Purchase Intention to Actual Purchasing of Halal Cosmetics in Indonesian Young Adults in The Covid-19 Pandemic

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Abstract

The Covid-19 outbreak initially had an impact on public health and began to penetrate the economy. Almost all industries were affected which caused many layoffs to occur. The cosmetic industry has become an anomaly, the Ministry of Industry pointed out, there has been an increase in online transactions for cosmetic products by up to 80 percent during this pandemic. This study aims to analyze several variables that can increase actual purchases during the Covid-19 pandemic on halal cosmetic products. Several variables that are thought to influence the actual purchase are perceived behavioral control, attitudes, and purchase intentions. This study uses a quantitative method with a population of young adult consumers who use cosmetics in Indonesia, with a sample of 400 respondents, with non-probability quota sampling, and a questionnaire with 14 question indicators. The data analysis used is SEM-PLS analysis using SmartPLS 3.3.3. The results show that the perceived behavioral and attitude control variables affect purchase intention, while the subjective norm variable does not affect purchase intention. Purchase intention has a significant effect on actual purchases during the Covid-19 pandemic. The results of this study show that the perceived behavioral and attitude control variables have a significant effect on purchase intention, while the subjective norm variable does not affect purchase intention. This study also shows that purchase intention has a significant influence on actual purchases during the Covid-19 pandemic. The results of this study show that the perceived behavioral and attitude control variables have a significant effect on purchase intention, while the subjective norm variable does not affect purchase intention. This study also shows that purchase intention has a significant influence on actual purchases during the Covid-19 pandemic.

Keywords: *purchase intention, Actual purchase, and Halal Cosmetics.*

1. INTRODUCTION

Countries in the world are being phased out in the outbreak of the Covid-19 or coronavirus. Precisely on March 2, 2020 (bnpb.Covid-19.com) noted that Indonesia, in general, was affected by the Covid-19 pandemic that started in Wuhan, China. The spread of Covid-19 is very fast and massive, starting from all parts of the world to remote areas, from poor people to state officials without exception. At first, it appeared at the end of 2019 in China, Wuhan City to be exact. This virus has flu-like symptoms and respiratory infections. Over time, the number of cases that occur has increased significantly, this is in line with the increasing death rate.

The Covid-19 outbreak initially had an impact on public health and began to penetrate the economy. Almost all industries were affected which caused many layoffs to occur. The cosmetic industry has become an anomaly. The Director-General of Small, Medium, and Multifarious Industries (IKMA) of the Ministry of Industry, Gati Wibawaningsih stated that the Ministry of Industry's data shows that there has been an increase in online transactions for cosmetic products by up to 80 percent during this pandemic. Gati added that by far the cosmetic industry has made an important contribution to the Indonesian manufacturing industry. Referring to data from the Central Statistics Agency (BPS), in the first quarter of 2020, the performance of the chemical,

pharmaceutical and traditional medicine industries (including the cosmetic sector) experienced a brilliant growth of 5.59%. This industry was able to make a significant contribution to foreign exchange through its export value which reached US$ 317 million or around Rp.4.44 trillion in the first semester of 2020. (rri.co.id, 2020)

Furthermore, currently, the development of the halal cosmetic industry in Indonesia has grown rapidly. People, especially women, are increasingly aware of the importance of cosmetics as a daily necessity. The trend of cosmetic users is growing, and the demand for someone to look attractive in front of the general public is one of the reasons the cosmetic industry is developing well. This is marked by the emergence of cosmetic companies with various brands.

The cosmetic industry in Indonesia has also been supported by the government since 2015 the government issued Government Regulation no. 14 of 2015: National Industrial Development Master Plan (RIPIN) 2015-2035, states that "the cosmetic industry is one of the mainstay industries (priority industry) as the PRIME OVER of the economy. Industrial development will be focused on 10 industrial groups, some of which are pharmaceuticals, cosmetics, and medical devices (Kemenprin, 2015)

The rapidly expanding cosmetic and personal care sector has emerged as one of the most prominent markets. For example, in 2012 Muslim consumers spent $26 billion to consume halal cosmetics and this expenditure is estimated to grow to $39 billion in 2018 (Rahman et al., 2015). Therefore, halal cosmetic products deserve to be the object of research. Meanwhile, in the actual purchase, the author instructs a group of young adults as the object of research.

