



Measurement of Variables to Predict Purchase Decisions Toward Halal Product: Study at Inglot

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Abstract. Inglot is a brand known in Indonesia as O2M Breathable Nail Enamel nail polish which is safe for nail health and has Halal certification from The Muslim League of Poland. The halal cosmetic label on a product is one of the criteria that is in great demand because it is guaranteed to be safer. For Muslims in determining for using or buying something, it must be based on predetermined Islamic principles. In Indonesia there are 231.06 million people who are Muslim, which is equivalent to 86.7% of the total population of Indonesia. So, marketing halal products in Indonesia is a big opportunity for companies. Therefore, finding out the right model to describe variables that influence consumers in making purchasing decisions on halal products is important. The purpose of this study is to determine the measurement of E-WOM variables (Information Quality, Information Quantity, Information Credibility), Brand Image, Product Halal Image, Purchase Intention and Purchase Decision of customers towards Inglot as a halal product. The measurements tool is a set of questionnaires that was distributed online via Google Form. The valid data were collected from 30 respondents living in Indonesia and analyzed by using SPSS to find out whether it meets the validity and reliability requirements of a good questionnaire. The result supports the 35 items from 7 variables (Information Quality, Information Quantity, Information Credibility, Brand Image, Product Halal Image, Purchase Intention and Purchase Decision) met the requirements. Therefore, the set of questionnaires can be used for further study.

Keywords : Halal Product Image; E-WOM; Purchase Decision; Purchase Intention

1 INTRODUCTION

Inglot is a cosmetic company originating from Poland. Inglot has a well-known product, O2M Breathable Nail Enamel, which is a nail polish that is claimed to be ablution-friendly because oxygen and water can penetrate the coating [1]. In the upload of the beautynesia.id article, Inglot is a nail polish which is known to have the first Halal certificate in the world that can be used by Muslims [2]. With the presence of halal nail polish or what is commonly called O2M Breathable Nail Enamel in Indonesia with the claim of being able to absorb water and air so that Muslim

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women don't have to worry anymore when they want to beautify their appearance using nail polish. In Islam, as we know, basically beautifying yourself by coloring your nails is not prohibited if the ingredients used in this nail polish comply with halal requirements in the manufacture of the product [3]. Based on a search for halal nail polish on an e-commerce platform, Shoppe, the first recommendation that appears on the Shopee page is Inglot. This means that by being in the top position, many people are looking for this product and this product also has high sales compared to other brands. Quoted from a report from The Royal Islamic Strategic Studies Center (RISSC) or MABDA entitled *The Muslim 500 2022* edition in the uploaded article databoks.katadata.co.id, there are 231.06 million Indonesians who are Muslim, which is equivalent to 86.7% of total population in Indonesia [4]. By seeing the large number of Indonesian people who are Muslim, the need and curiosity for halal products is getting higher. Apart from that, this can also be a big opportunity for companies to market halal products in Indonesia. Especially now that we are in the digital era where we are increasingly given the convenience to find the various information we want. The report by We Are Social (2022) states that in the last 5 years, the total population in Indonesia is 277.7 million and 207.7 million have used the internet. This means that out of the total population of Indonesia there are 73.3% who already use the internet [5]. Therefore, internet trends are common among Indonesians. Currently, with the existence of the internet, Indonesian people tend to look for various information about what they want to know on the internet. One example, when they want to buy a product, usually they will first look for information such as reviews about the product on the internet. In the research of Indrawati et al (2022) where according to (Sulthana & Vasantha, 2019) eWOM is defined as aspects that include positive or negative aspects of a product, brand or service made by former, present and also prospective customers that are shared on the internet and of course can be accessed by anyone [6]. Therefore, it is important for consumers to pay attention and consider several factors such as the quality of information, the quantity of information and also the credibility of information. Based on the phenomenal data and description above, it shows that there are high sales from the Inglot brand because the large number of Muslim population causes high sales. Therefore, researchers want to know what influences consumers in making purchasing decisions on halal products, seeing the large number of Indonesians who are Muslim. The objective of the research is to find out the right model to describe how the E-WOM variables (Information Quality, Information Quantity, Information Credibility) and Brand Image influence consumers in making Purchasing Decisions on halal products.

