

The Effect Of Beauty Vlogger, Halal Label, Product Quality And Brand Image On Purchasing Decisions For Avoskin Skincare For Muslim Consumers In Pekalongan Regency

Septiana Mufidah¹, Rinda Asyuti²

^{1,2}. UIN K.H. Abdurrahman Wahid Pekalongan, Indonesia

Email corespondent: septianamufidah@mhs.uingusdur.ac.id, rindanadirin@gmail.com

ABSTRAK: Pentingnya menjaga penampilan dan berkembangnya gaya hidup wanita berdampak signifikan terhadap pesatnya pertumbuhan industri kecantikan di Indonesia. Keadaan ini mendorong berkembangnya industri kecantikan, khususnya industri perawatan kulit, yang sangat tinggi di Indonesia. Salah satu produk perawatan kecantikan yang berkembang pesat adalah Avoskin, dinaungi oleh PT AVO Innovation Technology-Yogyakarta yang didirikan pada 10 oktober 2014. Sementara itu, untuk mencapai tujuan dan mempertahankan kosumen untuk membeli produk skincare avoskin, perusahaan haruslah merancang strategi pemasaran yang tepat. Tujuan dari penelitian ini adalah mengetahui pengaruh beauty vlogger, label halal, kualitas produk dan brand image terhadap keputusan pembelian skincare avoskin pada konsumen muslim di Kabupaten Pekalongan. Penelitian ini termasuk jenis penelitian survei dengan pendekatan kuantitatif. Metode pengumpulan data dalam penelitian ini adalah metode angket atau kuesioner dengan menggunakan sampel sebanyak 96 responden. Teknik pengambilan sampel dengan metode purposive sampling. Penelitian ini menggunakan metode analisis data dengan menggunakan bantuan aplikasi IBM SPSS 25. Hasil penelitian menunjukkan bahwa beauty vlogger, label halal, kualitas produk dan brand image terhadap keputusan pembelian skincare avoskin. Kemudian secara simultan, beauty vlogger, label halal, kualitas produk dan brand image terhadap keputusan pembelian skincare avoskin pada konsumen muslim di Kabupaten Pekalongan.

Kata kunci: Beauty Vlogger, Label Halal, Kualitas Produk, Brand Image dan Keputusan Pembelian

ABSTRACT: The importance of maintaining appearance and the development of women's lifestyles have a significant impact on the rapid growth of the beauty industry in Indonesia. This situation encourages the development of the beauty industry, especially the skin care industry, which is very high in Indonesia. One of the rapidly growing beauty care products is Avoskin, sheltered by PT AVO Innovation Technology-Yogyakarta which was established on October 10, 2014. Meanwhile, to achieve goals and maintain consumers to buy Avoskin skincare products, companies must design the right marketing strategy. The purpose of this study was to determine the effect of beauty vlogger, halal label, product quality and brand image on purchasing decisions for avoskin skincare for Muslim consumers in Pekalongan Regency. This research is a type of survey research with a quantitative approach. The data collection method in this study was a questionnaire method using a sample of 96 respondents. The sampling technique was purposive sampling method. This study uses data analysis methods using the help of the IBM SPSS 25 application. The results showed that beauty vlogger, halal label, product quality and brand image on avoskin skincare purchasing decisions. Then simultaneously, beauty vloggers, halal labels, product quality and brand image on purchasing decisions for avoskin skincare for Muslim consumers in Pekalongan Regency.

Keywords: Beauty Vlogger, Halal Label, Product Quality, Brand Image and Purchasing Decisions.

1. INTRODUCTION

The importance of maintaining appearance and the development of women's lifestyles have a significant impact on the rapid growth of the beauty industry in Indonesia. Various local brands have emerged, offering quality products at affordable prices. No less than foreign products, local brands such as Somethinc, Scarlett, Avoskin and MS Glow have succeeded in stealing consumers' attention and competing fiercely in the market. Avoskin, one example, is a local brand that was founded in 2014. This brand has grown rapidly and has become a favorite of many people thanks to its effective and affordable products. This brand is famous for its high quality skincare products and is in great demand by the public (Avoskinbeauty.com, 2020).

Even though it is relatively new, Avoskin is able to compete with other products and has received many awards since 2018. Avoskin has won several awards, including "Local Brand of the Year" by Female Daily and "Care Brands Best Skin" by Sociolla. In 2021, avoskin won "Skincare Brand of the Year" at Watsons HWB Award. Avoskin is currently one of the top ten local brands in e-commerce and has developed significantly (compas.id, 2022).

