
THE INFLUENCE OF RELIGIOSITY, HALAL CERTIFICATION, AND PRODUCT QUALITY ON THE PURCHASE INTENTION OF PT PARAGON TECHNOLOGY AND INNOVATION'S COSMETIC PRODUCTS AMONG FEBI UIN JAMBI STUDENTS

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ABSTRACT

This study aims to analyze the influence of religiosity, halal certification, and product quality on the purchase intention of cosmetic produk from PT. Paragon technology and innovation among students of the faculty pf Islamic economics and business, UIN Sultan Thaha Saifuddin Jambi. The reserch employed a quantitative method with an associative approach. Data were collected through questionnaires distributed to respondents, with the sample determined using purposive sampling. The data analysis, t-test, and the coefficient of determination. The results indicate that product quality has a positive and significant effect on purchase intention. Meanwhile, religiosity and halalcerfication, when tested partially, show no significant effect. However, simultaneously, the there variables significantly influence the purchase intention of PT Paragon's cosmetic products.

Keywords: Religiosity, Halal Certification, Product Quality, Purchase Intention

INTRODUCTION

Indonesia is a country with the largest Muslim population in the world, thus having great potential for the development of the halal industry, including the cosmetic sector. In recent years, the halal cosmetic industry in Indonesia has experienced rapid growth in line with the increasing awareness of the Muslim community to use products in accordance with Islamic law. One of the large companies developing halal cosmetics is PT Paragon Technology and Innovation with popular brands such as Wardah, Make Over, and Emina.

However, the results of the initial pre-survey indicate that students of the Faculty of Islamic Economics and Business (FEBI) UIN Sultan Thaha Saifuddin Jambi have not fully considered religiosity, halal certification, or product quality as the main considerations in purchasing cosmetics. Purchasing decisions are often more influenced by beauty trends, recommendations from friends, and social media promotions. This creates a gap between empirical findings and previous theories and research that show that religiosity, halal certification, and product quality significantly influence purchasing interest in cosmetics.

Several previous studies have shown the importance of these three factors in shaping consumer purchasing interest, such as the research by Nurhidayati and Linda Yuliandani titled "The Influence of Beauty Vloggers, Brand Image, and Halal Labels on Purchasing Interest in Wardah Cosmetic Products," conducted in 2021. The results of this study indicate that halal labels have a significant influence on purchasing interest. Research by Suryani found that religiosity and halal labels positively influence purchasing interest in Wardah cosmetics. Rahmawati (2020) proved that product quality significantly influences consumer purchasing interest, as consumers tend to choose cosmetic products that are safe, of high quality, and meet claims. Furthermore, Nurdin and Fitri (2021) found that religiosity and halal labels have an influence on the repurchase interest in halal cosmetics. In line with this, Putri (2022) also concluded that religiosity, halal labels, and product quality simultaneously influence the purchasing interest in halal cosmetics among students.

This finding raises a research gap. Theoretically and based on previous research, religiosity, halal certification, and product quality have been proven to significantly affect purchase intention. However, empirically in the context of FEBI UIN Jambi students, these three factors appear to be less dominant. Therefore, this research is important to conduct in order to re-examine whether religiosity, halal certification, and product quality truly affect the purchase intention of cosmetics from PT Paragon Technology and Innovation among FEBI UIN Jambi students, or if there are other factors that are more dominant in influencing it.

LITERATURE REVIEW

Purchase Intention

Purchase intention refers to an individual's tendency to buy a product based on interest, beliefs, and perceived benefits of the product. Kotler and Keller (2009) state that purchase intention is influenced by internal factors such as personal preferences and religiosity, as well as external factors such as product quality and brand image. From an Islamic perspective, purchase intention is also linked to compliance with halal principles as outlined in QS Al-Baqarah:195 regarding cautious consumption. Thus, purchasing decisions should take into account the usefulness, safety, and permissibility (halal) of the product.

Religiosity

Religiosity is the degree of belief and practice of an individual toward their religious teachings. Jalaluddin (2010) explains that religiosity comprises cognitive (faith), affective (internalization), and conative (behavioral) dimensions. Glock & Stark (1965) add five dimensions of religiosity: religious practice, religious belief, religious knowledge, religious feeling, and religious effect. In the context of Muslim consumers, religiosity influences consumption behavior, including preferences for halal and wholesome (thayyib) products.

Halal Certification

Halal certification is an official recognition that a product has met halal standards according to Islamic law. In Indonesia, halal certification is issued by the Halal Product Assurance Agency (BPJPH) with audits conducted by LPPOM MUI. A halal label serves as legitimacy and assurance that a product contains no unlawful (haram) or impure (najis) substances, from raw materials to distribution (LPPOM MUI, 2017). El-Bassiouny emphasizes that a halal label is not merely a packaging element but also part of a belief system and a code of conduct for Muslims. The presence of a halal label enhances consumers' sense of safety and trust, thus positively influencing purchase intention.