2 LITERATURE REVIEW

In this study, the theoretical framework model used is the result of a modified model from previous research. Model modification is a theoretical framework that adds or subtracts constructs based on the results of the literature review and also the initial data collection with the reasons indicated [7]. Previous research used the Information Adoption Model or IAM. The Information Adoption Model or IAM is a process of describing information that can be adopted by people and influencing their behavior and intentions through computer-based communication (Sussman and Siegal, 2003) [8]. IAM is a combination of the Technology Adoption Model or TAM and the Elaboration Likelihood Model or ELM (Sussman and Siegal, 2003) [7]. The

Technology Adoption Model or TAM was introduced by Fred Davis in 1986 [9]. This theory is used to analyze a factor that affects the acceptance of an information or system [9]. Then the Elaboration Likelihood Model or ELM is a theory which states that in processing persuasive messages everyone has their own way [10]. This theory explains that there are two ways to be able to process messages or information, namely through the central line and also the peripheral line [10].

Then, Indrwati and Prilly research (2022) [6] also used the information adoption model in which they found a suitable theoretical framework for studying E-WOM which was supported by the quality of information, the quantity of information, and also the credibility of information. Therefore, in this study, we will review the theoretical framework in previous research and will add several variables, namely Brand Image, Halal Product Image and Purchase Decision. The following is the theoretical framework used by the author:

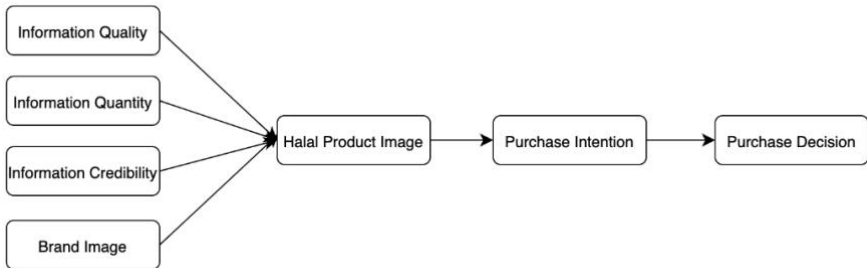


Fig. 1. Theoretical Framework
 Source : Data Processed by Author

3 MEASUREMENT MATERIAL

In conducting this research, validity and reliability tests need to be carried out to be able to ensure and prove that the research model framework is suitable for research. According to Indrawati (2015), the validity test aims to show the ability of a measuring instrument, the higher the measurement results, the higher the validity of a measuring instrument [7].

Therefore, the researcher checked each questionnaire item to determine the effect of E-WOM (information quality, information quantity, information credibility), brand image, halal product image, purchase intention and purchase decision from respondents using the Inglot brand in Indonesia. The following in table 1 are items from each variable:

Table 1. Operational Variable

Item Code	Items of Information Quality
IQ1	I understand the information about Inglot nail polish on Social Media
IQ2	I feel the information about Inglot nail polish on social media very relevant
IQ3	I feel that Inglot nail polish information on social media is based on facts
IQ4	I feel that Inglot nail polish information on social media is detailed
IQ5	I feel that the information on social media regarding Inglot nail polish is exactly what I need
IQ6	I feel that Inglot nail polish information on social media is of good quality
Item Code	Items of Information Quantity

IQN1	I feel the amount of information about Inglot nail polish is sufficient
IQN2	I feel that the amount of information regarding Inglot nail polish makes it easier for me to understand the product
IQN3	I felt that the large amount of information regarding Inglot nail polish convinced me of the product
IQN4	A high recommendation for Inglot nail polish shows that the product has a good reputation
Item Code	Items of Information Credibility
IC1	I feel Inglot nail polish information on social media to be trusted
IC2	I feel the Inglot nail polish information is true
IC3	I feel that information from social media about Inglot nail polish makes me believe in the quality of their products
IC4	I feel the information available on social media regarding Inglot nail polish can convince me
Item Code	Items of Brand Image
BI1	Inglot nail polish products are famous
BI2	Inglot nail polish products have a good reputation in society
BI3	Inglot nail polish products are easy to spot
BI4	Inglot nail polish products are well known in the market
BI5	Inglot nail polish products give a positive impression on consumers
Item Code	Items of Halal Product Image
HPI1	Inglot nail polish has a halal certification from The Muslim League of Poland.
HPI2	Inglot nail polish is known as the pioneer of halal nail polish in the world
HPI3	Inglot nail polish has halal characteristics
HPI4	Inglot nail polish has ablution-friendly characteristics
HPI5	Inglot nail polish has always been a recommendation for halal nail polish on social media
Item Code	Items of Purchase Intention
PI1	I am interested in buying Inglot Nail Polish
PI2	I will buy Inglot nail polish over other brands
PI3	I am interested in purchasing Inglot nail polishes in the near future
PI4	My willingness to buy inglot nail polish products is high
Item Code	Items of Purchase Decision
PD1	I confidently bought Inglot nail polish
PD2	I chose Inglot nail polish
PD3	I am used to using Inglot nail polish
PD4	I am happy with my decision to buy Inglot nail polish
PD5	I often buy Inglot nail polish
PD6	With various considerations, I always choose Inglot nail polish
PD7	Overall, I am satisfied with my purchase of Inglot nail polish

