



Religiosity, halal labeling, product quality, and repurchase intention of Wardah customer

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ABSTRACT

This study aimed to analyze the effects of religiosity, halal labeling, and product quality on repurchase intentions among Wardah cosmetic users in Padang city, with purchase intention as a mediating variable. The research conducted was quantitative in nature. The study's population comprised students in Padang city who used Wardah cosmetics, with a sample size of 200 respondents. Structural equation modeling using SmartPLS 4.0 software was employed for data analysis. The study's findings indicate that: (1) Religiosity has a positive and significant effect on Purchase Intention. (2) Halal Labeling has a positive and significant effect on Purchase Intention. (3) Product quality has a positive and significant effect on Purchase Intention. (4) Repurchase intentions have a positive and significant effect on Purchase Intention. (5) Religiosity has a positive and significant effect on repurchase intention with purchase intention as a mediating variable. (6) Halal Labeling has a positive and significant effect on repurchase intention through purchase intention as a mediating variable. (7) Product quality has a positive and significant effect on repurchase intention through purchase intention as a mediating variable.

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INTRODUCTION

In today's development, humans have numerous needs to sustain their survival. Human circumstances and nature contribute to the differentiation of needs among individuals. Children's needs differ from those of parents, and women's needs are distinct from men. For women, appearance holds significant importance, as they aspire to look beautiful in the eyes of others. Beauty standards represent a phenomenon grounded in the assumption that physically perfect women are deemed attractive by the opposite sex. The standardization among women prompts them to strive to meet the desired standards within their environment (Rizkiyah & Apsari, 2019). The pursuit of beauty creates a substantial market potential for the cosmetics industry. Cosmetics, which encompass various chemical compounds made from natural and synthetic ingredients, are applied to the body's skin epidermis to enhance one's appearance (Windarti, 2022).

Presently, numerous beauty product brands such as Wardah, Maybelline, Citra, Revlon, and others are available to consumers in supermarkets or beauty stores. Given the repetitive daily use of cosmetic products, safety requirements become imperative. The desire to appear beautiful leads women to increasingly consume cosmetics, facilitating socialization and seeking recognition from their

surroundings. However, many cosmetics in circulation are found to contain active ingredients. Moreover, the quest for instant beauty has prompted companies to focus more on instant products, potentially compromising safety aspects. Wardah, as a local brand, establishes a halal brand image for its products, attracting Indonesian consumers and instilling halal values in the products they offer. This instills a sense of security among consumers when using Wardah products. The brand presents creative formulas that are guaranteed to be halal and efficient, catering to the diverse needs and preferences of women (Narotama Sunardi et al., 2022). Despite intense competition, Wardah continues to dominate the Indonesian cosmetics market, with consumers highly seeking its products due to their perceived superiority.

In the cosmetics industry, intense competition is inevitable. The decline in sales at Wardah over the past two years poses a serious problem requiring attention. Wardah, a well-established brand in the cosmetics industry, has built a strong reputation and held a significant market share over the years. However, challenges from 2021 to 2022 led to a notable decline in sales. The top brand in the industry faced sales reduction due to emerging competitors capturing a substantial market share. The low repurchase rates of Wardah cosmetic products have become a major concern. Consumers appear more attracted to new products promising innovation, benefits, or the latest trends.

Repurchase intention is a particular concern, as it can be influenced by previous buyer experiences. If perceptions of price, experience, brand, and satisfaction do not align with the value received, repurchase intention tends to decrease (Yasri et al., 2020). The study by Laman et al. (2022) also explores the impact of product quality, price, and halal labeling on repurchase intentions. Given this background, specifically examining the effects of religiosity, halal labeling, and product quality on repurchase intentions mediated by intention, researchers are motivated to conduct an in-depth study with the research title "The effect of religiosity, halal labeling, and product quality on repurchase intentions through purchase intention as a mediating variable".

LITERATURE REVIEW

Repurchase intention

Repurchase intention is individual judgment about buying again designated services of the same company, taking into account the current situation and possible circumstances. Repurchase intention according to Schiffman & Kanuk (2008) is the result of an assessment of the product, namely whether the product is as expected, exceeds expectations, or disappoints, with this assessment consumers' doubts about their choices will decrease because there are more and more of these products. In line with the expectations of consumers as buyers, it is more likely that consumers as buyers will buy it again. Intention is considered the best direct factor in the relationship between attitude and behavior, and appropriate for testing consumer behavior Wen et al., (2011).

