

## THE EFFECT OF HALAL LABELING, ISLAMIC BRANDING, AND CELEBRITY ENDORSER ON THE PURCHASE DECISION OF SUNSILK HIJAB SHAMPOO PRODUCTS (CASE STUDY OF A STUDENT OF THE ISLAMIC UNIVERSITY OF JEMBER)

Fharantias Riska Dita Rosa  
Indrawan  
Universitas Islam Jember

Izzul Ashlah  
Universitas Islam Jember

Slamet Wijiono  
Universitas Islam Jember

### ABSTRACT

This study aims to determine the influence of halal labeling (X1), Islamic branding (X2) and celebrity endorser (X3) on the purchase decision (Y) of sunsilk hijab shampoo products in students of the Islamic University of Jember. Based on the objectives of this research, the research method includes a survey in the form of a questionnaire to search for data related to halal labeling, Islamic branding, celebrity endorsers and purchase decisions. The sampling technique uses non-probability sampling, namely by the purposive sampling method with a sample of 100 respondents. Data collection uses validity test, reliability test, t-test and f test while data analysis techniques use multiple linear regression. From the results of the analysis, it can be seen that Halal Labeling has no effect on purchasing decisions. Islamic Branding and celebrity endorsers influence purchasing decisions. Meanwhile, Halal labeling, Islamic Branding and Celebrity Endorser simultaneously affect purchasing decisions

**Keywords:** Halal Labeling; Islamic Branding; Celebrity Endorser; Purchase Decision

### INTRODUCTION

The rapid development of the economy has led to fierce competition, especially for similar companies. As for the market share, the company must continue to follow changes and create competitive advantages. It is important for companies to accurately convey products in order to be recognized by consumers (Zulkifli,2019).

In addition to halal labeling, brands are always the main thing that consumers pay attention to when making purchases (Janany and Shivany,2017). Manufacturers use Islamic branding strategies to attract Muslim consumers, which involves Islamic identity (such as the words Islam, Sharia, Islamic names) in the marketing of their products. Islamic branding is a brand that is halal, originating from Islamic countries, and targeting Muslim consumers. This includes symbols, sharia names, and halal labels. Thus, the terms Islamic branding and halal have the same meaning as halal means something that is allowed by Islamic law (Reza et al., 2012)

In addition to halal labeling and Islamic branding, one of the things that consumers consider most before deciding to buy a product is advertising (Goldsmith and Lafferty, 2002). Companies must be able to convey and utilize celebrity endorsers to make their products more effective. Celebrity endorsers are a popular advertising method to convey a message or encourage consumers to buy a certain product. Celebrity endorsers are people who are well-known in various fields, which can influence the buying behavior of products due to their performance. By using celebrities in advertising, companies can achieve the goal of introducing their products to consumers, thereby providing clear information about products that consumers are interested in, and getting a positive response from consumers (Andrianto, 2016). Good product packaging is considered to be able to convince consumers to buy, and is related to the level of halalness of the product. Sunsilk hijab shampoo is an advertising product that uses Muslim celebrities such as Laudya Chintya Bella.

Based on the above phenomenon, the researcher wants to conduct research related to the influence of halal labeling, Islamic branding and celebrity endorsers on the purchase decision of Sunsilk hijab shampoo products. The researcher took the object at the Islamic University of Jember. The Islamic University of Jember is a private campus under the auspices of Nahdatul Ulama, has 7 faculties consisting of the Faculty of Islamic Economics and Business, the Faculty of Agriculture, the Faculty of Social and Political Sciences, the Faculty of Islamic Religion, the Faculty of Law, the Faculty of Teacher Training and Education, the Faculty of Health Sciences, from the observation of students of the Islamic University of Jember are required to wear a hijab during lecture hours so that in their daily lives they wear a hijab. And need hair care and many use Sunsilk Hijab shampoo products, while currently many other shampoo brands also use the word "hijab" which is superior to Sunsilk Hijab shampoo. But

according to observations made by researchers, there are still many students of the Islamic University of Jember who use sunsilk hijab shampoo as their hair health care product.

