



Influence of product quality and halal labels on consumer interest in Aira Bulukumba Beauty Clinic

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The mentioned study indicate that the attention of consumers in Aira Bulukumba Beauty Clinic is significantly influenced by the quality of products and the presence of a halal label.

Keywords: Product Quality; Halal Label; Consumer Interest

Abstract: The objective of this study is to investigate the influence of product quality and labeling on consumer interest in Aira Bulukumba Beauty Clinic. The research methodology employed in this study is quantitative research. The research used primary data, which was collected through the use of questionnaires as the data gathering approach. The approach employed for the analysis of the double linear regression test. The demographic under investigation in this research comprises individuals who identify as Muslim, with a particular focus on the community residing in Bulukumba. The sample utilized in this study comprises a whole population of 50 participants. Data analysis approaches were employed utilizing the SPSS software version 2021. The findings of this study indicate a noteworthy correlation between the quality of the product and consumer interest, so confirming the acceptance of hypothesis H1. The halal certification exerts a significant impact on customer preferences and choices. This suggests that the acceptance of H2 is supported. The acceptability of H3 has a major influence on both the color of the product and the presence of a halal label. The findings of the afore-

INTRODUCTION

Human needs are inherently interconnected with both basic needs and secondary requirements. Cosmetics are considered an essential commodity, with individuals often prioritizing them after food and beverages, particularly among women. According to Rahmawati (2019), the increasing advancements in technology and the growth of the economy have made beauty care an indispensable requirement for the inhabitants of Hawaii. The global trend of a declining lifestyle has the potential to impact physical appearance, hence influencing attractiveness. The product in question is intended for the male demographic of contemporary society, who exhibits a heightened concern for personal grooming, particularly with regards to facial aesthetics (Supit, 2016).

Cosmetics are beauty products that cater to the fundamental requirements of women. Moreover, this product possesses a distinct quality as it serves as a medium for elucidating societal dynamics through the lens of social identity. Over the course of its evolution, this

cosmetic product has acquired a significant following among women, becoming it an indispensable necessity (Rahmawati, 2019).

The heightened knowledge among the general population has led to an increasing focus on security measures, particularly in relation to the emergence of counterfeit products. This heightened security interest has had implications for the regulation and processing of cosmetic substances that are already in existence. Nevertheless, the presence of a deficiency can engenders a heightened sense of consciousness among the Muslim community, prompting them to diligently scrutinize the authenticity and compliance of these cosmetic goods. The cosmetic product incorporates a selection of halal substances, including fat, collagen, elastic, extra placenta, hormones, vitamin stabilizers, and alpha-hydroxylic acid (Afni, 2019).

The research in question has employed marketing theory as its theoretical framework. Kotler and Keller (2012), as cited in Mujayanah (2017), state that marketing is a multifaceted process encompassing a range of social actions aimed at achieving desired outcomes by satisfying needs and desires through mutually beneficial exchanges, hence fostering the development of enduring relationships. Organizations employ marketing strategies to capitalize on profit potential by effectively addressing consumer demands, which serve as the foundation for making purchasing decisions. Through its implementation, marketing facilitates the dissemination of information to consumers, hence increasing awareness and familiarity with a particular product or service. Individuals that deviate from the consumer demographic must rely on their wealth to fulfill their cosmetic needs in alignment with their unique lifestyles. According to Kotler and Keller (2016), the evaluation of product quality involves assessing the performance of a specific field, spanning from the production process to the final outcome, in order to meet consumer demands. Product quality refers to the inherent ability of a product to sustain its durability, hence adding value to the product. According to Tjiptono (2008).

The term "lifestyle" is commonly understood as a way of living that allows individuals to be associated with others. It encompasses activities such as work, hobbies, exercise, as well as various aspects of personal attention, including fashion, family, leisure, and opinions on social, corporate, and product-related matters. The concept of the life method is described as including more than mere socioeconomic class or individual character. The present study examines the ways in which individuals express their way of life through lawful activities, comments, and interests. It explores how these activities and interests fulfill daily demands and the strategies employed to allocate time in a lawful manner (Yulia, 2018).

RESEARCH METHOD

Research Type

The present study has employed a quantitative methodology, which offers a systematic strategy and framework for its application. According to Sugiyono (2017),

Populations and Samples

According to Sugiyono (2017), the process involves the act of generalizing information to subjects that possess a discernible quality, which can then be used and drawn upon for conclusive purposes. The study encompasses the entire population of Muslim individuals who are clients at the Aira Bulukumba Clinic. According to Sugiyono (2017), a sample refers to a subset of a population that exhibits a particular trait based on the criteria of the respondent. The current study lacks information regarding the population size, thus making it impossible to determine the number of populations that will be included in the sample at a later stage. The study's sample population comprises consumers who have sought services at the Aira Bulukumba Clinic. According to the latest data collected by the researchers, a sample size of 100 individuals has been included in the research to investigate and analyze the observed things. The utilization of images and data collection is implemented through the use of probability sampling, namely the random sample method. This approach ensures that the number of individuals represented in the pictures accurately reflects the population of customers that can be easily accessed through random surveys.