The theory of planned behavior is used to explain the factors that influence an individual's behavior. According to this theory, individual behavior is initiated by the intention of the behavior. Several determinants affect an individual's intention to perform an action or behavior, including attitudes, subjective norms, and perceptions of behavioral control. Several related studies (Aziz & Wahab, 2013) and (Majid et al. 2015) using the theory of planned behavior approach have been carried out in various countries including Malaysia and Pakistan. Aziz and Wahab (2013) found that subjective norms, attitudes, and perceptions of behavioral control affect consumer intentions by 85.6%, this research was conducted in Malaysia. Research conducted by Majid et. al (2015) in Pakistan showed that 64,

Consumers who have the intention to buy products are more likely to make purchases in the future, this is reinforced by the results of research which found that consumers with high purchase intentions will have a positive effect on purchasing herbal products (Ismal & Mohd Mokhtar, 2017) but the results of this study are contrary to the results of the study that purchase intentions have no significant effect on actual purchases of halal products (Omar et al, 2012). Based on this phenomenon, this study was conducted to determine the extent to which the theory of planned behavior can explain consumer intentions towards halal cosmetics and how consumer intentions influence actual purchasing during the Covid-19 pandemic.

2. RESEARCH METHOD

This research uses a quantitative method. The method of taking research samples using the nonprobability quota sampling method. To determine the sample in this study the writer will use the Slovin formula, the total population of young adults Indonesian and overreached 40,830,808 (BPS data for December 2020). The minimum number of samples based on Slovin notation with a margin of error of 5% shows that there are at least 400 samples to represent the population in Indonesia. Data was collected through questionnaires distributed through online media by sharing bit.ly/literasihalal links on WhatsApp, Instagram, Telegram, and other online media applications that are often used by young Indonesian adults. The questionnaire used in this study is a closed questionnaire with alternative respondents' answers have been provided by the researcher, based on the original version of the 5-point Likert scale from Dr. Rensist Likert Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree (Suryani, 2015).

Data Analysis Techniques use several ways, they are as follow:

a. Partial Least Square

In this study, the tool used for data analysis is partial least square (PLS). It is a multivariate statistical technique that performs comparisons between the dependent and independent variables. Hartono in Jogiyanto, 9 PLS is a variant-based SEM systematic method designed to solve multiple regression when data-specific problems occur, such as small sample sizes and missing

data, and multilinearity. It can also be used to explain whether there is a relationship between latent variables (prediction). The evaluation of the PLS model is carried out in two ways, namely the outer and inner models.

b. Outer Model Measurement

The outer model analysis is conducted to ensure that the measurement is feasible (valid and reliable). This measurement test the validity of the convergent and discriminant. Convergent validity measures the relationship with that the measures of a construct should be highly correlated. This test can be seen from the loading factor value for each construct indicator. The rule of thumb that is usually used to assess convergent validity is the loading factor value > 0.7.

The validity test in this study will use the partial least square (PLS) method which is used using a computer. To test the validity of PLS using three ways, namely construct validity, convergent, and discriminant. Convergent validity relates to the principle that measurements of a construct should be highly correlated. Convergent variables occur if the scores obtained from two different instruments measuring the same construct have a high correlation.

Reliability shows the extent to which the measurement results with the tool can be trusted. In this study, the reliability test used the partial least square (PLS) method which was used with two methods, namely Cronbach's alpha and composite reliability. The rule of thumbs for alpha and composite reliability values must be greater than > 0.7 although a value of 0.6 is still acceptable, this is explained by Hair et al quoted in Jogiyanto.