Based on the explanation above, the researcher is interested in conducting a study with the title "The Influence of Halal Labeling, Islamic Branding and Celebrity Endorser on the Purchase Decision of Sunsilk Hijab Shampoo Products (Case Study of Female Students of the Islamic University of Jember)".

## THEORETICAL FRAMEWORK

### Halal Labeling

A label is a brand that becomes the name and identity of goods or services produced by a company, and also distinguishes from goods or services produced by other companies (Kotler and Armstrong, 2010). While Halal is a term that refers to everything that is allowed or halal by Islamic law, including behavior, activities, clothing, and others (Qardhawi, 2007). According to Rangkuti (2010), Halal labeling is the writing or statement of halal stated on the product packaging to indicate that the product has the status of a halal product. It is concluded that the halal label is a guarantee provided by institutions that have the right and obligation to issue halal labels in order to give confidence to Muslim consumers that the products they use are guaranteed to be halal.

### Islamic Branding

Islamic branding is a relatively new concept (Alam and Maknun, 2021). Islamic branding is the process of creating a brand that is in accordance with sharia law, which emphasizes values such as the value of truth, responsibility and conformity with sharia principles (Temporal, 2011). Islamic branding has the goal of attracting the attention of Muslim consumers by following sharia values, by conducting marketing in accordance with sharia behavior and communication (Ranto, 2013). It can be concluded that Islamic branding is a brand issued by a company with sharia elements in it with the aim of attracting Muslim consumers, because with the existence of the sharia brand, consumers have believed that the brand has met the requirements according to Islamic law.

### Celebrity Endorser

Celebrity endorsers are people who are well-known in the arts, entertainment, sports, or public life who can increase the success of the products they support (Shimp, 2003). Celebrity endorsers are people who are well-known in the eyes of the public and play the role of buyers in advertising (Belch and Belch, 2004). It can be concluded that a celebrity endorser is a celebrity whose job is to be someone who can attract the interest of the public or consumers to buy the products they promote.

### Purchase Decision

According to Swastha (2000), purchasing decisions are part of a series of mental processes and other physical activities that involve the selection, payment, and use of products or services to meet specific needs at a certain time and period. A purchase decision is a process or synthesis stage that combines knowledge and desire, where consumers buy various alternative options and choose one of them (Afandy et al., 2014). A purchase decision is when a consumer makes a real purchase (Kotler et al., 2001). It can be concluded that the purchase decision is a process that exists in consumers in purchasing a product.

## RESEARCH METHODS

This study uses a descriptive quantitative approach. The quantitative data in this study is in the form of data from questionnaires and observations to trace data related to celebrity endorsers, halal labeling and Islamic branding on consumer purchase decisions. The population in this study is 100 female students who have met the criteria, and the sample is 100 responses. The sampling technique used in this study is non-probability sampling, because in this study it has special characteristics or research criteria so that the population does not have the same chance to become a research sample, the special characteristics or criteria in this study are active students of the Islamic University of Jember who use Sunsilk Hijab shampoo products with halal labeling, Islamic branding, and celebrity endorsers and use Ferdinand's formula in sampling. The collected data were processed and analyzed quantitatively and hypotheses were tested using multiple linear regression analysis.

## RESULTS AND DISCUSSION

### 1. Results of Descriptive Analysis

**Table 1.1 Number of respondents' scores on the variable indicator of halal labeling**

Questionnaire Answers	X1.1	X1.2	X1.3	X1.4	X1.5
Strongly Agree (5)	39	54	23	17	18
Agree (4)	46	39	59	59	62
Hesitate (3)	9	4	12	17	14
Disagree (2)	3	2	5	6	5
Strongly Disagree (1)	3	1	1	1	1
Total	100	100	100	100	100

Source: Data processed

Based on table 1.1, the highest number of score values on the X1.1 variable indicator is 46 people with agreeing answers, while the lowest score is 3 people with answers between disagreeing and strongly disagreeing. The statement of the X1.2 variable indicator was 54 people with a very agreeable answer, while the lowest score was 1 person with a strongly

disagreeable answer. The statement of the X1.3 variable indicator was the most 59 people with an answer agreeing while the lowest score was 1 person with a strongly disagreeing answer. The statement of the X1.4 variable indicator was the most 59 people with an answer agreeing while the lowest score was 1 person with a strongly disagreeing answer. The statement of the X1.5 variable indicator was the most 62 people with an answer agreeing while the lowest score was 1 person with a very disagreeing answer.