Religiosity

Glock and Stark, (1988) define religiosity as an institutionalized system of symbols, belief systems, value systems, and behavioral systems, all of which are centered on issues that are internalized as the most meaningful. Religiosity can be said as an attitude or behavior of obedience and understanding of a person's religion so that he acts according to the rules and obligations of that religion in his life Meliani et al., (2021).

Halal labeling

Halal labeling is the inclusion of halal writing or statements on product packaging to show that the product in question has the status of a halal product, in Indonesia the institution authorized by the Government in the halal certification process is the Indonesian Ulema Council (MUI) Wibowo & Diah Mandusari, (2018) Halal labeling is placing writing or carrying out halal instructions on product packaging to indicate that the product is called a halal product. The Halal label aims to provide legal

certainty and protection to consumers thereby increasing the competitiveness of products within the country to increase national income Paramita et al., (2022)

Product quality

According to Kotler and Armstrong (2019: 59) product quality is something that can be offered to the market for attention, possession, use, or consumption that can satisfy wants and needs. Product quality is the ability of the product to provide results or performance that match or even exceed consumer desires or expectations. product quality is the ability of a product to carry out its functions, including durability, reliability, ease of operation, and repair, as well as value attributes Setiawan, (2020).

Purchase intention

According to Kotler & Keller (2016: 137) argues that purchase intention is a type of consumer behavior that occurs in response to objects that indicate a consumer's desire to buy something. Purchase intention is one of the most critical stages of the purchasing process that reveals consumers' decisive reactions to stimuli (Abdulkadir Ozturka, 2022).

The effect of religiosity on purchase intention

The religiosity of an individual can be reflected in the purchase intention of products that follow the individual's religious beliefs. The higher a person's religiosity, the higher the consumer's buying interest in a product. this is in line with research conducted by Tegar, (2019) & Ustanti et al., (2022) religiosity has a positive and significant effect on purchase intention.

H1: Religiosity has a positive and significant effect on the intention to buy Wardah cosmetics for female students in the city of Padang

The effect of halal labeling on purchase intention

Halal labeling is the inclusion of halal writing or statements on product packaging to indicate that the product in question has the status of a halal product. The halal label for a product can be included on a package if the product has received a halal certificate from BPPOM MUI, according to Rangkuti in Kamilah & Wahyuati, (2017). According to Mundir et al., (2021), Sholihah et al., (2022) halal labeling has a positive and significant effect on purchase intention.

H2: Halal labeling has a positive and significant effect on the intention to buy Wardah cosmetics for female students in the city of Padang

The effect of product quality on purchase intention

Product quality, reflects a dimension of product offerings that produce benefits (benefits) for customers. Product quality is an effort or ability made by the company to provide satisfaction for consumers because consumer satisfaction does not only refer to the physical form of the product, but a package of satisfaction that can be from purchasing the product. high product quality can increase consumer purchase intention. this is in line with research conducted by Arianto & Sabta, (2020), Irawan, (2020) product quality has a positive and significant effect on the intention to buy Wardah cosmetics for female students in the city of Padang.

H3: Product quality has a positive and significant effect on the intention to buy Wardah cosmetics for female students in the city of Padang

The effect of repurchase intention on purchase intention

Consumers who are satisfied with the products and services they receive tend to have a desire to repurchase these products in the future. Repurchase has a significant influence on consumer purchase intention. Repurchase has a significant influence on consumer purchase intentions. Repurchase influences a person's intention due to factors such as customer satisfaction, product quality, effective promotion, and service quality. Ali, (2019) repurchase intention influences consumer purchase intention.

H4: Repurchase intention has a positive and significant effect on the purchase intention to purchase Wardah cosmetics for female students in the city of Padang

The effect of religiosity on repurchase intentions through purchase intention as a mediating variable

Religiosity has a positive influence on repurchase mediated by purchase intention. Consumers who have a high level of religiosity tend to prefer products that are in accordance with their religious beliefs and values. In research conducted by (Nurrahmi, 2020) religiosity mediated by buying interest has a positive and significant effect on repurchase intentions for Wardah cosmetics purchases for female students in Padang city. This means that purchase intention can mediate the influence between religiosity on repurchase intention.

