Halal Label as An Intervention of Religious Commitment, Brand Ambassador, Emotional Criteria on Brand Switching

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Abstract. The aim of this study was to examine the influence of religious devotion, brand ambassadors, and Emotional Criteria on the act of switching brands, with the halal label acting as a mediating factor specifically for Wardah cosmetic products. The research was done in Metro, employing an explanatory research design. A total of 200 consumers were included in the sample. The SEM analysis revealed that religious commitment, brand ambassadors, and emotional factors do not have any impact on halal labels. However, halal labels do influence brand switching.

Keywords: halal label, religious commitment, brand ambassador, emotional criteria, brand switching

1 Introduction

Indonesia has the highest concentration of Muslims globally, which represents around 80% of its population. Approximately 80% of its population. There is widespread questioning, particularly from individuals in the cosmetics industry and related associations. The necessity of obtaining halal certification for cosmetic products. The tenets of Islamic law encompass the concepts of halal, haram, and impurity. Accumulation of pollutants on our bodies can significantly impact the legitimacy of worship, particularly for Muslims. The concept of validity in worship, particularly within the context of Islam. Cosmetics must adhere to halal standards and be free from impurities, it has been stipulated legally-formally in the law NO. 33 of 2014 concerning halal product guarantee (JPH).

Wardah is a company engaged in the field of beauty cosmetics in Indonesia. It has various types of products with 200 beauty variants that have received a halal certificate issued directly by the Indonesian Ulema Council (MUI). directly by the Indonesian Ulema Council (MUI). Starting from a small company that started in 1996 still with a few types of products so that the idea of making beauty products was born. make beauty products. Then Wardah products were created with various types of variants that use quality product ingredients and are well used for facial skin. This exerts a beneficial impact on the acquisition of Wardah products and then experienced an increase in sales and grew rapidly until now it has 1500 outlets spread across shopping centres complete with beauty consultants. in shopping centres complete with beauty consultants.

Halal labelling according to Sam at al (2009: 84) Halal labeling pertains to the practice of providing written information on the package to signify that the product has been officially certified as halal. As stated by the Institute for the Study of Trade, Drugs, and Cosmetics (LPPOM MUI) of the Indonesian Ulema Council, halal products refer to food products, drugs, cosmetics, and other items that are composed of permissible materials or substances. Halal products are those that are manufactured in line with Islamic law and do not contain any haram (forbidden) elements. This includes food products, medicines, cosmetics, and other goods. Halal products ensure that all raw materials, additives, and auxiliary materials used in the manufacturing process are permissible for consumption by Muslims. Additionally, halal products are produced without the use of genetic engineering or irradiation. They are designed to provide more benefits than mudharat (effects).

Religious activity includes not just the performance of ritualistic worship, but also any other actions that are motivated by supernatural influences. Not only those related to activities that are visible and can be seen by the eye, but also activities that appear and occur in a person's heart. While the definition according to fakhruddin and nyrdiana (2014: 171) of some people's behaviour in consuming food related to religiosity is the prohibition of Muslims to eat food in the form of pork or for Hindus to eat beef. Because it is a belief that must be practised and carried out for its adherents.

Companies utilize brand ambassadors to influence or invite customers to buy their products or goods. The aim is to make consumers interest in utilizing the product. Particularly, the choice of brand ambassadors is typically determined by the association with a renowned celebrity for the purpose of enhancing the brand's image. Companies typically employ brand ambassadors to enhance consumer interest in a product or service. (royan, 2004: 7).

Brand switching behaviour carried out by consumers arises because of the considerations that have been passed, the emergence of brand switching behaviour is influenced by many factors, namely, price, sales promotion and quality. Brand switching in cosmetics occurs because consumers consider various aspects of the advantages of a cosmetic when making a purchase decision. The big name (brand) of cosmetics is one of the considerations for consumers in switching brands. Consumers will prefer well-known cosmetic brands compared to brands that are not yet well-known. Not only that, attractive product designs, the quality of good and halal products, stores that are easy to find and good technology can lead to the desire to switch brands from one brand to another.

