



**THE EFFECT OF PRICE AND HALAL AWARENESS ON
CONSUMER BUYING INTEREST IN MS GLOW
PRODUCTS
(CASE STUDY ON RESIDENTS OF HAMLET VI
CAPE MORAWA)**

Ayunda Lestari Fau^{1*}, Muhammad Radiansyah²

^{1,2*)}Management, Economics, Nusantara Al Washliyah Muslim University Medan
Medan Amplas, Medan City, North Sumatra, 20147

Email: ayundalestari838@gmail.com*

Received:
01/12/2022

Accepted:
05/12/2022

Publish:
10/12/2022

*Correspondence**



This work is licensed under a
[Creative Commons Attribution
4.0 International License](https://creativecommons.org/licenses/by/4.0/).

Abstract- This study aims to determine the effect of price and halal awareness on the buying interest of MS Glow consumers in Dusun VI Tanjung Morawa. This study used a quantitative descriptive method, the population was residents of Bandar Labuhan Village who used MS GLOW products totaling 943 people. The place for this research is in Hamlet VI of Bandar Labuhan Village, Tanjung Morawa District, North Sumatra, which starts from April to November 2022. The sampling technique of this study used the Slovin Formula, so that the study sample was set at 90 people. The results of this study show that the multiple linear regression equation obtained the equation $Y = 5.602 + 0.531 X_1 + 0.493 X_2$. The results of the t test obtained a calculated t value = $7.937 > t_{table} = 1.662$ and a significance of $0.000 < 0.05$, then H_a is accepted and H_o is rejected which means that the price variable (X_1) partially has a significant influence on consumer buying interest (Y) MS Glow Dusun VI Tanjung Morawa. The calculated t value = $4.694 > t_{table} = 1.662$ and significance $0.003 < 0.05$, then H_a is accepted and H_o is rejected which means that the Halal Awareness variable (X_2) partially has a significant influence on Consumer Buying Interest (Y) MS Glow Hamlet VI Tanjung Morawa. The results of the F test obtained a positive value $F_{count} = 54.677 > F_{table} = 2.71$ and a significance of $0.000 < 0.05$, meaning that the variables Price and

	<p>Halal Awareness simultaneously have a positive and significant effect on Consumer Buying Interest (Y) MS Glow Dusun VI Tanjung Morawa. The Adjusted R Square (R^2) value was 0.686 or 68.6%, while the remaining 31.4% was explained by other variables not studied in the study. So this study concluded that Price (X_1) and Halal Awareness (X_2) affect Consumer Buying Interest (Y).</p> <p>Keywords : Price, Halal Awareness, Consumer Buying Interest</p>
--	---

BACKGROUND

Every company must be able to meet consumer needs and strive to create different products, and can be an effective strategy for companies in providing innovative product offerings so that each party is satisfied to be achieved, because it buys products that suit their needs and tastes, as well as for companies that want to benefit from the sale of their products and also maintain a good image in the eyes of customers. One of the industries that is booming today is beauty products. Beauty products or cosmetics are included in personal care products that can increase the confidence of their users, especially women. Many women are made not to feel comfortable with their bodies and feel less satisfied with their beauty, they begin to try to find a solution by doing treatments in order to look more beautiful and attractive. One of the beauty product brands that are currently popular is MS GLOW products. One thing is common that a consumer wants an affordable price. Because basically every consumer has a different amount of income. By setting prices in a company, it will benefit from the price of a product being marketed.

In addition to price, the halal awareness factor is also very important in determining consumers' buying interest in the cosmetic products they will use. Halal cosmetic products are marked by the inclusion of a halal label or logo on the outer packaging of the product. The halal label or logo proves that the product in question is in accordance with the halal standards in Islamic provisions.