Source : Data Processed by Author

In table 1 there are operational variables consisting of 35 items from 7 variables. Questionnaire items in operational variables in this study were obtained from several previous studies.

4 METHOD AND RESULT

The author will first conduct trials involving 30 respondents for initial data. This data is data that has been collected from 30 Inglot brand users in Indonesia. Then this data will be used to

test the validity and reliability tests using IBM SPSS Statistics 29. The method used by the author to test the validity is the "Corrected Item - Total Correlation" or also called the CITC method. This CITC is used to find the highest possible correlation coefficient value and also remove questionnaire items that have a negative correlation coefficient value or close to zero, Indrawati (2015) [7]. Therefore, to be said to be valid from a test, the correlation coefficient must be at least or greater than 0.30, Indrawati (2015) [7]. Then, in this study to test the reliability of each item is by using Cronbach-Alpha. It can be said to have good reliability for each item if the Cronbach-Alpha is greater than 0.70, Indrawati (2015) [7]. Based on the results that the authors have compiled in table 2, the validity test was carried out for each item using the "Corrected Item - Total Correlation" method or also known as the CITC method which proved valid because the correlation coefficient was greater than 3.0. Then, the reliability test in this test can be said to be good. The following are the test results that have been compiled in table 2:

Table 2. Pilot Test Result

Information Quality Code	Corrected Item - Total Correlation	Cronbach-Alpha
IQ1	0,691	
IQ2	0,605	
IQ3	0,742	
IQ4	0,499	0,821
IQ5	0,549	
IQ6	0,491	
Information Quantity Code	Corrected Item - Total Correlation	Cronbach-Alpha
IQN1	0,586	
IQN2	0,536	
IQN3	0,375	0,738
IQN4	0,665	
Information Credibility Code	Corrected Item - Total Correlation	Cronbach-Alpha
IC1	0,790	
IC2	0,812	
IC3	0,416	0,847
IC4	0,758	
Brand Image Code	Corrected Item - Total Correlation	Cronbach-Alpha
BI1	0,366	
BI2	0,702	
BI3	0,553	0,726
BI4	0,530	
BI5	0,395	
Halal Product Image Code	Corrected Item - Total Correlation	Cronbach-Alpha
HPI1	0,527	
HPI1	0,624	
HPI3	0,825	0,843
HPI4	0,600	
HPI5	0,705	
Purchase Intention Code	Corrected Item - Total Correlation	Cronbach-Alpha

	PI1	0,557	
	PI2	0,852	
	PI3	0,765	0,882
	PI4	0,829	
	Purchase Decision Code	Corrected Item - Total Correlation	Cronbach-Alpha
	PD1	0,831	
	PD2	0,890	
	PD3	0,855	
	PD4	0,913	0,965
	PD5	0,846	
	PD6	0,914	
	PD7	0,903	

Source : Data Processed by Author

Based on the test results in the pilot test table, it shows that the 7 variables and 35 items in this measurement have fulfilled the validity and reliability criteria.

5 DISCUSSION AND CONCLUSION

This research wants to know the measurement of E-WOM variables (Information Quality, Information Quantity, Information Credibility), Brand Image, Halal Product Image, Purchase Intention and Customer Purchase Decision towards Inglot as a halal product. In this study there were 7 variables and 35 items that were measured using IBM SPSS. To test the validity of the researcher using Corrected Item-Total Correlation and to test the reliability of the researcher using Cronbach-Alpha. Then after being tested, this research has produced valid and reliable measuring instruments. Therefore, the set of questionnaires can be used for further studies.

In this study, the measurement material used was by distributing questionnaires to 30 respondents living in Indonesia. Then, the results of this study prove that the model which includes 7 variables and 35 items is valid and reliable. Therefore, in further research this proposed measurement model is ready to use.

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