Discriminant validity relates to the principle that measurements of different constructs should not be highly correlated. The way to test the discriminant validity with the reflection indicator is that the cross-loading value for each variable must be > 0.7. In addition to measuring the validity of this measurement, it also measures reliability. This test was conducted to prove the accuracy, consistency, and accuracy of the instrument in measuring the construct. To measure the reliability can be done in two ways, namely Cronbach's alpha and composite reliability. Rule of thumb's alpha and composite reliability values must be greater than > 0.7 even though the value of 0.6 is still acceptable.

c. Inner Model Measurement

This model is evaluated using 2 for the dependent construct, t value, or path coefficient to test the significance between constructs in the structural model. The value of 2 is used to measure the level of variation of changes in the dependent variable on the independent variable. For example, the higher the value of 2 means the better the prediction model and research model proposed. For example, if the value of 2 is 0.7, the variety of changes in the dependent variable that can be explained by the independent variable is 70%, while the rest is explained by other variables outside the proposed model.

3. RESULT AND DISCUSSION
3.1. Result
3.1.1. Evaluation of Measurement (Outer Model)
Validity and Reliability Test

Before testing the hypothesis, validity and reliability are first carried out. The validity test in this study uses the convergent validity and discriminant validity methods which are processed using SmartPLS 3.3. The first is to convert the raw data into comma-delimited CSV excel format, after that the new data can be processed using SmartPLS. The convergent validity test can be seen from the AVE (average variance extracted) score, each value must be > 0.5. Before we test the AVE value and communality, we must first look at the loading score for each indicator, where the loading score is > 0.7,1.

Discriminant validity testing is used to prove whether the indicator in a construct (variable) will have the largest loading factor on the construct it forms than other loading factors. The reliability test was measured by two methods, namely Cronbach's alpha and composite reliability. To be able to state that a construct (variable) is reliable, the value of Cronbach's alpha must be > 0.6 and composite reliability must be > 0.7.

Table 4. 8 Results of the measurement model and convergent validity

Variable	Adapted from	Items	Loading	AVE	Composite Reliability	Cronbach's Alpha
Attitude (SKP)	Rahman et al, 2015	SKP1	0.921	0.848	0.944	0.911
		SKP2	0.917			
		SKP3	0.925			
Subjective Norm (NRM)	Pepper,2009 Tarklaine and aun-dqvist, 2005 Vencantesh, 2000	NRM1	0.838	0.758	0.904	0.840
		NRM3	0.875			
		NRM4	0.849			
Perception Control Behavior	Bone,2007 Tood and Taylor, 1994	PCP1	0.779	0.661	0.907	0.872
		PCP2	0.791			
		PCP3	0.855			
		PCP4	0.825			
		PCP5	0.814			
Purchase intention	Tarkianien, 2005 Vebcantesh, 2000	PIN1	0.774	0.699	0.874	0.783
		PIN2	0.868			
		PIN3	0.862			
Actual purchases	Shi Wee et al, 2014	ACP1	0.914	0.851	0.945	0.912
		ACP2	0.909			
		ACP3	0.943			

Source: (SmartPLS 3.3) Output

Based on the results of the loading factor above, it can be concluded that the constructs (variables) in this study have a good convergent validity value with an AVE value > 0.5 Loading > 0.7. Thus, all indicators in this study have met the criteria for convergent validity. Meanwhile, based on the cross-loading value as shown in table 2, it shows that there is good discriminatory validity because the cross-loading of each indicator is greater than the cross-loading value of the other variables. The results of the reliability test show that all variables have Cronbach's alpha values above 0.7 as shown in table 1. Thus, all research indicators meet data reliability requirements (Lin & Huang, 2008)

Table 4. 9 Cross-loading

Variable	Indicator	X1	X2	X3	Y1	Y2
Attitude (SKP)	SKP1	**0.921**	0.579	0.552	0.598	0.320
	SKP2	**0.917**	0.610	0.617	0.634	0.392
	SKP3	**0.925**	0.587	0.597	0.650	0.378
Subjective Norm (NRM)	NRM1	0.556	**0.852**	0.679	0.572	0.483
	NRM3	0.617	**0.898**	0.671	0.582	0.452
	NRM4	0.504	**0.862**	0.600	0.560	0.428
Perception on	PCP1	0.537	0.557	**0.779**	0.588	0.443
	PCP2	0.530	0.575	**0.791**	0.550	0.388
	PCP3	0.563	0.650	**0.855**	0.597	0.496