Product Quality

Kotler and Armstrong (2008) define product quality as the extent to which a product performs its intended function effectively. Indicators include reliability, durability, and conformance to specifications. High-quality products tend to increase customer satisfaction and encourage repeat purchases. In the cosmetics industry, product quality also encompasses the safety of ingredients, effectiveness, and compliance with BPOM (Indonesian Food and Drug Authority) standards.

HYPOTHESIS (if any)

The hypotheses proposed in this study are as follows:

H₁: It is hypothesized that the religiosity variable has a positive effect on the purchase intention of PT Paragon Technology and Innovation's cosmetic products.

H₂: It is hypothesized that the halal certification variable has a positive effect on the purchase intention of PT Paragon Technology and Innovation's cosmetic products.

H₃: It is hypothesized that the product quality variable has a positive effect on the purchase intention of PT Paragon Technology and Innovation's cosmetic products.

H₄: It is hypothesized that religiosity, halal certification, and product quality

simultaneously have a positive effect on the purchase intention of PT Paragon Technology and Innovation's cosmetic products.

METHODS

This research uses a quantitative method, which aims to test the relationship between variables by utilizing numerical data and statistical analysis. The data sources consist of primary data obtained from observations, questionnaires with a Likert scale, documentation, as well as secondary data from relevant literature and documents. The research population amounts to 2,608 students of FEBI UIN STS JAMBI. The sample determination is carried out using the Slovin formula at a 10% error level, resulting in 100 respondents. In this study, the data collection techniques used include questionnaires (surveys), observations, direct interviews with FEBI UIN JAMBI students from the 2021–2024 cohort, and documentation.

Data analysis is conducted with the help of SPSS through multiple linear regression, classical assumption tests, partial t-tests, simultaneous f-tests, and the coefficient of determination to measure independent variables against purchase interest.

RESULTS

Validity Test

Table 1. Results of the Validity Test

No	Indikator	R_{hitung}	R_{Tabel}	Kesimpulan
1	Religiusitas (X_1)			
	X _{1.1}	0.600181	0.1946	Valid
	X _{1.2}	0.60337	0.1946	Valid
	X _{1.3}	0.630004	0.1946	Valid
	X _{1.4}	0.696289	0.1946	Valid
2	Sertifikat Halal(X_2)			
	X _{2.1}	0.679001	0.1946	Valid
	X _{2.2}	0.647156	0.1946	Valid
	X _{2.3}	0.590462	0.1946	Valid
	X _{2.4}	0.711131	0.1946	Valid
3	Kualitas Produk(X_3)			
	X _{3.1}	0.712118	0.1946	Valid
	X _{3.2}	0.537163	0.1946	Valid
	X _{3.3}	0.758934	0.1946	Valid
	X _{3.4}	0.564859	0.1946	Valid
4	Minat Beli (Y)			
	Y.1	0.608992	0.1946	Valid
	Y.2	0.632405	0.1946	Valid
	Y.3	0.657166	0.1946	Valid
	Y.4	0.688083	0.1946	Valid

Source: Processed Data (2025)

Based on the results of the validity test conducted, it can be concluded that all indicators or statements in the questionnaire for the variables Religiosity (X_1), Halal Certification (X_2), and Product Quality (X_3) toward Purchase Intention (Y) have met the validity criteria. This is evidenced by the Pearson correlation coefficient (calculated r) being greater than the r-table value of 0.1966 at a 5% significance level for 100 respondents. Thus, each question item in this research instrument can be considered valid and suitable for use in subsequent analyses.

Reliability test

The results of the reliability test in Table 2 show that the Cronbach's Alpha values for the variables Religiosity (X_1), Halal Certification (X_2), Product Quality (X_3), and Purchase

Intention (Y) are all greater than 0.60. This indicates that the instrument used in this study has adequate internal consistency and is reliable for measuring these variables. According to general guidelines, a Cronbach's Alpha value above 0.60 is considered to indicate acceptable reliability, especially in the exploratory stage of research. Thus, it can be concluded that all indicators or statements in this questionnaire are valid and reliable to be used as measurement tools in this study.