**Table 1.2 Number of Islamic branding variable indicator scores**

Questionnaire Answers	X2.1	X2.2	X2.3	X2.4	X2.5
Strongly Agree (5)	17	12	14	17	18
Agree (4)	51	35	49	59	62
Hesitate (3)	22	35	12	17	14
Disagree (2)	8	17	5	6	5
Strongly Disagree (1)	2	1	1	1	1
Total	100	100	100	100	100

Source: Data processed

Based on table 1.2, the number of score values on the X2.1 variable indicator is the most is 51 people with an answer agree, while the lowest score is 2 people with a strongly disagreeable answer. The statement of the X2.2 variable indicator is the most is 35 people with a balanced answer between agreeing and hesitating, meaning that the respondent has the lowest score is 1 person with a very disagreeable answer. The statement of the X2.2 variable indicator was the most 35 people with a balanced answer between agreeing and hesitating, while the lowest score was 1 person with a strongly disagreeable answer. The statement of the X2.3 variable indicator with the most is 49 people with an answer agreeing while the lowest score is 1 person with a strongly disagreeing answer. The statement of the X2.4 variable indicator was the most 42 people with an answer agreeing while the lowest score was 1 person with a strongly disagreeing answer. The statement of the X2.5 variable indicator was 51 people with an answer agreeing while the lowest score was 1 person with a strongly disagreeing answer.

**Table 1.3 Number of celebrity endorser indicator scores**

Questionnaire Answers	X3.1	X3.2	X3.3	X3.4	X3.5
Strongly Agree (5)	13	16	30	17	13
Agree (4)	43	57	55	47	54
Hesitate (3)	33	21	13	30	28
Disagree (2)	9	4	1	4	4
Strongly Disagree (1)	2	2	1	2	1
Total	100	100	100	100	100

Source: Data processed

Based on table 1.3, the highest number of score values on the X3.1 variable indicator is 43 people with an answer agree, while the lowest score is 2 people with a strongly disagreeable answer. The most X3.2 variable indicator statements were 57 people with an answer agreeing while the lowest score was 2 people with a strongly disagreeing answer. The statement of the X3.3 variable indicator with the most is 55 people with an answer agreeing while the lowest score is 1 person with a strongly disagreeing answer. The statement of the X3.4 variable indicator was the most 47 people with an answer agreeing while the lowest score was 2 people with a strongly disagreeing answer. The statement of the X3.5 variable indicator with the most is 54 people with an answer agree, while the lowest score is 1 person with a very disagreeable answer.

**Table 1.4 Sum of purchase decision variable indicator scores**

Questionnaire Answers	Y.1	Y.2	Y.3	Y.4	Y.5
Strongly Agree (5)	17	12	14	17	18
Agree (4)	51	35	49	59	62
Hesitate (3)	22	35	12	17	14
Disagree (2)	8	17	5	6	5
Strongly Disagree (1)	2	1	1	1	1
Total	100	100	100	100	100

Source: Data processed

Based on table 1.4, the number of score values on the Y.1 variable indicator is the most is 62, while the lowest score is 1 person with a very disagreeable answer. The statement of the most Y.2 variable indicator was 63 people with an answer agreeing while the lowest score was 1 person with an answer that strongly disagreed. The statement of the Y.3 variable indicator was the most 52 people with an answer agreeing while the lowest score was 1 person with a strongly disagreeing answer. The statement of the Y.4 variable indicator is the most 55 people with an answer agreeing while the lowest score is 2 people with a strongly disagreeing answer. The statement of the most Y.5 variable indicator was 38 people with an answer agreeing while the lowest score was 4 people with a strongly disagreeing answer.