H5: Religiosity mediated by purchase intention has a positive and significant effect on the repurchase intention to purchase Wardah cosmetics for female students in the city of Padang

The effect of halal labeling on repurchase intentions through purchase intention as a mediating variable

Halal labeling can increase consumer purchase intention because halal labels provide a sense of security and trust to consumers that the products purchased are halal and by their religious beliefs. Halal labeling affects consumer repurchases through purchase intention because it builds trust, satisfaction, identification of halal products, religious and ethical values of consumers, and trust in product quality and safety. In research Muhammad Fahmul Iltham & Nizar, (2020) halal labeling can influence repurchase intention through purchase intention as a mediating variable. This is in line with research Antin, (2021) that halal labeling of repurchase intention can be mediated by purchase intentions.

H6: Halal labeling which is mediated by purchase intention has a positive and significant influence on the repurchase intention to purchase Wardah cosmetics for female students in the city of Padang

The effect of product quality on purchasing repurchase intentions through purchase intention as a mediating variable

Product quality provides confidence in the quality of the product to be purchased by consumers so that it can influence the repurchase intention of the product. Product quality that matches the expectations of consumers will provide a stimulus to consumers so that consumers are interested in making repurchase. In research Putra et al., (2022) product quality can influence repurchase intentions through purchase intention as a mediating variable. This is in line with research Nanda & Dewi, (2019) that product quality on purchasing repurchase intentions can be mediated by purchase intentions.

H7: Product quality which is mediated by purchase intention has a positive and significant influence on the repurchase intention to purchase Wardah cosmetics for female students in the city of Padang

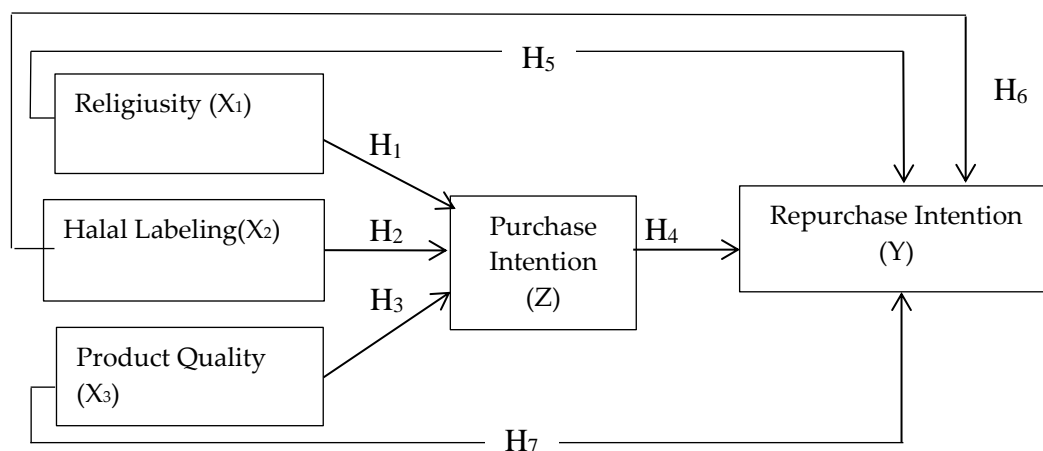


Figure 1. Conceptual Framework

METHOD

The type of research used in this study is causal research with quantitative techniques. This study uses primary data, namely data collected directly by researchers through distributing questionnaires that are distributed directly to collect research data. The sampling method was carried out using purposive sampling technique based on the criteria, namely female students as users of Wardah cosmetics in Padang city. With a sample size of 200 respondents. There are 5 variables in this study, namely repurchase intention (Y), religiosity (X1), halal labeling (X2), product quality (X3), and purchase intention (Z). Statistical models are used in data calculations. To classify the research conducted with the measurement model and measurement structure on measurement data using PLS (Partial Least Square) software assistance. Validation in the measurement model uses validity measurement tools measured by convergent validity and discriminant validity. Reliability will be evaluated and performed based on the structural model that evaluates r squared after the validation check. The strength and direction of the relationship between variables can be determined using p -value findings before hypothesis testing.

The operational definition is the elaboration of the variable and indicator definitions in this study. The operational definition in this study can be seen in Table 1.

