

Islamic Branding and Celebrity Endorser *Implications on Decisions of Wardah Cosmetic Purchase*

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Keywords: Wardah Cosmetic, Hijabers Community Bandung, Islamic Branding, Celebrity Endorser, Consumer Decision.

Abstract: Application of halal marketing on cosmetics also known as Islamic branding as a precise strategy undertaken by Wardah to get the Muslim consumer market segment, where cosmetics are marketed in accordance with physical and spiritual need of Muslim consumers (Aoun and Tournois, 2015). Both need ate encouraged by the command of Allah Swt to consume the halal and forbid from the haram. To strengthen the strategy of Islamic branding and reinforce the impression halal in the eyes of consumers, Wardah also recruitmen some public figures as celebrity endorser Wardah cosmetics and than Wardah has halal cosmetic positioning from the beginning (The Wardah Effect) and now wardah into cosmetics whose sales value skyrocketed compared to other cosmetic manufacturers. This study aims to determine the influence of Islamic Branding and Celebrity Endorser: Implications of Purchase Decision Wardah Cosmetic (Survey on Member of Hijabers Community Bandung). This research uses descriptive and verifikatif method. The data obtained from the method of data presentation of respondents (questionnaires) with the 80 sample of member. The analysis technique used in this research are product moment analysis and multiple linear regression. The results show that Islamic branding, celebrity endorser and consumer decisions are in high score category. Correlation calculation results show the variable of Islamic branding with consumer decisions have a correlation of 0.508, while celebrity endorser with consumer decisions has a correlation of 0.556. This means that Islamic branding and celebrity endorser variables have a positive correlation with the middle classification with the decision of the consumer member hijabers community Bandung. R Square value of 0.343 or 34% means that decision is influenced by Islamic branding and celebrity endorser 31%, while the rest is 66% influenced by other factors that are not studied by the researcher.

1 INTRODUCTION

Women's need for cosmetics to protect certain parts of the body in order to stay in good condition and change the appearance to be more beautiful directly increase demand in the cosmetics market (Anggraeni, 2017). If you look at the growth rate of women in Indonesia from Year to Year increase, where the Year 2010 there are 237,641,326 people with 119,105,833 are women and Year 2015 there are 254,9 millions with 128,1 millions are women (Anton, 2015; Badan Pusat Statistik, 2016).

Table 1: Cosmetic Sales Data in Indonesia Year 2009-2014 (in Trillion Rupiah).

| Year | Market Value | Growth |
|------|--------------|--------|
| 2009 | 28,76 | 9,7% |
| 2010 | 31,56 | 8,87% |
| 2011 | 37,38 | 18,4% |
| 2012 | 42,61 | 14% |
| 2013 | 49,61 | 16,4% |
| 2014 | 49,61 | 19% |

Source: *duniaindustri.com*

Table 1 shows that the total sales of the cosmetics industry in 2009 reached 28.76 trillion and in 2015 cosmetics sales experienced an extraordinary increase of 64.3 trillion. The growth of the cosmetics industry from year to year always experienced a dynamic increase of about 14% per year with an average value of cosmetic exports reached Rp. 12

Trillion which marks a surplus of 85% of export value. It is also very influential on the employment of 75,000 direct workers and 600,000 indirect workers under the auspices of 760 cosmetics companies (Kemenperin, 2014).

Tabel 2: Top Brand Cosmetic from Indonesia Year 2016.

| No. | Name of Cosmetic | No | Name of Cosmetic |
|-----|------------------|----|------------------|
| 1 | Wardah | 6 | Emina |
| 2 | Inez | 7 | Sariayu |
| 3 | Make Over | 8 | M. Botanica |
| 4 | PAC | 9 | Polka Bauty |
| 5 | C. Colours | 10 | Mustika Ratu |

Source: www.bitebrands.com

Based on Table 2 in the Year 2016, the most famous brand at the moment and become a role model of the cosmetics industry in Indonesia is held by Wardah brand from PT. Paragon Technology and Innovation that builds halal positioning from scratch in the minds of consumers. Based on the results of interviews with HRD Manager from PT. Paragon Technology - DC Bandung stated that Wardah last few years experienced an average growth of about 50% - 60% per year while other brands only increased 10%, and in the scale of production has reached 95 million pieces of products per year and 10 products of which enter the product line best.

Wardah comes with its charm and religiosity to target Muslim consumers, a segment where a Muslim is subject to God's will in trust and action (Wilson and Liu, 2011). And Muslims and Muslims are commanded by Allah Azza wa jalla to consume the halal again good. The following is the Qur'an:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

“O 'mankind! Eat of what is in the earth lawful and good; and do not follow the footsteps of Satan Surely he is a manifest foe for you.” Al-Baqoroh:168.