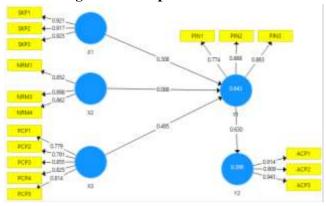| Variable	Indicator	X1	X2	X3	Y1	Y2
Control Behavior	PCP4	0.512	0.613	**0.825**	0.669	0.576
	PCP5	0.468	0.635	**0.814**	0.662	0.571
Purchase intention	PIN1	0.439	0.496	0.622	**0.774**	0.603
	PIN2	0.669	0.526	0.634	**0.868**	0.461
	PIN3	0.600	0.619	0.643	**0.863**	0.516
Actual purchases	ACP1	0.324	0.425	0.566	0.569	**0.914**
	ACP2	0.389	0.530	0.562	0.597	**0.909**
	ACP3	0.379	0.486	0.574	0.578	**0.943**

Source: (SmartPLS 3.3) Output

3.1.2. Evaluation of the Structural Model (Inner Model)

The structural model in PLS is evaluated using 2 for the dependent variable and the path coefficient value for the independent variable which is then to see its significance by looking at the P-value of each path. The path coefficient is used to see how the relationship between variables in the model is. The coefficient is declared significant (at 0.05) if it has a t-value of 1.96. The structural model (inner model) in this study can be seen in the following figure:

Figure 4. 1 Output Inner Model

Source: (SmartPLS 3.3) Output

The value of R2 is used to assess the contribution of the independent variable to the dependent variable. The higher the value of R2, the higher the ability of the independent variable in explaining the dependent variable. Figure 1 shows the value of R2 is 0.643 or 64.3%. It can be concluded that 64.3% of the variation in purchase intention can be explained by variations of three independent variables, namely attitudes towards halal cosmetics, subjective norms, and perceived behavioral control. While the remaining 36.7% is influenced by other variables not included in this study such as price, packaging, shape, and others.

To see the significance of the prediction model in the PLS structural model, it is seen from the P-value between the independent variables to the dependent variable which is listed in the path coefficient table below:

Table 4. 10 Path Coefficient Table

Path	Original Sample (O)	Sample Mean (M)	Stand Deviation	T Statistics	P Values
X1 -> Y1	0.308	0.309	0.069	4,443	0.000
X2 -> Y1	0.088	0.092	0.057	1,549	0.122
X3 -> Y1	0.495	0.493	0.071	6,968	0.000
Y1 -> Y2	0.630	0.635	0.033	18,930	0.000

The significant level in this study was <0.05. Based on the results of testing the structural model that has been shown above, it is known that the TPB construct (variable) includes attitudes, perceptions of behavioral control that affect intentions. It's just that subjective norms have no effect on purchase intentions and intentions affect actual purchases.

3.2. Hypothesis Testing Results
Hypothesis 1: Attitude affect purchase intention to buy halal cosmetic products.

Based on the table above, it can be seen that the T-statistical value is 4.443, which is greater than the T-table 1.96 and the P-Value is 0.000, which is smaller than a significant value of 0.05, based on these results, it can be concluded that Ha accepted Ho rejected. This means that there is a significant influence between attitudes towards purchase intention. So it can be concluded that the first hypothesis H1 which reads that attitude has a significant effect on the purchase intention of young adults to buy halal cosmetic products is proven and accepted.

Halal cosmetic products are products that have been guaranteed to be suitable for consumption by the public. They have stricter supervision, not only on the materials used but the management process behind them, and the production site has passed the process from BPOM and Halal MUI, this encourages the perception of product safety which is quite important. to influence purchase intention on halal cosmetics. Cosmetic are products that are used daily therefore, product safety is also a consideration for consumers. The results of this study are in line with the research of Nur Hadiati Endah (2014) which shows that the better the attitude shown by consumers towards a product, the higher the purchase intention made by consumers towards halal cosmetics.

