

CONSUMER CONFIDENCE IN HALAL SKIN CARE PRODUCTS IN ISLAMIC ECONOMICS

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Abstract

This study aims to analyze consumer trust in halal skincare products within the framework of Islamic economics. In recent years, the demand for halal skincare products has increased alongside the growing awareness among Muslim consumers about the importance of product compliance with Sharia principles. Consumer trust plays a crucial role in purchase decisions. In the Islamic context, the halal label encompasses not only the ingredients used but also the production processes that adhere to Sharia guidelines. This study employs a quantitative approach using a questionnaire distributed to 59 respondents who use halal skincare. Data analysis was conducted using simple linear regression to determine the influence of consumer trust on the quality of halal skincare products within Islamic economics. The results show that consumer trust significantly affects the purchase of reliable halal skincare products, with halal certification serving as a key factor in providing safety and confidence for Muslim consumers in choosing skincare products.

Keywords: *Consumer Trust, Halal Skincare, Islamic Economics.*

A. INTRODUCTION

The cosmetics industry has experienced rapid growth in recent years, particularly among consumers in Indonesia. According to the bulletin APBN Vol. VIII, Edition 13, July 2023, the number of cosmetic industries increased to 1,024 by June 2023, representing a 12.6% increase from the previous year. This growth positively impacts Indonesia's economy, as the demand for halal cosmetics continues to rise significantly, driven by 240 million Muslim consumers worldwide (Sugibayashi et al., 2019)

One of the main factors driving this growth is the increasing awareness of the importance of using products that adhere to halal principles. In Islam, it is stated in the book Al-Tamhid Lima fil Al-Muwaththa min Al-Ma'ani wa Al-Asanid that having a good and clean appearance is part of the signs of faith (Ibnu Adil Baar, 2010). This reflects the principle that maintaining health and appearance is an individual's responsibility towards themselves. By considering the aspects of Sharia, Muslims can wisely use these products while upholding religious values in all their actions. Therefore, halal cosmetics or skincare products become a solution, especially for Muslim women who wish to look beautiful using ingredients that are halal and in accordance with Islamic law.

Halal cosmetics have now transcended being merely a culture and consumption among Muslim populations; they are increasingly becoming a global lifestyle choice. The laws regarding the halal status of products refer to the Quran, specifically in Surah Al-Maidah, 5:88.

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ

The translation is: "Eat what Allah has provided for you that is lawful and good, and fear Allah in whom you believe."

The text emphasizes that the spiritual aspect is an inseparable part of halal products that comply with Islamic law. Isabelle (2015) argues that halal and *tayyib* cosmetics align with brand perceptions from a worldview perspective, as they carry universal values. Halal skincare is not just about beauty, but focuses more on health, grounded in a halal lifestyle worldview (Adinugraha & Sartika, 2019). The increase in halal skincare consumers is driven by several factors: first, the halal labeling business (Choirunnisa & Firmansyah, 2021); second, halal certification (Nur & SAPIR, 2021); and third, religiosity levels (Awalia & Lahuri, 2021). In the context of Islamic economics, halal products are not only about the ingredients but also encompass the entire production process, which must adhere to Sharia principles. Consumer trust in halal products becomes a crucial element that influences purchasing decisions, brand loyalty, and business sustainability.

In the midst of the overclaim phenomenon, consumer trust in halal skincare products has become increasingly crucial. The demand for halal skincare products continues to rise, but consumer trust is starting to waver due to overclaim or exaggerated claims regarding the benefits and ingredients of products. The Indonesian Food and Drug Authority (BPOM) has noted that cosmetics, including skincare, are among the most frequently monitored product categories. Some products even have circulation permits but still violate regulations by making claims that do not match reality, such as overstating the effectiveness of active ingredients. This phenomenon is further exacerbated by influencers who sometimes promote products with exaggerated claims or without scientific evidence. This highlights the importance of consumers not only relying on halal labels or BPOM certifications but also conducting further research and choosing products based on credible evidence.