Allah Almighty ordered a Muslim to consume the lawful and good that is on this Earth which Allah Almighty has proclaimed, and forbade consume that has been forbidden. The law of things is permissible, unless there is a shohih and sharih null proscribed it (Qardhawi, 2007). Likewise cosmetics, may be used as long as the material and the manufacturing process does not contain things that are forbidden.

According to a previous study conducted by Aisyah (2016) stated that the intention and decision to buy kosher cosmetics and personal care products will be higher if consumers are motivated because of their religious duty to consume halal products.

Moreover, previously no one has released a kosher idea on cosmetics and increased awareness of middle class Muslims will obedience to the rules of religion halal halal into lifestyles (Yuswohadi et al., 2014).

Overall Wardah uses a good approach to Muslim consumers by adapting products to Islamic rules because the target market is also Muslim (Aisyah, 2016). At this time, the approach is known as Islamic branding, where the product is marketed according to the needs of Muslim consumers physically and spiritually, where producers pay attention to compliance covers the halal material and production process and attention to the needs of Muslim consumers (Aoun and Tournois, 2015; Maamon, 2016).

The use of the Islamic branding strategy on Wardah cosmetics does not necessarily directly bring Wardah's name but Wardah also educates the market using celebrity endorsers as a social influence in which public figures can influence the public and position Wardah as kosher cosmetics in the minds of their customers. Recruiting several celebrity endorsers aims to get several target sakaligus markets that match the celebrity endorser image that has a social influence, and the use of some celebrity also aims to make marketing not monotonous (Hsu and McDonald, 2002; Schimmelpfennig, 2013)

Public figures selected as celebrity endorsers are those who are very persuasive and acknowledged by the public for having a social influence and have the ability to convey positive messages to the surrounding community due to physical, intellectual skills, athletic abilities and lifestyles possessed by individuals, these public figures are employed by company at a certain period to advertise the company's products (Seno and Lukas, 2007; Suki, 2014).

Based on Pracista and Rahanatha (2014), the credibility of celebrity endorser has a positive and significant effect on brand equity. The better the credibility of celebrity endorser then the equity brand (brand equity) was berbading straight because celebrity endorser has a social influence.

- How is Islamic branding and celebrity endorser to consumer decisions Wardah cosmetics based on the perception of members of Hijabers Community Bandung?;
- How big is Islamic branding influencing consumer decisions of members of Hijabers Community Bandung to buy Wardah cosmetics?;
- How much celebrity endorser affects the consumer decision of members of Hijabers

Community Bandung to buy Wardah cosmetics?;

- How big is Islamic branding and celebrity endorser together can influence consumer decisions of members of Hijabers Community Bandung to buy Wardah cosmetics?.

2 LITERATURE REVIEW

Schiffman and Kanuk (Sangadji and Sopiah, 2013) define the decision as an option to choose from several alternatives. Kotler and Keller (2012) suggests that purchasing decisions are a consumer process of evaluating the options available to select one of these products. Selection of a product is also influenced by the needs and desires of consumers themselves, not escaped also influenced by several factors that stick to or are highlighted on the product, such as price, size and more.

While in view of Islamic perspective, Allah Almighty ordered to consume according to need without exaggeration, and Al-Ghazali divided the fulfillment of needs into three levels, namely: the need (dhoruriat) pleasure or comfort (hajaat). and luxury (tahsiniyat) (Muntholip, 2012).

Islamic branding or also called crescent marketing (Wilson et al., 2013). Islamic branding is a new field of academic research that focuses on how to market products that are compatible with Islam and have a target market of Muslim consumers (Maamoun, 2016). Alserhan (2010) Mention to be said that a product is Islam when the product is in accordance with Islamic law, originated or resided in the Islamic State and target market targeted by the product is Muslim consumers.

Celebrity endorser is a strategy used by product companies to market a product or educate the market through a public figure known by the market in order to increase sales volume. Juanda and Sondang (2014) and to improve it could use some celebrity endorser tailored to the company's target market (Hsu and McDonald, 2002).

3 METHODOLOGY

The Methode in a reseacrh is a descriptive and verifikative method. Research design in this study using the design of causality research, which in this study is known to illustrate the truth on independent variables and dependent that describe the cause and effect of the measure of the strength of the

relationship and the direction of its influence. The selected research object is the member of Bandung community hijabers which is an active container of the veiled women who remain beautiful wrapped with cosmetics. Technical Data collection in this study using explanatory survey method, which conducted a survey by taking 80 samples from 400 member hijabers community Bandung next spread the questionnaire to 80 samples. This data analysis technique using analysis method of pearson product moment and multiple linear regression.