The formulation of the problem in this study is:

1. Does Price affect Consumer Buying Interest in MS GLOW products (Case Study of Residents of Dusun VI Kec.Tanjung Morawa)?
2. Does Halal Awareness affect Consumer Buying Interest in MS GLOW products (Case Study of Residents of Dusun VI Kec.Tanjung Morawa)?

3. Does Halal Price and Awareness affect Consumer Buying Interest in MS GLOW products (Case Study of Residents of Dusun VI Kec.Tanjung Morawa)?

THEORETICAL FOUNDATIONS

Price

According to Tjiptono (2017:159), "Price is the value of the seller's estimate of the meaning of value expression that concerns the usefulness and quality of the product, the image formed through advertising and promotion, the availability of the product through the distribution network and the services that accompany a product". According to Hasan (2018:136), "Price is a component of the marketing mix that generates revenue, while the other generates costs". Based on some of the income above, it can be concluded that price is a person's ability to assess an item with a unit of rupiah measuring instrument to be able to buy the product offered.

According to Kotler and Armstrong (2018:315), here are the price indicators:

- 1) Affordability Pricing
- 2) Price Competitiveness
- 3) Price compliance with product quality
- 4) Price conformity to benefits

Halal Awareness

According to Hudransyah (2017:23), "Halal awareness is the level of understanding of Muslims in knowing problems related to the concept of halal. This knowledge includes understanding what is legal and how the production process of a product is in accordance with Islamic halal standards". According to Zakaria (2019:590) "Halal awareness is the ability of a Muslim to understand what a halal product really is". Based on the above understanding, it can be concluded that halal awareness is a Muslim knowledge of the concept of halal, the halal process and considers that consuming halal products is important for him. This knowledge includes understanding what is halal and how the production process of a product according to halal standards in Islam.

According to Pambudi (2018: 71), the indicators of consumer halal awareness in choosing halal products are as follows:

- 1) Knowledge
- 2) Understanding
- 3) Attitude
- 4) Behavior patterns

Consumer Buying Interest

According to Durianto (2018:77) "Buying interest is something related to consumers' plans to buy certain products within a certain time. Real purchases occur when consumers already have an interest in buying a product". According to Roger (2017:56) "Buying interest is a psychic activity that arises due to feelings

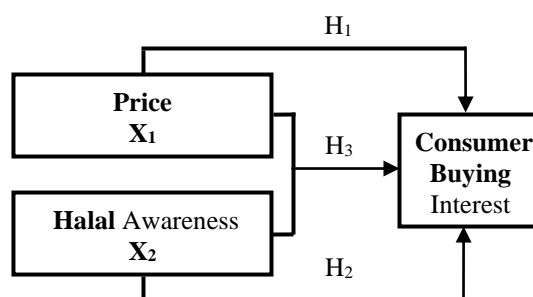
(affective) and thoughts (cognitive) towards a desired good or service". Based on this description, it can be concluded that buying interest is the concentration of attention to something that is accompanied by a feeling of pleasure towards the item, then the buying interest causes a desire so that a convincing feeling arises that the goods have benefits so that consumers want to own the goods by paying or exchanging for money.

According to Ferdinand (2019:89), the Buy Interest Indicator is as follows:

- 1) Transactional interest
- 2) Referential interests
- 3) Preferential interests
- 4) Exploratory interest

CONCEPTUAL FRAMEWORK

According to Sugiyono (2015: 117) suggests that the frame of mind is a conceptual model of how theory relates to various factors that have been identified as important problems.



Conceptual Outline Image

METHODOLOGY

This research was conducted on MS GLOW consumers in Dusun VI Tanjung Morawa. Quantitative approach method. The population in this study amounted to 943 people. In this study, sampling was carried out using a simple random sampling method using the slovin formula. The number of samples was 90 people.

RESULTS AND DISCUSSION

Multiple Linear Regression Analysis Testing.