## 2. Instrument Test Results

**Table 2.1 Results of Halal Labeling Validity Test**

Variable	Statement Items	r calculate	r table	Sig.	Result
Halal Labeling	X1.1	0.821	0.197	0.01	VALID
	X1.2	0.836	0.197	0.01	VALID
	X1.3	0.854	0.197	0.01	VALID
	X1.4	0.824	0.197	0.01	VALID
	X1.5	0.679	0.197	0.01	VALID

Source: Data processed

Based on table 2.1, the results of the validity test of the halal labeling variable have a value of r calculation  $>$  r table (0.197) and a significance value of  $<$  0.05, it can be concluded that each item of statement in the questionnaire is declared valid.

**Table 2.2 Results of Islamic Branding Validity Test**

Variable	Statement Items	r calculate	r table	Sig.	Result
Islamic Branding	X2.1	0.741	0.197	0.01	VALID
	X2.2	0.755	0.197	0.01	VALID
	X2.3	0.836	0.197	0.01	VALID
	X2.4	0.855	0.197	0.01	VALID
	X2.5	0.822	0.197	0.01	VALID

Source: Data processed

Based on table 2.2, the results of the validity test of the Islamic branding variable have a value of r calculated  $>$  r table (0.197) and a significance value of  $<$  0.05, it can be concluded that each statement item in the questionnaire is declared valid.

**Table 2.3 Celebrity Endorser Validity Test Results**

Variable	Statement Items	r calculate	r table	Sig.	Result
Celebrity Endorser	X3.1	0.861	0.197	0.01	VALID
	X3.2	0.867	0.197	0.01	VALID
	X3.3	0.798	0.197	0.01	VALID
	X3.4	0.887	0.197	0.01	VALID
	X3.5	0.830	0.197	0.01	VALID

Source: Data processed

Based on table 2.3, the results of the validity test of the celebrity endorser variable have a value of r calculation  $>$  r table (0, 197) and a significance value of  $<$  0.05, it can be concluded that each statement item in the questionnaire is declared valid.

**Table 2.4 Test of Validity of Purchase Decision Variables**

Variable	Statement Items	r calculate	r table	Sig.	Result
Purchase Decision	Y.1	0.811	0.197	0.01	VALID
	Y.2	0.855	0.197	0.01	VALID
	Y.3	0.895	0.197	0.01	VALID
	Y.4	0.828	0.197	0.01	VALID
	Y.5	0.791	0.197	0.01	VALID

Source: Data processed

Based on table 2.4, the results of the validity test of the purchase decision variable have a value of r calculation  $>$  r table (0, 197) and a significance value of  $<$  0.05, it can be concluded that each statement item in the questionnaire is declared valid.

**Table 2.5 Reliability Test Results**

Variable	Cronbach Alpha Values	Cronbach Alpha Determination	Result
Halal Labeling	0.861	0.6	Reliable
Islamic Branding	0.859	0.6	Reliable
Celebrity Endorser	0.879	0.6	Reliable
Purchase Decision	0.902	0.6	Reliable

Source: Data processed

Based on table 2.5, the results of the reliability test, it can be seen that the Cronbach Alpha value of each variable is greater than the Cronbach Alpha of 0.60, so it can be concluded that the questionnaire is suitable for data collection. The value of cronbach alpha for each variable was Halal Labeling (X1) of 0.861, Islamic Branding (X2) of 0.859, Celebrity Endorser (X3) of 0.902, and Purchase Decision (Y) of 0.879.

### 3. Classical Assumption Test

**Table 3.1 Results of the normality test (Kolmogorov- Smirnov)**

Variable	Asymp. Sig (2-tailed) <sup>c</sup>	Sig.	Result
Halal Labeling	0.068	0.05	Normal
Islamic Branding			Normal
Celebrity Endorser			Normal
Purchase Decision			Normal

Source: Data processed

Based on table 3.1 of the normality test results, it can be seen that the Kolmogorov – Smirnov result has a variable significance value of 0.068 greater than (>) 0.05, it can be concluded that the research variables of halal labeling, Islamic branding and celebrity endorser on the purchase decision of Sunsilk Hijab shampoo products are normally distributed.