2 Literature Review and Hypothesis Development

2.1 Halal Label

Halal label is a mark on a brand or label whose inclusion is on the outside of the product or packaging with the word "halal" which is usually written in Arabic. Then the sign or label packaging must have permission from the Food and Drug Administration (BPOM). Usually in the form or logo of the MUI halal certificate which gets a recommendation from the Indonesian Ulema Council (MUI). In including a brand mark or label on the packaging that reads the word "halal", it cannot be simply pasted because it must have a MUI halal certificate so that it will be said to be valid or may be used and used. Such as: pictures, writing, a fusion of images and text adhered on the packaging. Based on what is stated by marinus (2002: 192) based on its function, there are 3 types of halal labels including the following:(1) A brand label is a label exclusively

used to represent a brand.(2) A grade label is a marker that signifies a specific degree of quality for an item. This classification is conveyed by written or words.(3) A descriptive label provides objective information regarding the construction, upkeep, appearance, and attributes of the product.

Today, a wide range of products and services are available for consumption thanks to economic growth in the fields of manufacturing and international trade.In addition, technical advancements favor globalization and free commerce.

The space for the movement of goods and services transactions beyond a country's borders has increased because of telecommunications and informatics (Sakti et al., 2015). With the growing distribution of indigenous and imported food and beverage items in the region, globalization, free trade, and the Asian Economic Community (AEC) all have an impact on Indonesia. Indonesian supermarkets sell food items from both within and outside of the nation. Using information from the

2.2 Religious Commitment

Based on the book proposed by Stark and glock (1970: 1416) about "the nature of religious commitment" they argue that there are 5 dimensions as follows:
1. This dimension of belief encompasses the anticipation in which religious individuals firmly adhere to specific theological perspectives and acknowledge the validity of these ideas.
2. This dimension of worship contains a relationship with a set of behaviours that are expected to emerge from someone who claims to believe in a particular religion, namely in the form of specific behaviours that are part of that religion.
3. This dimension of religious experience revolves around the mental emotional area in individuals, the occurrence of religious events that might be said to be a "religious experience", physical, psychological feelings and spiritual well being as a result of belief and the like. The feeling state has various functions in religious life. One of them is motivational.
4. The dimension of religious knowledge includes the information a person has about their beliefs. Religious knowledge can have different degrees of importance, it could be that someone has a commitment to a certain belief has a high score, but from the aspect of knowledge it is very little, or vice versa.
5. This dimension of religious consequences includes the effects of a religion on a person's life. This dimension pertains to the recognition of the impacts of an individual's religious beliefs, practices, experiences, and knowledge on their daily life.

2.3 Brand Ambasador

The characteristics of brand ambassadors according to Rossiter and Percy in Kertamukti (2015: 70) can be observed utilizing the ViaCAP model. VisCAP comprises four components: visibility, credibility, attraction, and power. The four VisCAP models can be explained as follows:
(1) Visibility, Visibility is the popularity attached to celebrities or celebgrams to represent the product. (2) Credibility, Credibility is the expertise and trust given by a famous person (3) Attraction, Attraction is three things that must be owned by a celebrity or someone who is famous, namely similarity, familiarity and linking (liking). (4) Power, Power is the level of

strength of a famous person or celebrity to persuade consumers in the product. to persuade consumers in the product to be promoted.

2.5 Emotional Criteria

According to Akari Mutyalestari (2009) Emotional Criteria are product Emotional Criteria, which include: a) Product design is a bigger concept than style where style only describes the appearance of the product while product design is more to the heart of the product, so that design not only has a role in the appearance of the product but also in its benefits. b) Product completeness can mean that the product is available and well prepared and diverse.