Hypothesis 2: Subjective norms affect purchase intention to buy halal cosmetics.

Based on the results of calculations using smartPLS 3.3, the T-statistic value is 1.549, which is smaller than the T-table 1.96 and the P-Value value is 0.122, which is greater than a significant value of 0.05. Based on the results, it is stated that Ha is rejected, Ho is accepted. This means that there is no influence between Subjective Norms and purchase intention. The second hypothesis (H2) which reads that subjective norms positively and significantly affect purchase intention to buy halal cosmetics is not proven and rejected.

Subjective norms represent beliefs about other people's expectations of individuals (Mukhtar and Butt, 2012), this means that important people around consumers or nearby social environmental factors such as family and friends do not have a strong influence in making purchasing decisions by consumers. The results of this study are not in line with research by Muniaty Aisyah (2015) which shows

that subjective norms have a positive and significant effect on restaurant purchase intentions.

Hypothesis 3: Perception of behavioral control affect purchase intention to buy halal cosmetics.

Based on the table above, it can be seen that the T-statistical value is 6.968, which is greater than the T-table 1.96 and the P-Value is 0.000, which is smaller than the significant value of 0.05, based on these results, it can be concluded that declared Ha accepted Ho rejected. This means that there is a significant influence between perceptions of behavioral control on purchase intention. The third hypothesis (H3) perception of behavioral control has a significant effect on purchase intention to buy halal cosmetics, proven and acceptable.

Perception of behavioral control is a pivotal factor in influencing consumers to buy halal cosmetics. This is evident from the research results which show that the perception of behavioral control has a positive effect on purchase intention. This means that the better consumers feel themselves to be able to buy halal cosmetics, the greater the consumer's purchase intention to buy halal cosmetics.

Hypothesis 4: Purchase intention affects actual purchase to buy halal cosmetics.

Based on the table above, it is known that the T-value of 18.930 this value is greater than the T-table of 1.96 and the P-Value value of 0.000 this value <0.05, based on these results it can be stated that Ha is accepted, Ho is rejected. This means that there is a significant influence between Purchase Intention and Actual Purchase. So it can be concluded that the fourth hypothesis (H4) which reads that purchase intention affects actual purchases to buy halal cosmetics is proven and accepted.

Purchase intention is a major component in the theory of planned behavior and a direct antecedent of actual behavior. Consumers' intentions to buy halal cosmetic products that are suitable for consumption by the community will encourage consumers to make actual purchases during the COVID-19 pandemic. consumers tend to make actual purchases if they have the opportunity, the stronger the purchase intention, the more likely it is that consumers will make an actual purchase.

4. CONCLUSION

This study aims to determine the effect of TPB variables including attitudes, subjective norms, and perceptions of behavioral control on purchase intentions and to find out whether purchase intentions affect actual purchases. This research was conducted by analyzing 400 Indonesian young adult respondents which contained questions about all existing variables. Based on the results of research and discussion, the following conclusions can be drawn:

a. There is an influence between attitude and purchase intention of halal cosmetics in young Indonesian adults. Halal cosmetic products are products that have been guaranteed to be suitable for consumption by the public because they have stricter supervision, not only on the materials used but the management process behind them and the atmosphere of the production site has passed the process from BPOM and Halal MUI, this supports the perception of product safety which is quite important. to influence purchase intention on halal cosmetics.

b. There is no influence between subjective norms and purchase intention of halal cosmetics in young adults. This means that important people around consumers or the closest social environmental factors such as family and friends do not have a strong influence in making purchasing decisions by consumers.

c. There is an influence between perceptions of behavioral control and purchase intention of halal cosmetics in young Indonesian adults. This proves that the better consumers feel they can buy halal cosmetics, the greater the consumer's purchase intention for halal cosmetics.

d. There is an influence between purchase intention and actual purchase of halal cosmetics in young Indonesian adults. This proves that consumers tend to make actual purchases if they have the opportunity, the stronger the purchase intention, the more likely it is that consumers will make actual purchases during the Covid-19 pandemic.

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