Figure Beauty Product Sales Data



Source: ukmindonesia.id, 2023

Data from Kompas.id shows that Ms Glow topped sales of beauty products with IDR 38.5 billion, followed by Scarlett (IDR 17.7 billion), Somethinc (IDR 8.1 billion), and Avoskin in fourth place (IDR 5.9 billion) (Ukmindonesia.id, 2022). From this data, it can be seen that Avoskin is far behind its competitors in terms of sales. This shows that Avoskin may not have been completely successful in attracting consumer interest.

Meanwhile, to achieve goals and retain consumers to buy products skincare avoskin, companies need to design effective marketing strategies. One of the strategies that PT Avoskin has implemented is to collaborate with beauty vlogger. Beauty vlogger Avoskin collaborated with Suhay Salim, Abel Cantika, Nabila Gardena, Tasya Farasya and Rachel Goddard. By carrying beauty vlogger as a promotional media that is widely used to attract many consumers (Putra, 2021).

Beauty vlogger has a big influence on the cosmetics and skin care brand Avoskin. In collaboration with beauty vlogger not only produces more real content but also provides an opportunity for brands to get more people to see their ads. The main purpose vloggers beauty is to persuade and inform its audience about beauty products. Consumers consider them to be trustworthy and reliable experts in evaluating the quality of cosmetics (Chen & Dermawan, 2020).

Apart from information beauty vlogger, halal labels on beauty care products also have an impact on consumer purchasing decisions, especially for Muslim customers. When choosing to buy skin care products, some customers consider the halal label. The

reason is that the majority of Indonesia's population is Muslim, so halal products are important. However, some customers may not pay attention to the product has a halal label. So producers must ensure that the halal labels on their products are accurate and can be trusted by consumers (Rizqina Mardhotillah dkk., 2022).

In the midst of the onslaught of various beauty care products, product quality is the main determining factor in attracting consumer interest and purchases. Marketers must be astute in offering high-quality products that are safe, effective and provide real benefits for their users. Product quality refers to the product's physical state, functionality, and other characteristics that relate to the expected level of quality with the goal of satisfying customers. The extent to which a product meets consumer needs and complies with accepted industry standards is referred to as its quality (Putro, 2014). In the modern era, consumers are increasingly smart and critical in choosing beauty products. They are not only tempted by attractive packaging, but prioritize the quality of the ingredients and the effectiveness of the product in treating skin problems. This encourages companies to focus on developing high quality skin care products that are able to provide real solutions for consumers (Alam, 2020).

By being halal certified and registered with BPOM, many consumers prefer Avoskin products to other beauty products, because on average consumers will buy a product if the brand image (brand image)it's as good as avoskin. Brand image It is known as a form of attachment to a product, which appears when consumers remember the product brand.Brand Image strong ones increase perceived superiority and quality, lower perceived risk, and change consumers' tendencies to judge based solely on price. Brands reflect the personality and image of the products they represent, which shape consumer purchasing behavior. With the proliferation of brands on the market, consumers make their purchasing decisions very dependent on the brand image itself (Dairina, 2022).

Purchasing decisions are complex processes that involve combining knowledge to produce the best choice between two or more alternatives (Peter & Olson, 2000). The consumer purchasing process is a journey consisting of several stages. Starting with recognizing needs, consumers will look for information about the various products available. After that, they will compare options and make a purchasing decision. In the final stage, consumers will evaluate the products they have purchased to ensure their satisfaction. Consumers' interest and perception of the product, accompanied by strong motivation, encourages them to make purchasing decisions (Purbowo dkk., 2023)

In this study, researchers discovered phenomena related to the consumer purchasing decision process in Pekalongan Regency. Based on official data from the Pekalongan Regency Central Statistics Agency (BPS), the majority of the population in Pekalongan Regency is Muslim (Pekalongankab.bps.go.id, 2016). Thus, religion and halal are important considerations for the majority of the population in their daily lives, including when using Avoskin beauty products. In this research the author will focus the research object on Pekalongan Regency. Because it is based on pre-research data that has been carried out in Pekalongan Regency via google formsOf 35 people, there was data that 68.6% of people used skincare avoskin while the remaining 31.4% of people use other beauty care products. This shows that Avoskin has a good image and a high number of interested Muslim consumers in Pekalongan Regency. Apart from that, pre-research results show that 90% of them made purchases because of information from beauty vlogger.

Driven by an interesting phenomenon and inspired by previous research, this researcher decided to conduct research with the title **Influence Beauty Vlogger, Halal Label, Product Quality, and Brand Image Regarding Purchasing Decisions Skincare Avoskin (Case Study of Muslim Consumers in Pekalongan Regency)**.