2.6 Brand Switching

According to Mowen and Minor (2002: 109) brand switching can be divided into: (a) Divided loyalty or divided loyalty is the behaviour of consumers in switching brands, because their loyalty is divided with others. (b) Occasiobal switch or switching at any time, namely the behaviour of switching brands carried out by consumers due to an element of saturation on a brand, but the switching behaviour is only temporary or intermittent. (c) Unstable loyalty or switching loyalty, namely brand switching behaviour carried out by consumers, because consumers have an unstable level of loyalty to a brand. (d) No loyalty or disloyalty, namely brand switching behaviour carried out by consumers, due to an attitude of disloyalty to a brand.

2.7 Hypothesis

Based on the framework that has been made, the hypothesis in this study is as follows:
H_1 : Religious Commitment (ξ 1) has a positive effect on Halal Label (η 1).
H_2 : Brand Ambasador (ξ 2) has a positive effect on Halal Label (η 1).
H_3 : Emotional Criteria (ξ 3) has a positive effect on Halal Label (η 1).
H_4 : Halal Label (η 1) has a positive effect on Brand Switching (η 2).
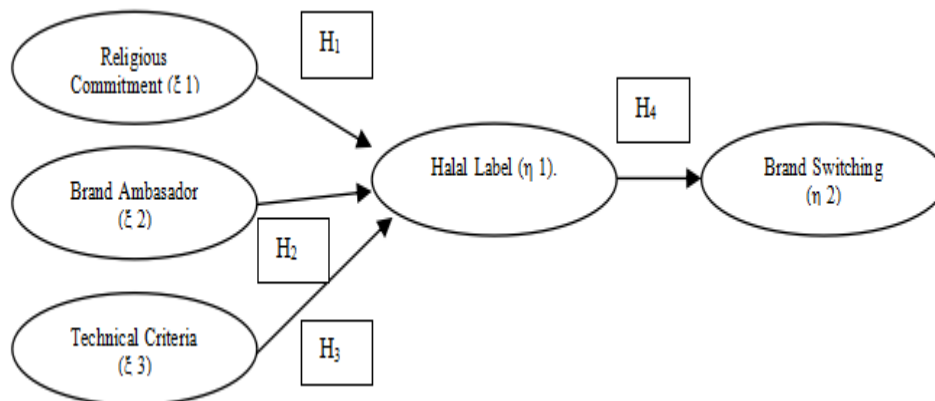

Fig. 1. Halal Label

3 Research Methods

The research conducted is a type of quantitative research, data and information collected by researchers themselves directly from Metro. Data and information collection is carried out through distributing questionnaires to respondents, namely Metro consumers. The objects of this research are religious commitment, brand ambassadors, Emotional Criteria, halal labels and brand switching. This research was conducted on Wardah consumers in Metro. The method used is descriptive and verificative which is done through the collection of primary data at the research location. The sample of this study is determined by multiplying the number of question items (20) by using a size of 5-10. Therefore, the total number of respondents in this study is 200 (20 x 10 = 200) (Hair, Jr, 2015). The data processing in this study employed the LISREL 8.80 program, which is a statistical software package designed for SEM on the Windows platform. Developed by Joreskoog and Sorboom in 1970, LISREL is specifically utilized for analyzing measurement models and structural models.

3.1 Structural Equiation Modeling

The fit test in structural equation modeling (SEM) is employed to assess the level of agreement between the gathered data and the model, The accuracy and dependability of the measurement model, as well as the significance of the coefficients in the structural model. The evaluation of data-model fit comprises three separate steps: (1) assessing the overall adequacy of the model, (2) scrutinizing the adequacy of the measurement model, and (3) reviewing the adequacy of the structural model. Here is the procedure for transforming this model into a systematic structural equation:

Sub Structure 1

$$\eta_1 = \xi_1\ \xi_2\ \xi_3 \tag{1}$$

Sub structure 2

$$\eta_2 = \eta_1 \tag{2}$$

4 Results And Discussion

4.1 Normality Test

Table 1. Results of Normality Test

No	Variance	Lcal	Ltable	Result	Conclusion
1	η_1 on ξ_1	0,003	0,072	H_1 accepted	Normal
2	η_1 on ξ_2	0,044	0,072	H_1 accepted	Normal
3	η_1 on ξ_3	0,026	0,072	H_1 accepted	Normal
4	η_2 on η_1	0,045	0,072	H_1 accepted	Normal

Source: Results of Data Processing with Ms Excel 2010

4.2 Homogeneity Test

Table 2. Results of Homogeneity Test

No	Variance	F count	F Table	Conclusion
1	η_1 on ξ_1	1,05	1,26	Homogen
2	η_1 on ξ_2	0,47	1,26	Homogen
3	η_1 on ξ_3	0,18	1,26	Homogen
4	η_2 on η_1	1,07	1,26	Homogen

Source: Results of Data Processing with Ms Excel 2010

4.3 Linearity Test

Table 3. Results of Linearity Test

No	Variance	Sig.dev	Sig.	Conclusion
1	η_1 on ξ_1	0,980	0,05	Linier
2	η_1 on ξ_2	0, 89	0,05	Linier
3	η_1 on ξ_3	0,48	0,05	Linier
4	η_2 on η_1	0,08	0,05	Linier

Source: Results of Data Processing with Ms Excel 2010

4.4 Structural Equation Modelling (SEM)

LISREL which stand for Linear Structural Relationship, generates an index or output that serves as the foundation for completing a comprehensive goodness of fit (GFT) test, also known as a model fit test. This test aims to determine the accuracy of the produced model in characterizing the researched variables, which can be classified as a good fit if it is accurate. The lisrel output indicates that the overall model fit was tested using the X2 (chi-square) test, resulting in a sattorabentler scaled chi-squares value of 391.39 and a p-value of less than 0.000. According to the X2 test results, the model is not suitable as a whole. Nevertheless, the X2 value divided by the degrees of freedom (X2/df) = 710/183 equals 4.16, which indicates that it is lower than the threshold of 5 for a satisfactory model fit (4.16 < 5). Therefore, it can be inferred that by modifying the complexity of the model, as determined by the number of degrees of freedom, the model exhibits a highly satisfactory match. The subsequent assessment is conducted using the RMSEA (Root Mean Square Error of Approximation) metric. The test outcomes indicate that the RMSEA value is 0.045, or RMSE = 0.045 ≤ 0.08. This indicates that the model exhibits a strong level of compatibility. The AGFI (Adjusted Goodness of Fit Index) test results indicate that the model has a good fit when they are smaller than 0.90, with an AGFI value of 0.51. Similarly, the GFI (Goodness of match Index) test results also indicate a good match when they are smaller than 0.90, with a GFI value of 0.854. Moreover, the CFI (Comparative Fit Index) value is 2.14 and the IFI (Incremental Fit Index) value is 1.51, both beyond the threshold of 0.90. The results suggest that the model is well-suited. The Normed Fit Index (NNFI) has a value of 0.961, which indicates that the model has a good fit as it exceeds the threshold of 0.90. Similarly, the Normed Fit Index (NFI) has a value of 0.951, also indicating a good fit. However, the Relative Fit Index (RFI) falls below the threshold at 0.989, suggesting a less satisfactory fit (marginal fit). The test results are supported by the ECVI (Expected Cross Validation Index),

which has a value of 4.71, indicating that the model fits well. The results of the goodness of fit analysis in SEM (Structural Equation Modeling) can be displayed in a tabular format, as described below.