4 RESULTS AND DISCUSSION

Based on the research results in the field, it is known perceptions Wardah respondents are as follows figure 1:

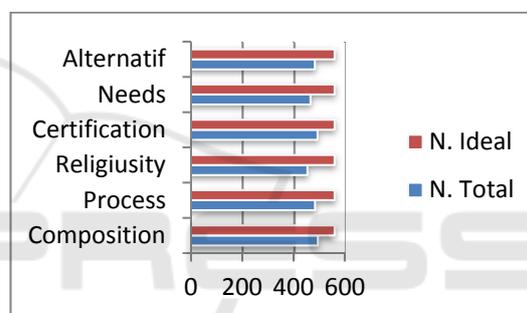


Figure 1: Perceptions of Respondents Against Wardah Products from Indicators of Islamic Branding. Source: Research Result (2017).

The overall data of the largest Islamic branding indicator is halal material and certification, where the perception of Bandung community hijabers is of the opinion that Wardah uses halal ingredients in its production process plus the use of halal certification permits that add to consumer trust. The lowest of the indicators of Islamic branding according to the perception of hijabers community Bandung is imaging religiosity, and indeed in fact Wardah not too imaging high religiosity or obedient.

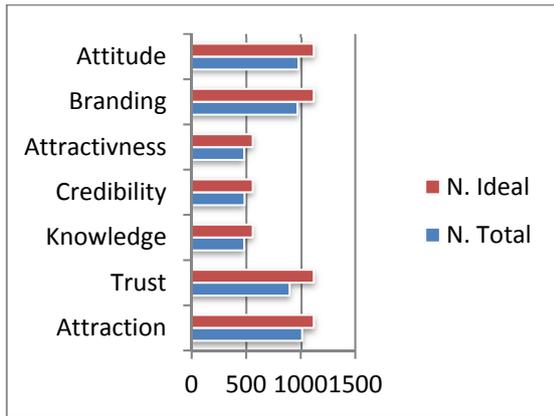


Figure 2: Perceptions of Respondents Against Wardah Products from the Celebrity Endorser Indicators. Source: Research Result (2017).

Recapitulation of the highest celebrity endorser indicator in contributing score that is physical attraction owned by celebrity endorser. The indicator can explain that what Wardah is doing is recruiting celebrity endorsers who have physical attractiveness to attract the attention of consumers and also to imaging Wardah in the eyes of consumers just by looking at celebrity endorser. The weakest inductor is the belief in the content delivered by the celebrity endorser where the consumer is more confident or full power when there is a recommendation from a friend or word of mouth. Perceptions of respondents against wardah products from purchasing decision indicators can see in figure 3.

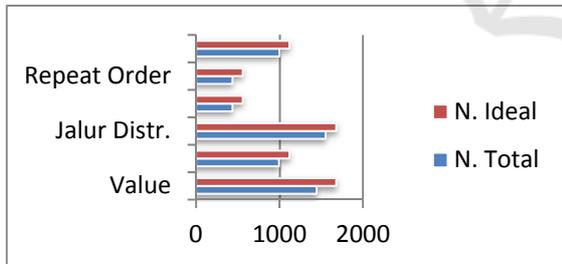


Figure 3: Perceptions of Respondents Against Wardah Products from Purchasing Decision Indicators. Source: Research Result (2017).

The highest score on consumer purchasing decisions is on Indicator is Wardah cosmetic distribution channel where member hijabers Bandung community very easy to get Wardah cosmetics, wherever and whenever.

After performing the validity test using the classical assumption test, furthermore testing the relationship between variables of Islamic branding,

celebrity endorser and consumer decision by using pearson product moment. Here's the result in table 3:

Table 3: Research Result with Pearson Product.

| | | IB | CE | KK |
|---------------------------|---------------------|-------|--------|--------|
| Islamic Branding | Pearson Correlation | 1 | ,667** | ,508** |
| | Sig. (2-tailed) | | ,000 | ,000 |
| | N | 80 | 80 | 80 |
| Celebrity Endorser | Pearson Correlation | ,667* | 1 | ,556** |
| | Sig. (2-tailed) | ,000 | | ,000 |
| | N | 80 | 80 | 80 |
| Consumer Decisions | Pearson Correlation | ,508* | ,556** | 1 |
| | Sig. (2-tailed) | ,000 | ,000 | |
| | N | 80 | 80 | 80 |

** Correlation is significant at the 0.01 level (2-tailed).

Source: Research Result (2017).

