

## THE MEDIATING ROLE OF BEHAVIORAL CONTROL IN THE RELATIONSHIP BETWEEN CONSUMER ATTITUDES AND SUBJECTIVE NORMS ON THE INTENTION TO REPURCHASE HALAL COSMETICS

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### ABSTRACT

*The purpose of this study was to determine the effect of consumer attitudes and subjective norms on the intention to repurchase halal cosmetics mediated by behavioral control on as many as 150 college students in Pekalongan with the sampling technique using purposive sampling. The analysis technique used in this research is the Structural Equation Modeling analysis technique with the help of the AMOS program. The results of this study show that (1) consumer attitudes have a positive and significant effect on behavior control, (2) subjective norms have a positive and significant effect on behavior control, (3) consumer attitudes have a positive and significant effect on repurchase interest, (4) subjective norm has a significant positive effect on the intention to repurchase cosmetic products labeled halal, (5) behavioral control has a positive and significant effect on repurchase interest, (6) behavioral control can mediate the effect of consumer attitudes on consumer repurchase interest in halal cosmetic products, (7) behavioral control can mediate the effect of subjective norms on consumer repurchase interest in halal cosmetic products.*

**Key Words:** behavior control; consumer attitudes; subjective norms; and repurchase interest.

### ABSTRAK

*Tujuan penelitian adalah untuk menganalisis pengaruh sikap konsumen dan norma subjektif pada minat membeli ulang produk kosmetik halal yang dimediasi oleh kontrol perilaku pada 150 mahasiswi di Pekalongan menggunakan purposive sampling. Teknik analisis dengan model persamaan struktural dibantu dengan aplikasi AMOS. Hasil penelitian menunjukkan, (1) sikap konsumen berpengaruh positif terhadap kontrol perilaku, (2) norma subjektif berpengaruh positif terhadap kontrol perilaku, (3) sikap konsumen berpengaruh positif terhadap minat membeli ulang, (4) norma subjektif berpengaruh positif terhadap minat membeli ulang produk kosmetik halal, (5) kontrol perilaku berpengaruh positif terhadap minat membeli ulang, (6) kontrol perilaku memediasi hubungan antara sikap konsumen terhadap minat membeli ulang produk kosmetik halal, (7) kontrol perilaku memediasi hubungan antara norma subjektif terhadap minat membeli ulang produk kosmetik halal.*

**Key Words:** behavior control; consumer attitudes; subjective norms; and repurchase interest.

### INTRODUCTION

Women can hardly leave their dependence on cosmetic tools so they must be smart in choosing and determining the type of cosmetics that are suitable and safe for themselves. Due to the increasing number of growth in the cosmetic industry, it does not rule out that there are cheats that occur either from the ingredients used or the chemical content contained in cosmetics. As well as offering something tempting so that consumers are interested in buying it.

The existence of a halal label on a cosmetic product will help producers or consumers in consuming and protect entrepreneurs from future consumer demands and can strengthen and increase consumer preference for products which will directly or indirectly affect consumers' perceptions of the product. Prior to the existence of BPJPH (Halal

Product Guarantee Agency), the existence of the LPPOM-MUI institution helped the Indonesian Muslim community to obtain halal products with this label. Muslim consumers can confirm which products can be consumed, namely products that already have a halal label on the packaging. In other words, LPPOM-MUI was established to provide a sense of peace and security to the community about the products they consume.

In Islam it is taught to avoid things that are prohibited by Allah SWT. and do whatever he commands. In the Qur'an surah An Nahl verse 114 is explained:

فَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاشْكُرُوا نِعْمَتَ اللَّهِ إِنَّ كُنُتُمْ إِيَّاهُ تَعْبُدُونَ

*The meaning : Then eat what is clean and good from the sustenance that Allah has given you and thank Allah for the blessings of Allah, if you only worship Him.*

In the above Word of Allah, it is concluded that we as Muslims are required to consume halal and good food from the sustenance that Allah has given us. This verse not only explains halal food but also what is consumed outside the body, for example the use of cosmetics.