Multiple linear regression is intended to determine the linear relationship between several free variables commonly called X₁, X₂, and so on with bound variables called Y. Based on the results of data processing with the SPSS 21 program, the following results are obtained:

**Table 1 Multiple Linear Regression Test Results
Coefficients^a**

	Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		(Constant)	5.602	1.154		
1	Price	.531	.078	.667	7.937	.000
	Halal Awareness	.493	.095	.196	4.694	.003

a. Dependent Variable: Consumers' Buying Interest

From the coefficient table above, it can be explained the influence between the variables Price (X₁) and Halal Awareness (X₂) on the variables Consumer Buying Interest (Y).

Table 1 shows the value of Constant(a)=5.602; (b₁) of 0.531; and (b₂) of 0.493 so that a multiple linear regression equation $Y = 5.602 + 0.531X_1 + 0.493X_2$ is obtained where the variables Price and Halal Awareness have an influence on the Consumer Buying Interest variable.

Hypothesis Testing Results

t-test (Partial Test)

Test t partially to prove the initial hypothesis about the effect of Price (X₁) and Halal Awareness (X₂) as free variables on Consumer Buying Interest (Y) as bound variables.

Table 2 t Test Results (Partial Test)

	Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
		(Constant)	5.602	1.154		
1	Price	.531	.078	.667	7.93	.000
	Halal Awareness	.493	.095	.196	4.69	.003

a. Dependent Variable: Consumers' Buying Interest

Source: Data processed SPSS, 2022.

Based on the table above, it shows:

- a. Obtained the calculated t value (7.937) > t_{table} (1.662) and the significance value $0.000 < 0.05$, then H_a is accepted and H_o is rejected. This means that Price has a positive and partially significant effect on Consumer Buying Interest.
- b. Obtained the calculated t value (4.694) > t_{table} (1.662) and the significance value $0.003 < 0.05$, then H_a is accepted and H_o is rejected. This means that Halal Awareness has a positive and partial significant effect on Consumer Buying Interest.

F Test (Simultaneous Test)

The F test aims to see whether the independent variables together (simultaneously) have an influence on the dependent variables.

Table 3 F Test Results (Simultaneous Test)

ANOVA ^a					
Type	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1730.372	2	215.187	54.677	.000
1 Residual	418.450	87	20.155		
Total	2148.822	89			

a. Dependent Variable: Consumers' Buying Interest

b. Predictors: (Constant), Halal Awareness, Price

Based on the table above, it shows that the calculated F value is 54.677, the numerator degree = $k-1 = 3-1 = 2$, the denominator degree = $n - k = 90-3 = 87$, the table F = 2.71. Based on the table that the calculated F value is $54.677 > F_{table}$ is 3.11 and the significance is $0.000 < 0.05$. This means that the variables Price (X_1) and Halal Awareness (X_2) simultaneously have a positive and significant effect on Consumer Buying Interest (Y).

R2 Test (Determination Test)

The coefficient of determination (R^2) is used to measure how far the model is capable of explaining the variation of dependent variables.

Table 8. Coefficient of Determination Test

Results (R^2)

Model^{Summary b}

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 ^a	.797	.686	3.293

a. Predictors: (Constant), Halal Awareness, Price

b. Dependent Variable: Consumer Buying Interest

Source : Data Processed by Researchers, 2022

Based on the table above, it shows that:

1. The value of R is 0.744 (74.4%), where the value of this correlation coefficient indicates that the relationship between Price and Halal Awareness to Consumer Buying Interest is strong, the greater the R means that the relationship is stronger.
2. R Square shows that the coefficient of determination is 0.797, meaning that Price and Halal Awareness of Consumer Buying Interest is 79.7%, while the remaining 20.3% is influenced by other variables that were not included in this study.

DISCUSSION

This study aims to find out whether there is an influence between Price and Halal Awareness on Consumer Buying Interest. In this study, the authors used quantitative data analysis with a population of 943 people and the authors sampled 90 consumers of MS Glow Dusun VI Tanjung Morawa.

