of 0.000. While the value of the F table at a significant level of 5% and df 106 is 2.696, the calculated F value (199.393) is greater than the F table (2.696), so a decision can be taken, namely accepting the alternative hypothesis (H_a) and rejecting the H_0 hypothesis, meaning Beauty Influencer, Lifestyle, and Halal Label jointly influence the Purchase Decision.

Conclusion

Based on the result of this study, it can be concluded that Beauty influencers, lifestyles, and halal labels partially and simultaneously influence the decision to purchase cushion products for students of the Faculty of Economics and Business, Syiah Kuala University. Furthermore, influencers in the field of beauty are expected to maintain and increase the value of professionalism for the sake of the quality of content that will be uploaded on social media. Beauty influencers are useful for brands wishing to adopt the strategy of marketing for developing local cosmetic products and making lifestyle and halal labels an indicator in making purchasing decisions. It is recommended to investigate other factors that might influence purchase decision of Somethinc cushion product in Aceh, Future research may use another type of respondent to give another perspective and comparison such as any local brand customers, adults, etc, marketers of Somethinc cushion product must be able to guarantee the accuracy and dependability of the information they provide to customers about halal label cosmetics such as the beauty influencer can make awareness about halal label before use it to her followers. So, her followers feel safe to use the product.

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