Based on the explanation above, this research focuses on consumer trust in halal skincare products, where the overclaim phenomenon affects their purchasing decisions. By understanding this dynamic, society can consider the role of halal certification, product quality, and brand image in enhancing consumer trust and loyalty in accordance with Islamic economic principles.

B. LITERATUR REVIEW

1. Consumer Trust Theory

Trust is the belief that a product possesses certain attributes. Consumers express trust in various attributes associated with a brand or product they evaluate. This trust is often referred to as object attribute linkages, which is the consumer's belief about the potential relationship between an object and its relevant attributes (Ujang Sumarwan, 2011). According to Mowen and Minor, a consumer who has all the knowledge and conclusions about an object, its attributes, and the benefits derived from it is said to have trust. (Tjahyadi, Rully Arlan, 2006) states that consumer trust in a product is understood as the consumer's willingness to depend on a product while facing all risks, because the expectation is that the product will yield positive results.

According to Le-Hoang (2020), consumers' desire to purchase from e-commerce businesses impacts their online purchase intentions. If consumers are aware of and familiar with an e-commerce business, they are more likely to visit online shopping sites with the intention of making a purchase (Dapas et al., 2019; Ghahtarani et al., 2020). The decision to buy represents the customer's expectation of what they will purchase in the future to meet their needs and desires (Rita et al., 2019). Trust theory in online shopping is an important concept for understanding how consumers build confidence in e-commerce platforms and sellers. Trust in the context of online shopping is defined as the consumer's belief in the capabilities, integrity, and goodwill of the seller or e-commerce platform. This trust is crucial as it can influence consumer purchasing decisions and their overall experience while shopping online.

In Islam, trust is also referred to as amanah, which means honesty, not lying, not fabricating facts, and something that obligates an individual to protect and safeguard certain matters, including in business. Amanah is explained in Q.S. An-Nisa: 58, which emphasizes upholding trust by maintaining and protecting amanah. This is encouraged in Islam to build good relationships with consumers and gain their trust. In the business world, trust is highly likely to be a key factor. Without trust, a business may not operate effectively. Previous research findings indicate that customers recognize the risks involved in purchasing skincare products online, and thus trust becomes a critical factor in convincing consumers to proceed with transactions (Maia et al., 2019).

Trust theory in the context of halal skincare products focuses on how Muslim consumers build confidence in products that comply with Sharia principles. Consumer trust in halal skincare products involves the belief that the product meets the halal criteria set by Islamic law. This includes the halal status of ingredients, the production process, and adherence to Sharia values. Consumers must be confident that all the ingredients used in the skincare products do not contain haram elements, such as ingredients derived from animals that have not been slaughtered according to Islamic law or harmful chemicals. Research shows that consumers tend to seek products with clear halal labels to ensure the safety and compliance of the products with Islamic principles.

2. Halal Skincare Product Theory

Skincare is a series of activities aimed at supporting skin health, particularly the facial skin, through the use of certain products. The face is an important part of appearance because it is the focal point, so using the right skincare can make the skin healthy. According to Cho in the book "Little Book of Skincare", skincare is an activity that can be done by anyone, regardless of gender, whether male or female. Skincare refers to a series of facial skin care activities aimed at maintaining the health, cleanliness, and appearance of the skin, as well as addressing various skin problems. This care involves using different products that serve specific functions based on the content of each product (Sienny Agustin, 2024).

Linguistically, the word "halal" comes from the meaning "something that is allowed" or "something that is permitted." In terms of definition, halal refers to anything that is not prohibited for use or actions that are permissible under Sharia law (Ridho Fachrozic, 2023). Therefore, linguistically, halal means something that is allowed or permitted, while in the specific context, halal refers to something that is not subject to any prohibition according to Sharia law.

C. METHOD

This study employs a quantitative research method. The population targeted in this research consists of students from STIEBS Al Amin, with the sample being 59 students from the Islamic Economics program. The sampling method used in this research is probability sampling, specifically simple random sampling. Using this sampling technique, every member of the population has an equal chance of being selected as a respondent in the study. The reason for choosing Islamic Economics students as the sample is due to the perception that they have acquired sufficient knowledge and understanding regarding the purchase of goods in accordance with Islamic law.