Table 1. Operational Variable

Variable	Defenition	Indicators
Repurchase Intention(Y) Permana Budi et al., (2022)	Repurchase intention individual judgment about buying again designated services of the same company, taking into account the current situation and possible circumstances.	1. Repeat purchase 2. Repeat to visit 3. Intended to recommend
Religiusity (X1) Basri & Kurniawati, (2019)	religiosity as an institutionalized system of symbols, belief systems, value systems, and behavioral systems, all of which are centered on issues that are internalized as the most meaningful.	1. consuming halal products because of religious beliefs 2. following religious dogmas which are advised to consume halal products 3. avoiding buying makhruh products.
Halal Labelling (X2) Kurniaputri, (2020)	Halal labeling is the inclusion of halal writing or statements on product packaging to show that the product in question has the status of a halal product.	1. picture 2. writing 3. combination of pictures and text 4. attached to the packaging.
Product Quality (X3) Tjiptino (2016)	product quality is something that can be offered to the market for attention, possession, use, or consumption that can satisfy wants and needs.	1. performance 2. features 3. conformance 4. durability 5. aesthetics 6. perceived quality
Purchase intention (Z) Kotler & Keller (2016)		1. Transactional 2. Reference 3. Preferential 4. Explorative

Source: Primary data processed, 2023

RESULT AND DISCUSSION

The data that the researchers obtained from questionnaires were distributed directly with a research sample of 200 respondents. From the number of questionnaires distributed, 170 respondents answered that they met the criteria and 30 respondents answered that they did not meet the criteria. The characteristics of the respondents in this study can be seen in Table 2.

Table 2. Characteristic Respondents

Characteristics	Category	Amount	percentage
Gender	Female	170	100%
Age	19-21	108	64%
	22-24	60	35%
	25-27	2	1%
Education	D3	13	8%
	D4	3	2%
	S1	152	89%
	S2	2	1%
UNP	FIP	16	17,20%
	FPP	6	5,84%
	FPK	4	3,98%
	FBS	13	13,81%
	FIS	12	12,29%
	FT	12	13,11%
	FIK	8	8,85%
	PASCA	1	0,94%
	FE	9	8,99%
	FMIPA	14	14,94%
UNAND	FE	5	10,69%
	PHARMACY	1	2,13%
	FH	4	8,85%
	FIB	4	7,37%
	FISIP	5	10,69%
	FK	4	7,33%
	FKG	1	1,2%
	FKP	1	2,7%
	HEALTH	2	4,5%
	FMIPA	3	6,30%
	AGRICULTURE	6	11.13%
	FARM	4	7,47%
	FT	6	11,61%
	T. INFORMATION	1	2,94%
	T. AGRICULTURE	2	4,71%
UIN IB	FAH	2	6,88%
	FDIK	4	13,6%
	FEBI	4	16,43%
	FS	4	17,70%
	FST	1	3,27%
	FTK	7	27,5%
	FUSA	3	12,69%
	PASCA	1	0,37%
educational level	2018	2	1%

Characteristics	Category	Amount	percentage
income	2019	81	48%
	2020	70	41%
	2021	15	9%
	2022	2	1%
	< Rp 1.000.000	95	56%
	Rp 1.000.000- Rp 2.500.000	73	43%
	Rp 3.000.000-Rp 5.000.000	2	1%
The last time I bought Wardah products	January	9	5%
	February	12	7%
	March	15	9%
	April	10	6%
	May	20	12%
	June	15	9%
	July	17	10%
	August	13	8%
	September	16	9%
	October	14	8%
	November	11	6%
	December	18	11%
How Often to Buy Wardah Products	2-3 times	105	62%
	4-6 times	45	26%
	>7 times	20	12%
Wardah products purchased	Foundation	17	10%
	Concealer	15	9%
	Bb Cream	13	8%
	Bb Cushion	15	9%
	Bedak Tabur	12	7%
	Two Way Cake	18	11%
	Blush On	10	6%
	Lipstik	20	12%
	Lip Cream	14	8%
	Mascara	16	9%
	Eye Liner	11	6%
	Eye Shadow	9	5%

Source: Primery data processed, 2023

Validity test

The accuracy and reliability of the equipment are checked by measurement in the measurement model test (outer model). An indicator can be declared to meet convergent validity and have a high level of validity and have a high level of validity when the outer loadings value is > 0.70, while the Average Variance Extracted (AVE) value is > 0.50 (Chin & Todd, 19995). The Average Variance Extracted in this study can be seen in Table 3:

Table 3. Average Varians Extract

Variabel	<i>Average variance extracted (AVE)</i>
Religiusity (X1)	0.747
Halal labelization (X2)	0.653
Product quality (X3)	0.601
Repurchase intention (Y)	0.705
Purchase intention (Z)	0.610

Source: Research Results, processed with SmartPLS 4.0 (2023)

The convergent validity of the variables is supported by the fact that all AVE values for the variables in Table 3 are higher than 0.5. To ensure that the indication of each construct or variable is greater than the other variables, a discriminant validity test is then performed. According to the findings of the discriminant validity test, all variable AVE values are above 0.5 which indicates the convergent validity of the variables is valid.