**Table 3.2 Multicollinearity Test Results**

Variable	Tolerance	VIF	Result
Halal Labeling	0,493	2.027	No multicollinearity occurs
Islamic Branding	0,393	2.542	No multicollinearity occurs
Celebrity Endorser	0,398	2.514	No multicollinearity occurs

Source: Data processed

Based on table 3.2, the results of the multicollinearity test can be found that in the independent variables, namely Halal Labeling (X1), Islamic Branding (X2) and Celebrity Endorser (X3), the tolerance value is greater than 0.1. Where X1 has a value of 0.493, X-2 has a value of 0.393, and X3 has a value of 0.398. The VIF value of all variables is less than 10. Where X1 has a value of 2.027, X2 has a value of 2.543 and X3 has a value of 2.514, it can be concluded that there is no multicollinearity in all independent variables.

**Table 3.3 Heterokedasticity Test Results (Gleesser Test)**

Variable	Sig.	Significance of the decree
Halal Labeling	0,066	0,05
Islamic Branding	0,064	0,05
Celebrity Endorser	0,201	0,05

Source: Data processed

Based on Table 3.3, it can be seen that all variables have a significance value greater than 0.05. Halal Labeling (X1) is 0.066, Islamic Branding (X2) is 0.064 and Celebrity Endorser (X3) is 0.201. The results of the variable calculation can be concluded that there is no heteroscedasticity.

**Table 3.4 Multiple Linear Regression Analysis Results**

Variable	Coefficient Value
Halal Labeling	-0.208
Islamic Branding	0.481
Celebrity Endorser	0.390

Source: Data processed

The regression equation obtained:

$$Y = 6,736 - 0,208 (X1) + 0,481 (X2) + 0,390 (X3) + e$$

- 1) The constant value is 6.736 which means that if the value of the independent variables halal labeling (X1), Islamic branding (X2) and celebrity endorser (X3) is equal to zero (0) then the value of the Purchase Decision (Y) is a constant of 6, 736, a positive sign meaning that in this study there is a similar influence between independent and dependent variables.
- 2) The Halal Labeling variable has a negative coefficient value of -0.208. This means that every increase in one unit of the variable will decrease the Purchase Decision (Y). This means that if halal labeling is improved, it will reduce the purchase decision of Jember Islamic University students.
- 3) The Islamic Branding variable has a positive coefficient value of 0.481. This means that every increase in the unit of the variable will increase the Purchase Decision (Y). This means that if Islamic branding is improved, the purchase decision of Jember Islamic University students will increase.
- 4) The variable Celebrity Endorser has a positive coefficient value of 0.390. This means that every increase in the unit of the variable will increase the Purchase Decision (Y). This means that if celebrity endorsers are increased, the purchase decision of Jember Islamic University students will increase.

**Table 3.5 Coefficient of Determination Test**

Variable	R	R Square	Adjusted R Square
X1, X2 X3, Y	.710 <sup>a</sup>	.504	.489

Source: Data processed

Based on Table 3.5 from the results of the determination coefficient test in the summary model, it can be seen that the value of Adjusted R Square is 0.489 or 49%. So this means that the influence of Halal Labeling (X1), Islamic Branding (X2) and Celebrity Endorser (X3) on Purchase Decisions (Y) is 49% and the rest (100% - 49% = 51%) is influenced by other variables outside this study.

#### 4. Hypothesis Test

**Table 4. 1 T Test Results**

Variable	t Count	t Table
Halal Labeling	-1.901	1.984
Islamic Branding	4.363	1.984
Celebrity Endorser	3.457	1.984

Source: Data processed

From table 4.1 it can be concluded that:

1) Halal Labeling

In the Halal Labeling variable, the result of the  $t_{count}$  value is -1.901 with a  $t_{table}$  value of 1.984 so that it can be known that the  $t_{count}$  is smaller than the  $t_{table}$  ( $-1.901 < 1.984$ ) so that the hypothesis is rejected, this shows that the Halal Labeling variable has no effect on the Purchase Decision.