2. METHOD

This type of research uses survey research with a quantitative research approach. The population of this research is Muslim consumers who have used or purchased skincare avoskin. The sampling technique used by researchers is Non Probability Sampling used is Simple Purposive Sampling, namely a method of determining samples by taking respondents according to the characteristics of a population (Sandu Siyoto, 2015).

Because in this study the population is not known for certain so it is not necessary to find out The sample size was calculated using the Lemeshow formula. Based on the calculations obtained, the number of samples to be studied is 96 respondents. Data processing in this research uses IBM SPSS Statistics 25 with data analysis techniques used in this research, namely instrument test analysis, classical assumption test, multiple regression test, and hypothesis test.

3. RESULT AND DISCUSSION

3.1 Validity Test

The validity test is used to determine the validity or validity of the data in the questionnaire. The validity test was carried out by comparing the calculated *r* value with the *r* table using a significance level of 0.05. The test results are said to be valid if the calculated *r* is greater than the table *r*. The number of respondents in this study was 96 respondents, with a significance level of 5% or 0.05. Then we get $df(n-2) = 96 - 2 = 94$ so the value of *r* table = 0.2006.

Table 1. Validity Test Results

Variable	Items Question	Pearson Correlation	r table	Information
X1	X1.1	0.753	0.2006	Valid
	X1.2	0.688	0.2006	Valid
	X1.3	0.739	0.2006	Valid
	X1.4	0.717	0.2006	Valid
X2	X2.1	0.725	0.2006	Valid
	X2.2	0.814	0.2006	Valid
	X2.3	0.721	0.2006	Valid
	X2.4	0.650	0.2006	Valid
	X2.5	0.751	0.2006	Valid
	X2.6	0.753	0.2006	Valid
	X2.7	0.800	0.2006	Valid
X3	X3.1	0.804	0.2006	Valid
	X3.2	0.781	0.2006	Valid
	X3.3	0.812	0.2006	Valid
	X3.4	0.851	0.2006	Valid
	X3.5	0.722	0.2006	Valid
X4	X4.1	0.663	0.2006	Valid
	X4.2	0.681	0.2006	Valid
	X4.3	0.756	0.2006	Valid

	X4.4	0.760	0.2006	Valid
	X4.5	0.795	0.2006	Valid
	X4.6	0.685	0.2006	Valid
Y	Y1	0.792	0.2006	Valid
	Y2	0.741	0.2006	Valid
	Y3	0.788	0.2006	Valid
	Y4	0.809	0.2006	Valid
	Y5	0.814	0.2006	Valid

Based on the information shown in table above. All research questionnaire questions have a sufficient level of validity and are suitable for use in research, in accordance with the findings of statistical analysis. This conclusion is supported by the findings of the validity test which shows that at a significance level of 0.05, the calculated r value (correlation coefficient) for each question is greater than the table r value, or calculated $r > r$ table.

3.2 Reliability Test

This research uses the Cronbach Alpha reliability test to assess the level of trust or internal consistency of data obtained from the questionnaire. If the Cronbach alpha value of a variable is more than 0.60, it is considered good and reliable. The results of the data reliability test are as follows:

Table 2. Reliability Test Results

Variable	Mark Cronbach Alpha	Standard reliability Cronbach Alpha	Information
Beauty Vlogger(X1)	0.695	0.60	Reliable
Halal Label (X2)	0.867	0.60	Reliable
Product Quality (X3)	0.848	0.60	Reliable
Brand Image(X4)	0.810	0.60	Reliable
Purchase Decision (Y)	0.846	0.60	Reliable

Based on the data in table above, it can be seen that the Cronbach alpha value of all independent variables and the dependent variable is > 0.60 . Then all the independent variables include Beauty Vlogger(X1), Halal Label (X2), Product Quality (X3), Brand Image(X4) and the dependent variable Purchase Decision (Y) in the research are declared reliable and can be used in the research process.