Reliability test

Reliability test is a construct with reflexive indicators which can be done in two ways, namely Cronbach's Alpha and Composite Reliability. The composite reliability results will show a satisfactory value if it is above 0.7 (Ghozali & Latan, 2015). The Reliability in this study can be seen in Table 4:

Table 4. Reliability Test

	Cronbach's alpha	Composite reliability
Religiusity (X1)	0.844	0.898
Halal labelization (X2)	0.893	0.918
Product quality (X3)	0.917	0.931
Repurchase intention (Y)	0.896	0.922
Purchase intention (Z)	0.788	0.862

Source: Research Results, processed with SmartPLS 4.0 (2023)

It is clear from the data processing findings that the alpha and composite reliability scores of each of the Cronbach constructs are higher than 0.7. Cronbach's alpha and composite reliability were both over 0.7, according to generalizations. As a consequence, it has been determined that all the research variables are reliable.

R-square

The R-square value can be used as a measure of how far certain independent variables affect the dependent variable. R- square value of 0.75, 0.50 and 0.25 can be concluded that the model strong, moderate and weak (Ghozali & Latan, 2015). The R-square estimation value can be seen in Table 5 below:

Table 5. R Square

	R-square	R-square adjusted
Repurchase intention (Y)	0.444	0.380
Purchase intention (Z)	0.608	0.562

Source: Research Results, processed with SmartPLS 4.0 (2023)

Table 5 shows that the variables of religiosity, halal profit and purchase repurchase intentions can explain 44.4% of the variation in the purchase repurchase intention variable, which has an R square value of 0.444. While several factors that were not considered in this study were responsible for the remaining 55.6%. The R Square value of the purchase intention variable of 0.608 can be explained respectively by 60.8% by the variable religiosity, halal labeling, product quality and 39.2% by other factors not included in this study.

Hypothesis test

In PLS, the statistical testing of each hypothesized variable relationship is done with the bootstrap method, which is intended to minimize the problem of research data abnormalities. The bootstrapping test results of the PLS analysis are as follows:

Table 6. Path Analysis (Direct Effect)

	Original sample (O)	T statistics (O/STDEV)	P values
Religiosity-> Purchase intention	0.127	2.062	0.039
Halal labeling-> Purchase intention	0.260	4.183	0.000
Product quality-> Purchase intention	0.306	3.870	0.000
Repurchase intention-> purchase intention	0.228	3.279	0.001

Source: Research Results, processed with SmartPLS 4.0 (2023)

Table 7. Path Analysis (Indirect Effect)

	Original sample (O)	T statistics (O/STDEV)	P values
Religiosity -> Purchase intention -> Repurchase intention	0.029	1.480	0.139
Halal labeling -> Purchase intention-> Repurchase intention	0.059	2.145	0.032
Product quality -> Purchase intention-> Repurchase intention	0.070	2.312	0.021

Source: Research Results, processed with SmartPLS 4.0 (2023)

The effect of religiosity on purchase intention

In this study there is an influence between the religiosity variable on purchase intention. the higher a person's level of religiosity, the higher the purchase intention. This is in line with research conducted by Pratiwi, (2022) showing that religiosity has a significant effect on purchase intention. This research is also supported by research conducted by Bintang Ghaliyan Ibnunas, (2021) which shows that religiosity has a significant effect on purchase intention. Religiosity in this study is intended as the degree to which users believe in using wardah cosmetics. Indonesian consumers who are generally perceived as religious in fact have a big influence on wardah products that are already halal certified.

Effect of halal labeling on purchase intention

In this study there is an influence between the religiosity variable on purchase intention. the higher a person's level of religiosity, the higher the purchase intention These results are supported by research conducted by Yanti & Darwanto, (2021) which shows that halal labeling has a significant effect on purchase intention. The existence of halal labeling is also a benchmark for considering students in the city of Padang in purchasing cosmetic products. Halal labeling gives confidence to Muslim consumers that the product meets the halal standards set by their religion. Consumers feel more confident and satisfied when buying products that have a halal label, because they believe that these products are produced with due regard to halal.