2) Islamic Branding

In the Islamic Branding variable, the result of the  $t_{count}$  value is 4, 363 with a  $t_{table}$  value of 1, 984 so that it can be known that the  $t_{count}$  is greater than the  $t_{table}$  ( $4, 363 > 1, 984$ ) so that the hypothesis is accepted, this shows that the Islamic Branding variable has an effect on the Purchase Decision.

3) Celebrity Endorser

In the Celebrity Endorser variable, the result of the  $t_{count}$  value is 3.457 with a  $t_{table}$  value of 1.984 so that it can be known that the  $t_{count}$  is greater than the  $t_{table}$  ( $3.4457 > 1.984$ ) so that the hypothesis is accepted, this shows that the Celebrity Endorser variable has an effect on the Purchase Decision.

**Table 4. 2 F Test Results**

Model	f Count	f Table
Regression	32.564	2.698

Source: Data processed

From table 4. 19 It can be concluded that the calculated f value of 32.564 is greater than (>) f table of 2.698 so that the hypothesis is accepted. So, this shows that the variables of Halal Labeling (X1), Islamic Branding (X2) and Celebrity Endorser (X3) together affect the Purchase Decision (Y) of sunsilk hijab shampoo products in students of the Islamic University of Jember.

## DISCUSSION

### The Influence of Islamic Branding on Purchase Decisions

The results in this study show that Islamic branding has an effect on purchase decisions. This is proven by the fact that the  $t_{cal}$  value is greater than the  $t_{table}$  ( $4.363 > 1.984$ ) so that the hypothesis is accepted means that Islamic branding has an effect on the purchase decision, this shows that if Islamic branding increases, the purchase decision of Jember Islamic University students will increase.

The results of this study confirm the theory of Kotler and Armstrong (2005) regarding Competitive Advantage With the Differentiation strategy, through the existence of Islamic branding in a product has its own uniqueness which in the market segment will attract consumers to make purchase decisions". Competitive Advantage is the ability to beat competitors by providing more value to customers, either through lower prices or by providing more profits commensurate with higher prices (Kotler and Armstrong, 2005). In the Theory of Competitive Advantage, with the Differentiation Strategy, a company designs a series of integrative activities to produce and provide goods or services that have important and unique differences that are valued by customers. Through the existence of Islamic Branding in a product has its own uniqueness which in the market segment will also attract consumer interest. Islamic branding is a relatively new concept (Alam and Maknun, 2021). Islamic branding is the process of creating a brand that is in accordance with sharia law, which emphasizes values such as the value of truth, responsibility and conformity with sharia principles (Temporal, 2011).

Brand brands related to "Islam" examples of the use of the word hijab in products have uniqueness, especially in Indonesia consumers, in sunsilk hijab shampoo the word hijab in the brand brand of students of the Islamic University of Jember are interested and believe that the existence of the Islamic brand is in accordance with the existing Islamic law. This is in line with research conducted by Sri Indah Sari (2020) and Titin Setyaningsih (2021) stated that Islamic branding has an influence on purchasing decisions. This proves that the existence of Islamic branding listed on the sunsilk hijab shampoo product affects the purchase decision of Jember Islamic University students, because of the Islamic branding, one of which is the use of the word "Hijab" behind the brand can make students believe and not hesitate to buy sunsilk hijab shampoo products.

It can be concluded that the existence of Islamic branding affects the purchase decision in this case because female students believe that Islamic branding with the word hijab can represent them as Muslim women who wear hijab and the product also branding the product has special benefits for women wearing hijab.

### **The Influence of Celebrity Endorser on Purchase Decisions**

The results in this study show that Celebrity endorsers have an effect on purchase decisions. This is proven by the fact that the  $t_{cal}$  value is greater than the  $t_{table}$  ( $3.457 > 1.984$ ) so that the hypothesis is accepted means that celebrity endorsers have an effect on the purchase decision, this shows that if celebrity endorsers increase, the purchase decision of Jember Islamic University students will increase.