3.3 Normality Test

The normality test is an important step in regression analysis to ensure that the data normality assumption is met. Based on this assumption, the residual value of the regression model must follow a normal distribution. In calculating the p-value or probability value in the normality test, there are three approaches that can be used, namely the Asymptotic, Exact, And Monte Carlo. SPSS by default uses this approach Asymptotic to calculate the p-value in the test Kolmogorov-Smirnov. If the assumption of data normality is not met in the approach Asymptotic, the normality test can use an approach Exact. The basis for making decisions on the normality test is to look at the residual values obtained through the normality test using SPSS 25 as follows:

- a. If the significance value is > 0.05 . The normal distribution of residual values indicates that the assumption of data normality is fulfilled.

b. If the significance value is <0.05 then the residual value is not normally distributed.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		96
Normal Parameters ^a , b	Mean	,0000000
	Std. Deviation	1.33737708
Most Extreme Differences	Absolute	,132
	Positive	,084
	Negative	-,132
Statistical Tests		,132
Asymp. Sig. (2-tailed)		,000 ^c
Exact Sig. (2-tailed)		,065

Based on the data in Table, the results of the normality test using the exact approach show that the exact value of Sig. (2-tailed) of 0.065, it can be defined as having a normal distribution. This is confirmed by the p-value which exceeds 0.05. Therefore, it can be said that the variables in this study are normally distributed and meet the normality assumption standards.

3.4 Multicollinearity Test

The multicollinearity test attempts to determine and verify whether there is a correlation or other close relationship between the independent variables in the regression model. If the tolerance value is greater than 0.10 and the VIF is less than 10, it can be used to determine whether there is multicollinearity. The multicollinearity test of research data produced the following findings.

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Beauty Vlogger	,471	2,121
	Halal Label	,699	1,431
	Product quality	,420	2,379
	Brand Image	,426	2,347

In table, it can be seen that the tolerance value of each independent variable is > 0.10 and the VIF value is < 10 . So it can be said that in the regression model there are no symptoms of multicollinearity.

3.5 Heteroscedasticity Test

The heteroscedasticity test is implemented to evaluate the inequality of residual variations between observations in the regression model. The two main methods for detecting heteroscedasticity are visual analysis with scatterplot and Spearman's rho statistical test, by looking at the probability of significance > 0.05 . Following are the results of the heteroscedasticity test.

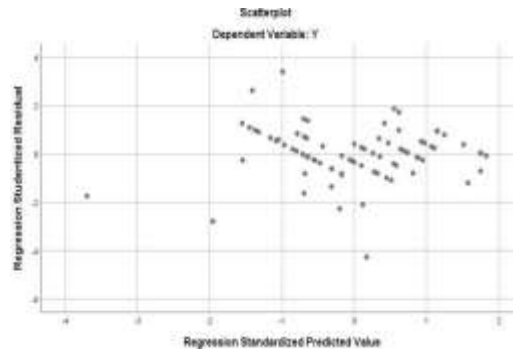


Figure 5. Heteroscedasticity Test Results

From Figure it can be said that there is no clear pattern and the data distribution is spread randomly (random) above or below 0 on the Y axis and without a clear pattern. Therefore, it can be concluded that the regression model does not show symptoms of heteroscedasticity. The following is a heteroscedasticity test with the Spearman rho test.

Table Spearman Rho Test Results

Variable	Sig.	Information
Beauty Vlogger	0.956	Heteroscedasticity does not occur
Halal Label	0.139	Heteroscedasticity does not occur
Product quality	0.595	Heteroscedasticity does not occur
Brand Image	0.596	Heteroscedasticity does not occur

Based on Table, four variables have significance values exceeding 0.05. So, it can be interpreted that the four variables in the regression model do not show heteroscedasticity.

3.6 Multiple linear regression test

Multiple linear regression analysis is a statistical technique for testing the relationship between two or more independent variables and one dependent variable. The model with multiple linear regression equation is shown below:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Table 6. Multiple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,976	1,905		,513	,609
Beauty Vlogger	,662	,124	,451	5,319	,000
Halal Label	-,193	,061	-,223	-3,198	,002
Product quality	,343	,100	,308	3,429	,001
Brand Image	,298	,089	,297	3,333	,001

From the results of the analysis above, the multiple linear regression equation model that occurs can be formulated:

$$Y = (0.976) + 0.662X_1 + (-0.193)X_2 + 0.343X_3 + 0.298X_4 + e$$

Hypothesis testing

1. T test

The t test is used to determine whether there is a significant influence between the independent variable and the dependent variable in a regression model. The basis used in decision making is that if the calculated t value > t table and the significance value < 0.05, then H₀ is rejected and H_a is accepted, this shows that the independent and dependent variables are significant. However, if the calculated t value is smaller than the t table and the significance value is more than 0.05 then H_a is rejected and H₀ is accepted, this shows that the independent variable does not have a significant influence on the dependent variable.