Tabel 2 results Reliability test

Variabel	Cronbach Alpha	Ketentuan	Kesimpulan
Religiusitas (X ₁)	0,671	>0,60	Reliabel
Sertifikat halal (X ₂)	0,733	>0,60	Reliabel
Kualitas produk (X ₃)	0,699	>0,60	Reliabel
Minat beli (Y)	0,733	>0,60	Reliabel

Source: Processed Data (2025)

Uji Normalitas

The results of the normality test using the Kolmogorov–Smirnov method show a significance value (Asymp. Sig. 2-tailed) of 0.068, which is greater than 0.05. According to the normality test guidelines, if the significance value is greater than 0.05, the data are considered to be normally distributed. Thus, it can be concluded that the data in this study are normally distributed and meet the normality assumption

**Table 3. Results Normality Test
One-Sampel Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,B}	Mean	.0000000	
	Std. Deviation	1.51082627	
Most Extreme Differences	Absolute	.086	
	Positif	.055	
	Negative	-.086	
Test Statistic		.086	
Asymp. Sig. (2 – Tailed) ^C		.068	
Monte Carlo Sig. (2 – Tailed) ^D	Sig.	.069	
	99% Confidence Interval	Lower Bound	.063
		Upper Bound	.076

Source: Processed Data (2025)

Multikolinieritas test

Tabel 4 Hasil Uji Multikolinieritas

Model	Coefficients ^a					Collinearity statistics		
	Unstandardized coefficients		Standardized coefficients		T	Sig.	Tolerance	VIF
	B	Std. Error	Beta	T				
1 (constant)	6.559	2.129		3.081	.003			
X ₁	.185	.128	.157	1.453	.149	.692	1.445	
X ₂	.162	.106	.163	1.538	.127	.712	1.405	
X ₃	.277	.090	.297	3.057	.003	.853	1.172	

Source: Processed Data (2025)

Based on Table 4, the results of the multicollinearity test show that the tolerance value for Religiosity (X_1) is $0.692 > 0.10$. The tolerance value for the Halal Certification variable (X_2) is $0.712 > 0.10$. The tolerance value for the Product Quality variable (X_3) is $0.853 > 0.10$. Meanwhile, the VIF value for the Religiosity variable (X_1) is $1.445 < 10$. The VIF value for the Halal Certification variable (X_2) is $1.405 < 10$. The VIF value for the Product Quality variable (X_3) is $1.172 < 10$

Heteroskedastisity test

Based on the results from the table 5, the heteroscedasticity test produced the following significance values: (1) Since the significance value for variable X_1 is $0.665 > 0.05$, there is no heteroscedasticity in the Religiosity variable, (2) The significance value for variable X_2 is recorded at 0.944 , which is greater than 0.05 , indicating that there is no indication of heteroscedasticity in the Halal Certification variable, (3) The significance level for variable X_3 is recorded at 0.954 , which is greater than 0.05 , indicating that there is no indication of heteroscedasticity in the Product Quality variable

Table 5 results Heteroskedastisity test

		Correlations				
			Religiusitas	Sertifikat halal	Kualitas produk	Unstandardized residual
Sperman' s rho	Religiusitas	Correlation coefficient	1.000	.477	.344	.044
		Sig. (2-tailed)	.	<.001	<.001	.665
		N	100	100	100	100
	Sertifikat halal	Correlation coefficient	.477	1.000	.294	.007
Sig. (2-tailed)		<.001	.	.003	.944	
N		100	100	100	100	
Kualitas produk	Correlation coefficient	.344	.294	1.000	.006	
	Sig. (2-tailed)	<.001	.003	.	.954	
	N	100	100	100	100	
Unstandardized residual	Correlation coefficient	.044	.007	.006	1.000	
	Sig. (2-tailed)	.665	.944	.954	.	
	N	100	100	100	100	

Source: Processed Data (2025)

Multiple Linear Regression Test

Tabel 6 results Multiple Linear Regression Test

		Coefficientsa					
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
		B	Std. Error	Beta			
1	(Constant)	6.559	2.129		3.081	.003	
	X_1	.185	.128	.157	1.453	.149	
	X_2	.162	.106	.163	1.538	.127	
	X_3	.277	.090	.297	3.057	.003	

Source: Processed Data (2025)

From the table 6, the results of the multiple linear regression test show the constant (α) value of 6.559; the Religiosity variable β_1 value of 0.185; the Halal Certification variable β_2 value of 0.162; and the Product Quality variable β_3 value of 0.277. Thus, the multiple linear regression equation is as follows:

$$Y=6.559+0.185X_1+0.162X_2+0.277X_3+e$$

Based on the regression equation, it can be concluded that: (a) Based on the multiple linear regression analysis, the constant value obtained is 6.559. This means that if the independent variables are zero, the dependent variable will have a value of 6.559, (b) Based on the multiple linear regression analysis, the regression coefficient for the Religiosity variable (β_1) is 0.185. This positive value indicates that the higher the consumers' level of religiosity, the greater their interest in purchasing PT Paragon's cosmetic products, (c) Based on the multiple linear regression analysis, the regression coefficient for the Halal Certification variable (β_2) is 0.162. This positive value indicates that the higher the level of halal certification on PT Paragon's cosmetic products, the greater the consumer interest in purchasing these products, assuming other variables remain constant, (d) Based on the multiple linear regression analysis, the regression coefficient for the Product Quality variable (β_3) is 0.277. This positive value indicates that the better the quality of PT Paragon's cosmetic products, the higher the consumer interest in purchasing them, assuming other variables remain constant