The results of this study confirm McGuire's (1985) theory regarding source attraction (Source Attractiveness Theory) "Message reception can be influenced by the source of the message that is interesting in their attitudes, opinions and behaviors". With celebrity endorsers, people tend to identify sources that are interesting or fun for them (Ericsson and Hakansson, 2005). Celebrity endorsers are people who are well-known in the arts, entertainment, sports, or public life who can increase the success of the products they support (Shimp, 2003). Celebrity endorsers are people who are well-known in the eyes of the public and act as buyers in advertising (Belch & Belch, 2004). Therefore, the celebrity used as an endorser of sunsilk hijab shampoo, Laudya Chintya Bella, has an attraction that can influence consumer attitudes to make purchase decisions.

This is in line with research conducted by Ahmad & Tri Sudarwanto (2020) and Situ Khofifah & Agus Supriyanto (2022) stating that celebrity endorsers have an influence on purchase decisions. This proves that the existence of celebrity endorsers listed in the advertisement for sunsilk hijab shampoo products affects the purchase decision of Jember Islamic University students. Moreover, in this product, Laudya Chintya Bella can be trusted regarding her honesty and integrity so that it can influence the purchase decision of Jember Islamic University students.

It can be concluded that, the influence of celebrity endorsers in this case affects the purchase decision of Jember Islamic University students, especially in the modern era of this technology era everyone sees reviews or can be influenced by celebrities because celebrities have a higher attraction to make people believe and will decide to buy the product.

### **The Influence of Halal Labeling, Islamic Branding and Celebrity Endorser on Purchase Decisions**

The results in this study show that halal labeling, Islamic branding and celebrity endorser have an effect on purchasing decisions. This is evidenced by the fact that the value of  $f_{cal}$  is greater than that of  $f_{table}$  ( $32,564 > 2,698$ ) so that the hypothesis is accepted that halal labeling, Islamic branding and celebrity endorser simultaneously affect the purchase decision.

Halal labeling is the writing or statement of halal stated on the product packaging to indicate that the product has the status of a halal product (Rangkuti, 2010). Halal labeling can affect purchasing decisions due to personal factors related to personality, the majority of Indonesia people who are Muslims see halal labeling in a product. In addition, with halal labeling, Islamic branding taken in product manufacturing can also affect purchasing decisions. Islamic branding has the goal of attracting the attention of Muslim consumers by following sharia values, by conducting marketing in accordance with sharia behavior and communication (Ranto, 2013). In addition, personality factors can also determine a person to make a purchase decision and pay attention to the attractiveness of the source or celebrity endorser, a person's lifestyle in making a purchase decision, and in toiletries products, namely shampoo, and sunsilk shampoo hijab is the first pioneer of products with Islamic branding and also uses celebrities wearing hijab.

Celebrity endorsers are people who are well-known in the arts, entertainment, sports, or public life who can increase the success of the products they support (Shimp, 2003). Sumarwan (2004) stated that consumers can be influenced by celebrities in buying products and services and choosing brands. Celebrities also have inner beauty, charisma and credibility. According to Kotler & Keller (2009), the use of popular or interesting figures as sources in advertising is one of the creative ways to convey a message that can attract higher attention and can be remembered. This is in line with research conducted by Khofifah & Agus Supriyanto (2022) stating that halal labeling and celebrity endorsement simultaneously have an influence on purchase decisions.

This proves that halal labeling is able to influence the purchase decision of Jember Islamic University students as Muslim women, they certainly feel safer with halal labeling plus Islamic branding on the product and coupled with celebrity endorsers who can better ensure and inform information and the benefits and usefulness of the product can make consumers more interested in making purchases, especially among students of the Islamic University of Jember.

### **Conclusions and Suggestions**

Based on the analysis of data and research results that have been discussed, it can be concluded that halal labeling has no effect on the purchase decision of sunsilk hijab shampoo products, meaning that the existence of halal labeling cannot affect the purchase decision of Jember Islamic University students. The existence of halal labeling on products other than food and beverages does not affect the purchase decision of Jember Islamic University students, especially to buy sunsilk hijab shampoo products.