Products offered by the company can be one of the formation of perceptions in making purchasing decisions. The consumer's initial impression of the quality of a product when he sees the product may be a determining factor in making a purchase decision. The products sold in the cosmetics industry certainly have their own advantages and must be different from other competing cosmetics. The cosmetic industry is expected to maintain the quality of the products it sells. Therefore, the cosmetics industry must be more creative in developing types of products that suit consumer needs. That way the cosmetics sold in the market will be in great demand and favored by consumers. To fulfill their needs, someone will choose the product that gives the highest satisfaction. Consumers will feel a certain level of satisfaction or dissatisfaction, which will affect consumer behavior towards the product purchased. If consumers are satisfied, they will use, buy back and convey to others, even convey their dissatisfaction to others. Interest is an internal (personal) factor that influences consumer behavior. In the buying process, consumer interest is closely related to their motivation to use or buy certain products. Repurchase interest is a consumer commitment that is formed after a consumer purchases a product or service (Daniel Dama, 2016).

In the world of marketing, there is a theory regarding consumer behavior in choosing and consuming a product, namely Theory of Planned Behavior (TPB). TPB is an advanced theory of Theory of Reasoned Action (TRA) developed by Ajzen and Fishbein, TPB identifies influences that predict and change behavior. where behavioral intention is influenced by: a person's attitude, beliefs about whether an individual who is important to that person approves or disapproves of the behavior, and perceived control over performing the behavior (Soon, Jan Mei and Wallace, Carol Anne, 2017).

Research purposes in this study are, to examine the effect of consumer attitudes on the intention to repurchase halal cosmetics in college students in Pekalongan, to examine the effect of subjective norms on the repurchase interest of halal cosmetics in college students in Pekalongan, to examine the effect of behavioral control on the intention to repurchase halal cosmetics in college students in Pekalongan, to examine the effect of consumer attitudes on the intention to repurchase halal cosmetics in college students in Pekalongan through behavior control, to examine the effect of subjective norms on the repurchase intention of halal cosmetics in college students in Pekalongan through behavior control, to examine the effect of consumer attitudes on behavior control through subjective norms, and to test the effect of subjective norms on behavior control through

consumer attitudes.

## LITERATURE REVIEW

Consumer attitudes can influence repurchase interest. The more someone has an assessment that a behavior will produce positive consequences, the person will tend to be kind to that behavior. Conversely, the more someone has an assessment that a behavior will produce negative consequences, the more someone will tend to be unkind to the behavior. Therefore, consumers will evaluate the product before buying it. If it has a positive impact on him, they will buy the product (Aditya Hutama Putra, 2014).

A person's views or opinions on other people's beliefs can also influence interest in doing certain behaviors or not carrying out certain behaviors, or it can be called subjective norms. Therefore, if someone views this behavior positively and believes that other people want it, then this behavior will occur. In a study conducted by Ni Putu Ratih Astarini Dewi & I Gusti Agung Ketut Sri Ardani entitled the influence of consumer attitudes, norms towards intention to repurchase fashion products via online in the city of Denpasar that the subjective norm variable has a significant effect on the repurchase intention variable. In addition to subjective norms and consumer attitudes, control beliefs are a person's behavior regarding the presence or absence of supporting or inhibiting factors to be able to generate behavior (Wikamorys, Diah Anggraini., Rochmach, T. N, 2017).

The research hypothesis is a temporary answer to the formulation of research problems based literature review, where the formulation of the research problem has been stated in the form of a statement. The hypothesis in this study are, (H1) Consumer attitudes have a positive and significant effect on behavior control, (H2) Subjective norms have a positive and significant effect on behavior control, (H3) Consumer Attitudes have a positive and significant effect on the interest in repurchasing halal cosmetics, (H4) Subjective norms have a positive and significant impact on the repurchase intention of halal cosmetics, (H5) Behavioral control has a positive and significant effect on the repurchase intention of halal cosmetics, (H6) Consumer attitudes have a positive and significant effect on the intention to repurchase halal cosmetics through behavior control, (H7) Subjective norms have a positive and significant effect on the repurchase intention of halal cosmetics through behavior control.

## METHODS

This research was conducted at the IAIN Pekalongan, Pekalongan Muhammadiyah University, and Pekalongan University. The time of research is the influence of consumer attitudes and subjective norms on the repurchase intention of halal cosmetics which is mediated by behavior control. The population in this study were all female students at Pekalongan college who used halal cosmetics and had an interest in repurchasing. The sample in this study were college students in Pekalongan who used halal cosmetic products more than once and were interested in repurchasing the cosmetic products. With the sampling technique using purposive sampling.