Table t test results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,976	1,905		,513	,609
Beauty Vlogger	,662	,124	,451	5,319	,000
Halal Label	-,193	,061	-,223	-3,198	,002
Product quality	,343	,100	,308	3,429	,001
Brand Image	,298	,089	,297	3,333	,001

It is known that the t table value is 1.98609. So according to the data in the table can be stated as follows:

- Variable Beauty vlogger (X₁) it is known that the calculated t value is 5.319 > 1.986 with a significance value of 0.000 < 0.05. So it is declared a variable beauty vlogger significantly influences purchasing decisions skincare Avoskin.
- The Halal Label variable (X₂) has a calculated t value of -3.198 < 1.986 with a significance value of 0.002 < 0.05. So the halal label variable can be stated to have a significant influence on purchasing decisions skincare Avoskin.
- The product quality variable (X₃) is known to have a calculated t value of 3.429 > 1.986 with a significance of 0.001 < 0.05. So the product quality variable has a significant influence on the decision to purchase Avoskin skincare.
- Variable Brand Image (X₄) has a calculated t value of 3.333 > 1.986 with a significance of 0.001 < 0.05. Then variable brand image It is stated that there is a significant influence on the decision to purchase Avoskin skincare.

2. F Test

The f test shows whether all the independent variables in the model have a joint influence on the dependent variable. In this test, the decision making criteria are if F count < F table then H₀ is accepted, if F count > F table then H₀ is rejected. Based on the F test, the following results are obtained:

Table F Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	381,918	4	95,480	51,135	,000b
Residual	169,915	91	1,867		
Total	551,833	95			

It can be seen from the data in table above that the significance value is 0.000 < 0.05 and the calculated F value > F table is 51.135 > 2.70. Thus H_a is accepted and H₀ is rejected. It can be concluded that the decision to purchase Avoskin skincare is

influenced simultaneously or jointly by four independent variables, namely beauty vlogger, halal label, product quality, and brand image.

3. Coefficient of Determination

The coefficient of determination is used to find out how much influence the independent variable has. Independent variables include (beauty vlogger, halal label, product quality and brand image) on the dependent variable (purchasing decision).

Table 4. 8 Results of Determination Coefficient Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	, 832 _a	, 692	, 679	1,366

From table above it can be seen that the Adjusted R Square value is 0.679 or 67%, meaning that the purchasing decision variable skincare Avoskin was influenced by beauty vlogger, halal label, product quality and brand image amounting to 67% and the remaining 33% is influenced by other variables.

4. CONCLUSION

From the findings that have been collected from this research regarding Influence Beauty Vlogger, Halal Label, Product Quality and Brand Image Against the Decision Purchase Skincare avoskin on Muslim consumers in Pekalongan district, the following results were obtained:

1. Beauty vlogger has a significant influence on purchasing decisions skincare Avoskin for Muslim consumers. This is supported by the results of the statistical t test which shows the calculated t value (5.319) is significantly greater than the t table value (1.986), with a significance level of 0.000 which is less than 0.05. This indicates that role beauty vlogger there is a significant influence on purchasing decisions skincare Avoskin for Muslim consumers.
2. Statistical testing shows that the halal label significantly influences purchasing decisions for Avoskin skincare, especially for Muslim consumers. The results show that the calculated t value (-3.198) is significantly smaller than the t table value (1.986), with a significance level of 0.002 which is smaller than 0.05. This confirms that the halal label has a significant impact on Muslim consumers' purchasing decisions for Avoskin skincare.
3. Statistical testing shows that product quality has a significant impact on purchasing decisions skincare Avoskin, especially for Muslim consumers. The results show that the calculated t value (3.429) significantly exceeds the t table value (1.986), with a significance level of 0.001 which is smaller than 0.05, which means that product quality significantly influences purchasing decisions skincare avoskin to Muslim consumers.
4. Statistical testing shows that brand image has a big impact on product purchasing decisions skincare Avoskin, especially for Muslim consumers. The results show that the calculated t value (3.333) significantly exceeds the t table value (1.986), with a significance level of 0.001 which is smaller than 0.05. It means, brand image significantly influence purchasing decisions skincare Avoskin for Muslim consumers.

- Beauty vlogger, halal label, product quality, and brand image has a simultaneous influence on Muslim consumers' purchasing decisions for Avoskin skincare. This is proven through the test results, where the calculated F value (51.135) exceeds the F table value (2.70), and the significance value (0.000) is less than 0.05. Therefore, H₀ is rejected and H_a is accepted. The coefficient of determination value of 0.679 indicates that 67% of the variation in purchasing decisions can be explained by variables beauty vlogger, halal label, product quality and brand image, while the remaining 33% is influenced by other factors outside the context of this research.

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