Table 4. Summary of Goodness of Fit Test Results

No	Index	Result	Recommended Value	Conclusion
1	Probability X^2	0,07	> 0,05	*Good fit*
2	X^2/df	4,16	< 5	*Good fit*
3	*RMSEA*	0,045	≤0,08	*Good fit*
4	*AGFI*	0,51	<0.90	*Good fit*
5	*GFI*	0,854	<0,90	*Good fit*
6	*CFI*	2,14	>0,90	*Good fit*
7	*NNFI*	0,961	>0,90	*Good fit*
8	*NFI*	0,951	>0.90	*Good fit*
9	*IFI*	1,51	>0,90	*Good fit*
10	*RFI*	0,989	>0.90	*Good fit*
11	*ECVI*	4,71	< 5	*Good fit*

4.5 Hypothesis Testing

After testing the model, hypothesis testing is then carried out in order to determine the direct and indirect effects between variables. The results of the overall decision on the proposed hypothesis are as follows:
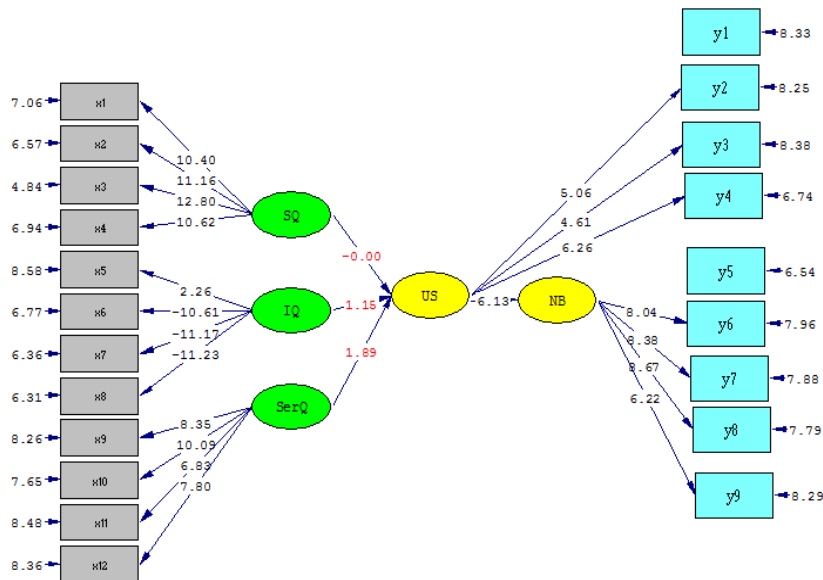
Fig. 2. T-Value Path Diagram

1. Religious commitment has no direct negative effect on the Halal Label

The research findings indicate that religious commitment has no direct negative effect on the Halal Label. This can be seen from the results of research on the five dimensions of the indicator. The indicator that has the greatest effect is the dimension of belief compared to other indicators. It can be interpreted that Wardah consumers in Metro in measuring religious commitment to halal products are dominated by the belief dimension.

2. Brand Ambassador Does Not Have a Positive Direct Effect on the halal label

The research findings show that Brand Ambassador has no direct positive effect on the halal label. The lowest indicator in Brand Ambassador is power towards the halal label. It can be interpreted that the power that arises from brand ambassadors does not fully fulfil the ability to influence the halal label of Wardah cosmetics in Metro city.

3. Emotional Criteria have no direct positive effect on the halal label

The research findings indicate that Emotional Criteria do not have a direct positive effect on the halal label. This can be seen from the research results on the four indicators. The second indicator has the greatest value compared to the other three indicators which indicates that the indicator of the completeness of product information is an important factor in the halal label on a product.

4. Halal Label has a positive direct effect on Brand Switching.

The research findings show that the Halal Label has a direct positive effect on Brand Switching. This can be seen from the research results on the four indicators. The fourth indicator has the greatest value compared to the other three indicators which indicates that the indicator of affixing the halal logo is one of the consumer satisfaction benefits of creating brand switching.

5 Conclusion

Based on the findings of the performed research, the following conclusions can be drawn including:
1. Religious comitmment has no effect on the halal label
2. Brand Ambassador has no effect on the halal label
3. Emotional Criteria Has No Effect on the halal label
4. halal label Has a Direct Effect on Brand Switching

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