This research was conducted on female students at universities in Pekalongan, namely UNIKAL, UMPP and IAIN Pekalongan. Students are the age range where someone starts taking care of themselves or using cosmetics to be confident. Are halal cosmetics a benchmark for female students in Pekalongan to use them. Cosmetics are products that are used to support physical appearance to make it look more attractive. College students in Pekalongan become cosmetic users to decorate their faces to look more beautiful and attractive. The cosmetics used are not always excessive, for example, only using powder or lipstick.

The sample is part of the number of characteristics possessed by the population. If the population is large, the researcher can use a sample from that population (Sugiono, 2011:62). The appropriate sample size for SEM is between 100-200 samples (Ghozali, 2011:63). With reference to the formula for determining the number of samples, the number of samples used in the study was 150 respondents.

Using the observation method, observations in this study were carried out on college students in Pekalongan who used halal cosmetics. The questionnaire method or questionnaire, this method is carried out by providing a number of questions and statements related to research problems which are distributed to college students in Pekalongan who use halal cosmetics. And using the documentary method as a data collection tool is called a document recording form, and the data source is in the form of notes or available documents (Sanapiah Faisal, 2007).

## RESULTS AND DISCUSSION

The following are the results of SEM analysis as a reference in testing the hypothesis in this study.

Table 1. Results of SEM Analysis for Hypothesis Testing

| Jalur (Path) |         | Estimate | S.E. | C.R.  | P    | Label  |
|--------------|---------|----------|------|-------|------|--------|
| KP           | <--- SK | .269     | .079 | 3.385 | ***  | par_10 |
| KP           | <--- NS | .533     | .079 | 6.768 | ***  | par_11 |
| MBU          | <--- KP | .159     | .076 | 2.097 | .036 | par_12 |
| MBU          | <--- SK | .157     | .065 | 2.403 | .016 | par_13 |
| MBU          | <--- NS | .618     | .081 | 7.644 | ***  | par_14 |

### Direct influence of consumer attitudes on behavior control

Based on the results of SEM analysis in table 4.13 above, the p value of the influence of the variable consumer attitude towards behavior control (SK → KP) is very significant (p value = \*\*\*) and the Critical Ration (CR) is positive at 3.385. Because the p value obtained is <0.05 and cr is positive> 1.65, it can be concluded that consumer attitudes have a positive and significant effect on behavior control. This means that the higher the consumer's attitude, the better the control of consumer behavior when buying halal cosmetic products.

### Direct influence of subjective norms on behavioral control

Based on the results of SEM analysis in table 4.13 above, the p value of the influence of the subjective norm variable on behavior control (NS → KP) is very significant (p value = \*\*\*) and Critical Ration (CR) is positive at 6.768. Because the p value obtained is <0.05 and cr is positive> 1.65, it is concluded that subjective norms have a positive and significant effect on behavior control. This means that the more social support that consumers get to buy halal cosmetic products, the better the control of consumer behavior when buying halal cosmetic products

### Direct influence of consumer attitudes on repurchase interest

Based on the results of SEM analysis in table 4.13 above, the p value of the influence of the variable consumer attitude towards repurchase intention (SK → MBU) is significant

(p value = 0.016) and the Critical Ration (CR) is positive at 2.403. Because the p value obtained is  $<0.05$  and cr is positive  $> 1.65$ , it is concluded that consumer attitudes have a positive and significant effect on repurchase interest. This means that the higher the consumer's attitude, the higher the consumer's repurchase interest in halal cosmetic products.

#### **Direct influence of subjective norm on repurchase interest**

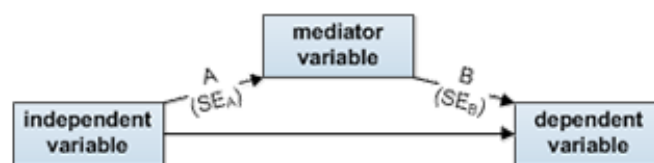
Based on the results of SEM analysis in table 4.13 above, the p value of the influence of the subjective norm variable on repurchase intention (NS  $\rightarrow$  MBU) is very significant (p value = \*\*\*) and the Critical Ration (CR) is positive at 7.644. Because the p value obtained is  $<0.05$  and cr is positive  $> 1.65$ , it is concluded that the subjective norm has a positive and significant effect on repurchase interest. This means that the more social support that consumers get to buy halal cosmetic products, the higher the consumer's repurchase interest in halal cosmetic products.