Effect of product quality on purchase intention

in this study there is an influence between product quality variables on purchase intentions. the higher a person's level of religiosity, the higher the purchase intention. These results are in line with research conducted by Hartati, (2021) which shows that product quality has a significant effect on purchase intention. Product quality is an important thing for wardah cosmetic users. If a product has good product quality, consumers will feel satisfied in buying the product. Good product quality determines consumer repurchase intentions in making purchase intentions.

The effect of repurchase intention on purchase intention

in this study there is an influence between the variables of repurchase intention to influence purchase intention. The results of this study are supported by research Forever, n.d. (2022) which shows that purchase intention has a significant effect on repurchase intentions. Before buying a cosmetic product, consumers usually have a need, from that need it will lead to a desire to buy a product with a certain brand. When buying a product, consumers will first look for information about the product they are going to buy.

The influence of religiosity on purchasing repurchase intentions mediated by purchase intention

in this study there is no influence between the religiosity variable on repurchase intention through purchase intention as a mediating variable. The results of this study stated that the religiosity variable on the repurchase intention to purchase wardah cosmetic products did not have a mediating effect. If the value of Religiosity increases, it will not affect the value of purchase intention and purchase repurchase intentions will not increase either. This means that students in the city of Padang assume that repurchase intentions through purchase intention are not influenced by the variable Religiosity. This research is in line with research conducted by Nurrokhim et al., (2021) which states that religiosity does not have a significant effect on purchase repurchase intentions through purchase intentions.

The effect of halal labeling on repurchase intentions mediated by purchase intention

in this study there is no influence between the halal labeling variable on repurchase intention through purchase intention as a mediating variable. this means that purchase intention is able to mediate the effect of halal labeling on purchase intention. This research is supported by research conducted by Muhammad Fahmul Iltiham & Nizar, (2020) which shows that purchase intention mediates the relationship between halal labeling and purchasing repurchase intentions. Halal labeling becomes a reference for choosing a product to be used by consumers. The halalness of a product creates a desire to buy in consumers. With the halal label listed on the product packaging, it will directly influence consumers, especially the Muslim community, to use these products.

The effect of product quality on repurchase intentions mediated by purchase intention

in this study there is no influence between product quality variables on repurchase intention through purchase intention as a mediating variable. this means that purchase intention is able to mediate the effect of product quality on purchase intention. The results of this study are supported by research conducted by Putra et al., (2022) which shows that purchase intention mediates the relationship between product quality and purchase repurchase intentions. The research results obtained in the influence of product quality on purchasing repurchase intentions through intention show that there is an influence of product quality on purchasing repurchase intentions. This study provides an illustration that users of wardah cosmetics among students in the city of Padang make product quality a factor that causes them to use wardah products.

CONCLUSION

Based on the results of the research and discussion conducted regarding the influence of religiosity on repurchase intentions mediated by value purchase intentions and with 170 respondents from Padang City students who are users of Wardah brand cosmetics, the following conclusions are obtained:

1. religiosity has a significant effect on purchase intention. This means that the religiosity built by Wardah cosmetics is able to build positive values about its products in the eyes of consumers. This can be seen from the wardah cosmetic brand being able to fulfill every desire and expectation of consumers for this wardah cosmetic product.

2. Halal labeling has a positive effect on purchase intentions. This means that halal labeling can have a positive influence as evidenced by the brand's ability to increase the level of consumer confidence in halal products that use the Wardah cosmetic brand.
3. Product quality has a significant and positive impact on purchase intentions. the quality of products owned by the wardah cosmetic brand can increase consumer intentions in buying wardah cosmetics.
4. Repurchase intention has a significant and positive impact on purchase intention. This means that if consumers are satisfied with the benefits provided by wardah products, then repurchasing intentions will arise.
5. religiosity has no significant effect on repurchase intention through purchase intention. This means that there is no effect of religiosity on consumer repurchase intentions for wardah cosmetics.
6. Halal labeling has a positive and significant effect on repurchase intention through purchase intention. This means that purchase intention is able to mediate the effect of halal labeling on the repurchase intention of wardah cosmetic users.
7. Product quality has a positive and significant effect on repurchase intention through purchase intention. This means that purchase intention is able to mediate the effect of product quality on the repurchase intention of wardah cosmetics users.

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