The research uses primary data sources with data collection techniques involving digital questionnaires distributed via WhatsApp. The type of data used in this study is primary data, which is directly obtained and received by the researcher, or can be considered as firsthand data, such as the responses collected from the completed questionnaires distributed to the respondents. This study utilizes a Likert scale as its measurement tool. Statistical testing is performed using simple regression analysis with SPSS IBM 22, with the

independent variable being consumer trust (X) and the dependent variable being halal skincare products (Y).

D. RESULTS AND DISCUSSION

This section presents the research on consumer trust in halal skincare products within the context of Islamic economics. Using simple regression equations and the SPSS IBM 22 program, the independent variable (X) is consumer trust, while the dependent variable (Y) is halal skincare products. The following is the analysis technique with classical assumption testing and simple linear regression, with the results obtained as follows:

1. Normality Test

Table 1 Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		59
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.53290314
Most Extreme Differences	Absolute	.096
	Positive	.048
	Negative	-.096
Test Statistic		.096
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the data presented in Table 1, it is evident that Asmp.Sig. (2-tailed) value is 0.200, which means that if $Asmp.Sig > 0.05$, it can be concluded that the data processed is normally distributed, thus fulfilling the normality assumption.

2. Heteroscedasticity Test

Table 2 Heteroscedasticity Test Results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.215E-16	1.951		.000	1.000
	Kepercayaan Konsumen	.000	.094	.000	.000	1.000

a. Dependent Variable: abs_res

Based on Table 2, it is evident that the significance value is 0.05, which is greater than 0.05. This indicates that variables included in the model have a significance value of $1.00 > 0.05$. Therefore, it can be concluded that there is no indication of heteroscedasticity in the data.

3. Autocorrelation Test

Table 3 Autocorrelation Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.517 ^a	.268	.255	1.54629	1.094

a. Predictors: (Constant), Kepercayaan Konsumen

b. Dependent Variable: Produk skin care halal

Based on Table 3 the results of the autocorrelation test can be interpreted as follows: if the value of $DU < DW < 4 - DU$, as seen in the DW table number 59, column 1 ($k = 1$) with the number of X variables = 1, it can be concluded that the value of $DU 1.6134 < DW 1.094 < 2.3866$. This indicates that there is no autocorrelation issue, or the assumptions for the correlation test have been met.

4. Simple Linear Regression Test

Table 4 Simple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.918	1.951		5.595	.000
	Kepercayaan Konsumen	.427	.094	.517	4.566	.000

a. Dependent Variable: Produk skin care halal

Based on table 4 the SPSS output above, the regression equation model can be formulated as $Y = 10.918 (\alpha) + 0.427 (X) + e$. This regression equation means that the constant (α) = 10.918, which indicates that if consumer trust is constant or unchanged, the skincare product value is 10.918. The regression coefficient (β) (X) = 0.427 (positive value) means that for every one-unit increase in consumer trust, the skincare product value increases by 0.427.

The significance value is $0.000 < 0.05$, and the t-count value is greater than the t-table value ($4.566 > 1.672$), based on both decision-making criteria. Therefore, it can be concluded that consumer trust has a significant positive effect on halal skincare products, meaning that the higher the level of consumer trust, the greater the increase in skincare product purchases.

E. CONCLUSION

Based on the research findings regarding consumer trust in halal skincare products within the context of Islamic economics, it can be concluded that consumer trust has a significant positive influence on the purchasing decisions of halal skincare products. The results of the regression analysis indicate that the regression coefficient of 0.427 suggests that every one-unit increase in consumer trust will lead to an increase of 0.427 units in the purchase of halal skincare products. Furthermore, the significance value from the regression analysis is 0.000, which is less than 0.05, and the t-value is 4.566, which is greater than the t-table value of 1.672. This indicates that consumer trust plays a crucial role in driving purchasing decisions for halal skincare products.

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