1. The Effect of Price on Consumers' Buying Interest

Based on the results of the partial test (t test) the effect of Price on Consumer Buying Interest, a calculated t value of $7.937 > t_{table} 1.662$ and a significance value of $0.000 < 0.05$ was obtained, meaning that Price had a significant effect on Consumer Buying Interest MS Glow Dusun VI Tanjung Morawa, so that the first hypothesis (H1) was proven. The results of this study are in line with Reni Kumala's research (2019) entitled "The Effect of Halal Prices and Labels on Consumer Buying Interest in Alwahida Indonesia antidote herbal cosmetic products". The results of this study show that Price has a positive effect on Consumer Buying Interest.

2. The Effect of Halal Awareness on Consumer Buying Interest

Based on the results of the partial test (t test) the effect of Halal Awareness on Consumer Buying Interest, the value t_{count} the variable Buying Interest (4,694) $> t_{table}$ (1,662) and the significance value of $0.003 < 0.05$, meaning that Halal Awareness affects Consumer Buying Interest MS Glow Dusun VI Tanjung Morawa, so the second hypothesis (H₂) proven. The results of this study are in line with Rahma Dhea's research (2020) entitled "The Influence of Halal Awareness and Attitudes towards the Buying Interest of Gofood consumers in the era of the Covid-19 Pandemic" which shows that partially Halal Awareness has a positive and significant effect on the Buying Interest of Gofood consumers in the era of the Covid-19 Pandemic.

3. The Effect of Price and Halal Awareness on Consumer Buying Interest

Based on the results of simultaneous tests (f tests) shows that the $F_{\text{calculated}}$ value = $54.677 > F_{\text{table}} = 2.71$ and the significance $0.000 < 0.05$. So it can be concluded that Halal Price and Awareness have a positive and significant effect on the Buying Interest of MS Glow consumers in Dusun VI Tanjung Morawa. The results of this study are in line with Izudin's research (2018) entitled "The Effect of Price and Halal Awareness on Consumer Buying Interest in Jember Culinary Food" which shows that Price and Halal Awareness affect consumers' Buying Interest simultaneously.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the research and discussion in the previous chapter, this research can be concluded as follows:

1. Multiple linear regression analysis obtained the equation $Y = 5.602 + 0.531 X_1 + 0.493 X_2$. The constant (a) = 5.602 means that if the variables Price (X_1) and Hakak Awareness (X_2) are worth 0, then the Consumer Buying Interest (Y) is 5.602. The regression coefficient of the Price variable (X_1) increased by 1 unit, then the Consumer Buying Interest variable increased by 0.531 or by 53.1%. Kregression efficiency of halal Awareness variable (X_2) = 0.493 means that if Halal Awareness (X_2) increases by 1 unit then the Consumer Buying Interest variable will increase by 0.493 or by 49.3%.
2. The results of the t test (partial test) of the price variable (X_1) obtained a $F_{\text{calculated}}$ t value (7,937) $> t_{\text{table}}$ (1,662) and a significant value of $0.000 < 0.05$ this means that the price variable (X_1) has a positive and significant effect on consumer buying interest (Y). The results of the t test (partial test) of the Halal Awareness variable (X_2) obtained a $F_{\text{calculated}}$ t value (4.694) $> t_{\text{table}}$ (1.662) and a significance value of $0.003 < 0.05$ this means that the Halal Awareness variable (X_2) has a positive and significant effect on the Consumer Buying Interest variable (Y).
3. The results of the F test (simultaneous test) show that the calculated F value = $54.677 > F_{\text{table}} = 2.71$ and the significance of $0.000 < 0.05$ then it can be concluded that the free variables Price (X_1) and Halal awareness (X_2) simultaneously have a positive and significant effect on the bound variables Consumer Buying Interest (Y). The results of the calculation of the coefficient of determination can be explained that the level of influence (*R square*) of the variables Price (X_1) and Halal Awareness (X_2) is 0.797. This means that the variables Price (X_1) and Halal Awareness (X_2) have an influence (*R square*) of 79.7% on the Consumer Buying Interest variable, while the remaining 20.3% is influenced by other variables that are outside this study.