Islamic branding affects the purchase decision of Sunsilk Hijab shampoo products, meaning that the increasing Islamic branding on a product will affect the purchase decision of Jember Islamic University students. The existence of Islamic branding with the word "hijab" on the sunsilk hijab shampoo product made Jember Islamic University students more confident and decided to buy the product because they felt that the product had benefits that suited their needs as women wearing hijab.

Celebrity endorsers affect the purchase decision of Sunsilk Hijab shampoo products for students of the Islamic University of Jember, meaning that the celebrity endorsers used are of higher quality and attractiveness on a product will affect the purchase decision of students of the Islamic University of Jember. As well as halal labeling, Islamic branding and celebrity endorsers simultaneously affect the purchase decision of Sunsilk Hijab shampoo products with a contribution of 49%.

The results of the data analysis and the results of this research are expected for academics to be a reference and document for the campus to be used as a reference in future research, for consumers, the results of this research are expected to

be a consideration to pay more attention to halal labeling in a product. For the next researcher, you can use variables that represent purchasing decisions and use a larger sample to be representative of the population.

## REFERENCES

- Afandy, T., Kumadji, S., & Yulianto, E. 2014. Pengaruh faktor psikologis terhadap keputusan pembelian (Survei pada mahasiswa Fakultas Ilmu Administrasi Jurusan Administrasi Bisnis Universitas Brawijaya Malang yang memutuskan membeli handphone merek Nokia). *Jurnal Administrasi Bisnis*, 15(1), 1-10.
- Alam, A., & Maknun, L. 2021. Impact of Islamic branding on purchasing decisions on facial wash product. *Journal of Bioresource Management*, 2(1), 1-8 .
- Amstrong, G & Kotler P. 2010. Prinsip-Prinsip Pemasaran. Jilid 1 Ed. Jakarta: Erlangga.
- Andrianto, N. F. 2016. Pengaruh celebrity endorser dan brand image pada proses keputusan pembelian. *Management Analysis Journal*, 5(2), 113-122.
- Goldsmith, R. E., & Lafferty, B. A. 2002. Consumer response to websites and their influence on advertising effectiveness. *Internet Research*, 12(4), 318-328.
- himp, T. A. 2003. Advertising, promotion, and supplemental aspects of integrated marketing communications (6th ed.). South-Western College.
- Janany, S., & Shivany, S. 2017. Pengaruh merek, harga, dan kualitas produk terhadap keputusan pembelian konsumen pada produk kosmetik Wardah. *Jurnal Ilmiah Manajemen dan Bisnis*, 18(1), 1-12.
- Kotler, Philip dan Amstrong. 2001. Principles of marketing . Edisi 13. England : Pearson.
- Sugiyono. 2018. Metode penelitian pendidikan: Pendekatan kuantitatif, kualitatif, dan R&D. Bandung: Alfabeta.
- Qardhawi, Y. 2007. Hukum Zakat : Studi komparatif mengenai status dan filsafat zakat berdasarkan Qur'an dan Hadits. Bogor: Pustaka Litera Antar Nusa.
- Reza, A., Salleh, N. Z., & Ismail, N. 2012. Islamic Branding: The Understanding and Perception. *Procedia-Social and Behavioral Sciences*, 58, 135-142.
- Swastha, B. 2000. Perilaku konsumen dalam perspektif pemasaran. Yogyakarta: Liberty.
- Belch, G. E., & Belch, M. A. 2004. Advertising and promotion: An integrated marketing communications perspective (6th ed.). McGraw-Hill/Irwin.
- Temporal, P. 2011. Islamic branding and marketing: Creating a global Islamic business. Ranto, D.W.P. 2013. Menciptakan Islamic Branding Sebagai Strategi Menarik Minat Beli Konsumen. *JMBA*, 1(2), 1. S
- Zulkifli, Muhammad. 2019. "Strategi Pemasaran Produk." Jakarta: Gramedia.