It is known that the value of correlation coefficient between Islamic branding with consumer decision is 0.508 with a significant level taken is 0.05 or 5% fault tolerance, then the value of sig. 0.000 is below 0.05 (0.000 < 0.05) which means there is an Islamic branding relationship with consumer decisions. To see how closely the relationship between variables can be seen from the results of the correlation coefficient (0.508) by comparing it with the table 50 which became the reference interpretation of the correlation coefficient r value of the correlation table 0.508 is at the coefficient interval of 0.40 to 0.599 which indicates a sufficient level of relationship high, by looking at the Relationship Level Coefficient Interval.

Next to see the relationship between celebrity endorser with consumer decisions can be seen that the 0.000 significant level is below 0.05 so it can be said that celebrity endorser has a real correlation with consumer decisions. While the correlation value of 0,556 between celebrity endorser with consumer decision signifies high enough relationship because 0,556 is in interval 0,40 - 0,599. The correlation between celebrity endorser with consumer decision is higher than the value of Islamic branding correlation, then the celebrity endorser variable is stronger correlation with Islamic branding.

Table 4: t-test

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|------------|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 33,545 | 6,382 | | 5,256 | ,000 |
| IB | ,442 | ,221 | ,247 | 1,997 | ,049 |
| CE | ,359 | ,114 | ,391 | 3,156 | ,002 |

a. Dependent Variable: KeputusanKonsumen

Source: Research Result (2017)

In table 4 obtained t calculation is obtained for 3.156. For $\alpha = 0.05$ and degrees of freedom $df = n - k = 80 - 2 = 78$ because using a two-tailed test it uses $\alpha / 2$ and t counts 1,990. By comparing t count and t table, it is found that thout of celebrity endorser is 3.156 bigger than t table ($3,156 > 1,990$). Thus, there is influence between celebrity endorser to consumer decision.

Table 5: F-Test.

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 1150,889 | 2 | 575,444 | 20,110 | ,000 ^b |
| Residual | 2203,311 | 77 | 28,614 | | |
| Total | 3354,200 | 79 | | | |

Source: Research Result (2017)

In table 5 we get the result of sig value. 0.000 is under 0.05 ($0.000 < 0.05$) which means there is influence of Islamic branding and celebrity endorser to consumer decision. Based on the data table 5, significance value is at $0.000 < 0.05$ then it can be said that islamic branding and celebrity endorser have a simultaneous influence on consumer decisions. Given the value of Fcount of 20,110 while the Ftable value on degrees of freedom $df (n1) = k - 1 = 3 - 1 = 2$ and $df (n2) = n - k = 80 - 3 = 77$ then the result of Ftable is 3.12. From hypothesis test known that $Fcount > Ftable$ that is ($20,110 > 3,12$) hence hypothesis H_0 refused and H_1 accepted, mean islamic branding and celebrity endorser have simultaneous influence to consumer decision.

Table 6: R².

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|----|-------------|--------|-------------------|
| 1 Regression | 1150,889 | 2 | 575,444 | 20,110 | ,000 ^b |
| Residual | 2203,311 | 77 | 28,614 | | |
| Total | 3354,200 | 79 | | | |

Source: Research Result (2017)

In table 6, the value of significance is at $0.000 < 0.05$ then it can be said that the Islamic branding and celebrity endorser has a simultaneous influence on consumer decisions. Given the value of Fcount of 20,110 while the Ftable value on degrees of freedom $df (n1) = k - 1 = 3 - 1 = 2$ and $df (n2) = n - k = 80 - 3 = 77$ then the result of Ftable is 3.12. From hypothesis test known that $Fcount > Ftable$ that is ($20,110 > 3,12$) hence hypothesis H_0 refused and H_1 accepted, mean

islamic branding and celebrity endorser have simultaneous influence to consumer decision.

5 CONCLUSIONS

Based on research that has been done to the member Hibers Bandung community to determine the influence of Islamic branding and Celebrity endorser of Consumer Decision, it can be drawn conclusion as follows: Level Islamic branding on cosmetics Wardah according to the perception of Bandung community hijabers as a whole fall into the high category. Description Celebrity endorser and Consumer Decision on the member hijabers community Bandung is in the high category.

The picture of Islamic branding tend to be high and consumer decision is high, so that Islamic branding have a high positive effect on consumer decision on hijabers member of Bandung community. Description Celebrity endorser tend to be high and consumer decision high, so celebrity endorser have positive effect to decision of kosumen at member hijabers community of Bandung. Islamic branding and celebrity endorsers have a high tendency towards consumer decisions. Thus, Islamic branding and celebrity endorser have a positive effect on consumer decisions.

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