SUGGESTION

From the results of the study, the researcher will provide suggestions related to the research that has been carried out to be used as input and consideration material that is useful for interested parties as a further improvement in research, namely as follows:

1. Given the importance of pricing to increase the buying interest of MS Glow consumers in Dusun VI Tanjung Morawa, it is recommended that the company provide prices that are in accordance with the quality of the product and prices in the market so that consumers do not complain about too expensive prices.
2. Given the importance of halal awareness in increasing the buying interest of MS Glow consumers in Dusun VI Tanjung Morawa, it is recommended that companies continue to update the halal label listed on the product packaging. Especially now that the latest halal label has appeared, for this reason, it is very important for companies to continue to update the halal label on packaging.
3. Given the importance of consumer buying interest for the success of the company, it is recommended that the company provide the products that consumers need, and provide product quality according to the price given.

BIBLIOGRAPHY

Book

- Arikunto, Suharsini. (2018). *Research Procedures of a Practical Approach*. Jakarta: PT. Rineka Cipta.
- Burhanuddin. (2017). *Consumer Protection Law and Halal Certification*. Unfortunate: UIN MALIKI PRESS.
- Durianto. (2018). *SariKuliah Marketing Management*. Bandung: PT. Means of Prosperous Conscience Tutorial.
- Ferdinand, A. (2019). *Development of Interest in Buying Extension Brands*. Semarang: Diponegoro University Publishing Agency.
- Ghozali, Imam. (2018). *Multivariate Analysis Applications with IBM SPSS 19 Program*. Semarang: Diponegoro University Publishing Agency.
- Hasan, Ali. (2018). *Marketing and Featured Cases, Second Edition*. Jakarta: CAPS.
- Kotler, P. and Gary Amstrong. (2018). *Marketing Principles Edition 13 Volume 1*. Jakarta: PT. Prehallindo.
- Roger D. (2017). *Consumen Behavior*. Jakarta: Binapura Aksara.
- Sugiyono. (2019). *Quantative Quantitative Research Methods Combinsdi (mixed methods) Action Research (action research) Evaluation Research*. London: Alfabeta.

Tjiptono, Fandy. (2017). *Marketing Strategy Third Edition*. Yogyakarta: ANDI.

Journal

- Ahmad., Bambang Setiyo Pambudi. (2018). "The Effect of Perceived Benefits of Perceived Security Convenience and Feature Availability on Customer Re-interest in Using Internet Banking Study on BRI I-Banking Service Program". *Journal of Management Studies*, 8 (1), 65-90.
- Dhea Rahma. (2020). "The Effect of Halal and Price Awareness on Gofood Consumer Purchasing Decisions in the era of the Covid-19 Pandemic". *Innovator Journal of Management* 10 (2), 133-140.
- Izzuddin Ahmad. (2018). "The Influence of Halal Labels, Halal Awareness and Food Ingredients on the Interest in Buying Jember Culinary Food". *Journal of Management* , 287-294.
- Kumala Reni. (2019). "The Effect of Halal Prices and Labels on Buying Interest in Indonesian Alwahida Antidote Herbal Cosmetic Products (HPAI)". *Journal of Business and Management Concepts* 3 (1), 47-61.
- Nawawi Hadari. (2019). "The Influence of Halal Awareness and Individual Religiosity in Food Purchase Decisions in Pematang Regency". *Scientific Journal of MEA (Management, Economics and Accounting)* 5 (1), 1124-1135.
- Talisa Rahma Pramintasari. (2019), "The Influence of Religious Beliefs, the Role of Halal Certification, Information Exposure, and Health Reasons on Public Awareness of Halal Food Products". *Journal of Marketing Economics* 8 (1), 12-35.