The Coefficient of Determination (R²) Test

Tabel 7 results The Coefficient of Determination (R²) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error Of
1	.478 ^a	.229	.205	1.53425

Source: Processed Data (2025)

Based on Table 7 above, the Adjusted R Square (R²) value obtained is 0.205. This means that 20% (0.205 × 100%) of the variation in purchase intention is explained by religiosity, halal certification, and product quality. Meanwhile, the remaining 80% (100% – 20%) is explained by other variables not observed in this study.

T-Test (Partial)

Tabel 8 T-Test (Partial) Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.559	2.129		3.081	.003
	X ₁	.185	.128	.157	1.453	.149
	X ₂	.162	.106	.163	1.538	.127
	X ₃	.277	.090	.297	3.057	.003

Source: Processed Data (2025)

Based on Table 8 above, the t-test results show that the significance value for variable X₁ is 0.149, for variable X₂ is 0.127, and for variable X₃ is 0.003. Based on these results, it can be concluded that: (1) Based on the t-test results, the significance value for the Religiosity variable (X₁) is 0.149, which is greater than 0.05. Thus, the alternative hypothesis (H₁) is rejected and the null hypothesis (H₀) is accepted. This means that, partially, the Religiosity variable does not have a significant effect on Purchase Intention (Y), (2) Based on the t-test results, the significance value for the Halal Certification variable (X₂) is 0.127, which is greater than 0.05. Thus, the alternative hypothesis (H₁) is rejected and the null hypothesis (H₀) is accepted. This means that the Halal Certification variable does not have a significant effect on Purchase Intention (Y), (3) Based on the t-test results, the significance value for the Promotion variable (X₃) is 0.003, which is less than 0.05. Thus, the alternative hypothesis (H₁) is accepted and the null hypothesis (H₀) is rejected.

is rejected. This means that the Promotion variable has a significant effect on Purchase Intention (Y).

F-Test (Simultaneous)

Tabel 9 F-Test (Simultaneous) Results

ANOVA ^a						
	Model	Sum Of Squares	Df	Mean Square	F	Sig.
1	Regression	66.983	3	22.328	9.485	<.001 ^b
	Residual	225.977	96	2.354		
	Total	292.960	99			

Source: Processed Data (2025)

Based on Table 9, the results of the F-test show a significance value (Sig.) of 0.001, which is less than 0.05. This indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. This means that the independent variables X_1 (Religiosity), X_2 (Halal Certification), and X_3 (Product Quality) together have a significant effect on the dependent variable Y (Purchase Intention). This decision is based on the F-test decision rule, namely, if the Sig. value < 0.05, then H_0 is rejected and H_1 is accepted.

CONCLUSION

Religiosity does not have a significant effect on purchase intention. This indicates that the level of individual religiosity, although important in daily life, does not directly influence consumers' decisions to purchase cosmetic products from PT Paragon. This is most likely due to consumers' perception that PT Paragon's cosmetic brands such as Wardah, Emina, and Make Over have consistently represented Islamic values, so religiosity is no longer an explicit consideration in purchasing decisions.

Halal certification also does not show a significant effect on purchase intention when examined partially. Although in the context of consumer products especially in Indonesia, where the majority of the population is Muslim the halal label should be important, these findings reveal that the halal label is perceived as something already inherent in PT Paragon's brands. Therefore, the existence of halal certification is not a determining factor in driving purchase intention, but rather seen as a basic requirement that should naturally be present. Consumers tend to trust the company's reputation and no longer actively verify the halal label before making a purchase.

In contrast to the first two variables, product quality is proven to have a significant effect on purchase intention when examined partially. Consumers tend to pay attention to various aspects of product quality such as durability, ingredient safety, effectiveness of use, comfort during application, and packaging appearance. Products with high quality are more capable of attracting consumers' attention and building long-term loyalty. This proves that in the cosmetics industry, especially among young and urban segments, product quality becomes the main factor in shaping interest and purchase decisions

Simultaneously, the results of the F-test show that the three variables religiosity, halal certification, and product quality together have a significant effect on purchase intention. This means that although not all variables have a significant effect individually, together they play an important role in explaining variations in consumers' purchase intention toward PT Paragon's cosmetics. These findings indicate that a holistic and integrated approach combining religious values, trust in product halalness, and the quality of products offered will be more effective in increasing consumers' purchase intention. Therefore, marketing and product development strategies should not focus on only one aspect, but rather combine these three elements to meet consumers' needs and expectations comprehensively.

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