#### **Direct influence of control behavior on repurchase interest**

Based on the results of SEM analysis in table 4.13 above, the p value of the influence of the control behavior variable on repurchase intention (PK  $\square$  MBU) is significant (p value = 0.036) and the Critical Ration (CR) is positive at 2.097. Because the p value obtained is  $<0.05$  and cr is positive  $> 1.65$ , it is concluded that the subjective norm has a positive and significant effect on repurchase interest. This means that the better the control of consumer behavior when buying cosmetic products, the higher the consumer's repurchase interest in halal cosmetic products.

#### **Indirect Influence**

The influence of consumer attitudes on repurchase interest is mediated by behavioral control. Hypothesis 6 in this study is proven and it is concluded that behavior control can mediate the positive influence of consumer attitudes on repurchase intention. Obtained one tail p value of 0.0369, because the p value  $<0.05$ , it is concluded that behavioral control can mediate the positive effect of consumer attitudes on repurchase interest. This shows that high consumer attitudes will improve consumer behavior control which in turn will increase consumer interest in repurchasing halal cosmetic products. Behavioral control in this study acts as a partial mediation on the influence of consumer attitudes on purchase intention. This is because without the mediation of behavior control, consumer attitudes can directly mediate the effect of consumer attitudes on repurchase intention.



A:  ?

B:  ?

SE<sub>A</sub>:  ?

SE<sub>B</sub>:  ?

**Calculate!**

**Sobel test statistic: 1.78733823**  
**One-tailed probability: 0.03694142**  
**Two-tailed probability: 0.07388284**

The influence of subjective norms on repurchase interest is mediated by behavioral control. Hypothesis 7 in this study is proven and it is concluded that behavioral control can mediate the positive influence of subjective norms on repurchase intention. obtained one tail p value of 0.0199, because the p value <0.05, it is concluded that behavioral control can mediate the positive effect of subjective norms on repurchase interest. This shows that the high subjective norm will increase consumer behavior control which in turn will increase consumer interest to repurchase halal cosmetic products. Behavioral control in this study acts as a partial mediation. This is because without the mediation of behavioral control, subjective norms can directly mediate the effect of subjective norms on repurchase interest.

## CONCLUSION

The conclusions obtained from the results of this study are as follows, (1) Consumer attitudes have a positive and significant effect on behavior control. This means that the higher the consumer's attitude towards cosmetic products labeled halal, the better the control of consumer behavior when buying halal cosmetic products, (2) Subjective norms have a positive and significant effect on behavior control. This means that the more social support that consumers get to buy halal cosmetic products, the better the control of consumer behavior when buying halal cosmetic products, (3) Consumer attitudes have a positive and significant effect on repurchase interest. This means that the higher the consumer's attitude, the higher the consumer's repurchase interest in halal cosmetic products, (4) Subjective norms have a significant positive effect on the intention to repurchase cosmetic products labeled halal, this means that the more social support consumers get when they buy cosmetic products labeled halal, the higher the consumer's interest in repurchasing halal cosmetic products, (5) Behavioral control has a positive and significant effect on repurchase interest. This means that the better the control of consumer behavior when buying halal cosmetic products, the higher the consumer's repurchase interest in halal cosmetic products, (6) Behavior control can mediate the influence of consumer attitudes on consumer repurchase interest in halal cosmetic products. This

shows that the higher the consumer's attitude, the higher the consumer behavior control when buying cosmetic products labeled halal so that they will have a high repurchase interest in halal cosmetic products, (7) Behavior control can mediate the effect of subjective norms on consumer repurchase interest in halal cosmetic products. This shows that the higher the subjective norm, the higher the control of consumer behavior when buying cosmetic products labeled halal so that they have a high repurchase interest in halal cosmetic products.

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