Methods in Data Collection

Observation is a cognitive process that involves the integration of witnessed phenomena into a cohesive whole, incorporating both the immediate perceptual experience and the subsequent recollection of the observed events (Sugiyono, 2017). A questionnaire is a form of data collection that involves the accumulation of information and the provision of answers based on the statements provided. It is typically administered to respondents who serve as samples within a study (Sugiyono, 2017). According to Sugiyono (2017), documentation serves as a means of acquiring data, encompassing both the documentation itself and the archived materials that provide a descriptive account of the report. This resource can prove beneficial to researchers in their endeavors.

RESULT AND DISCUSSION

Research Results

Data Quality Test

Validity Test

Variabel	Item	Correlation Pearson	R Tabel	Ket
Product Quality (X1)	S.1	,897	,2353	Validitas
	S.2	,895	,2353	Validitas
	S.3	,817	,2353	Validitas
	S.4	,882	,2353	Validitas
	S.5	,907	,2353	Validitas
Halal Label (X2)	S.1	,918	,2353	Validitas

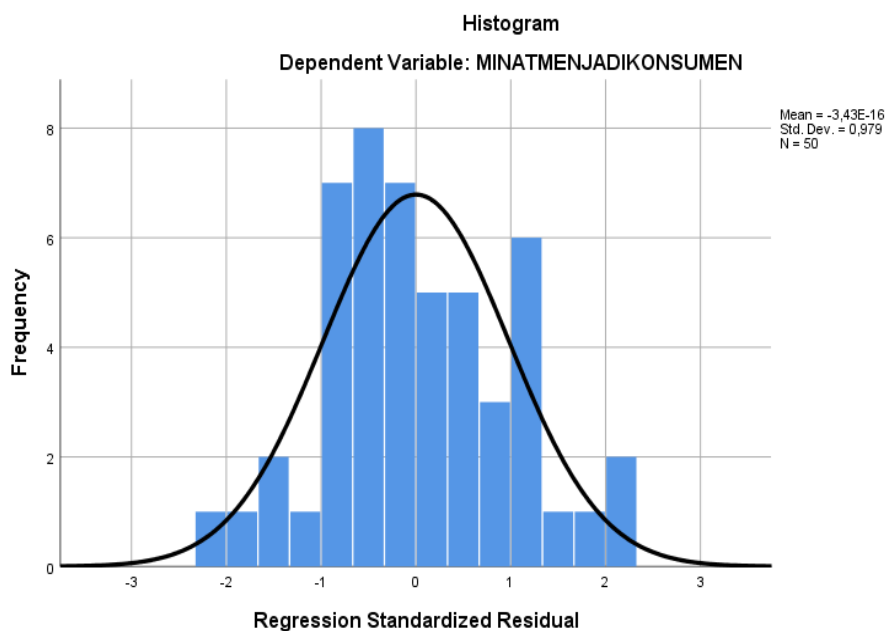
	S.2	,914	,2353	Validitas
	S.3	,932	,2353	Validitas
	S.1	,900	,2353	Validitas
Interest in becoming a consumer (Y)	S.2	,864	,2353	Validitas
	S.3	,895	,2353	Validitas
	S.4	,888	,2353	Validitas
	S.5	,914	,2353	Validitas
	S.6	,889	,2353	Validitas

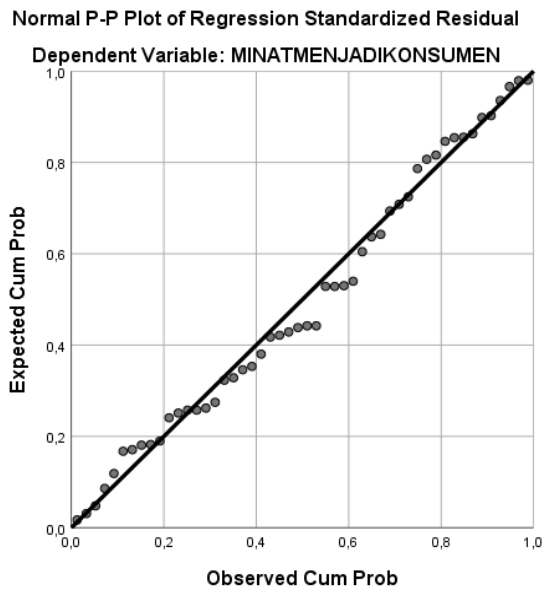
Rehabilitation Test

No	Variabel	Alpha Cronbach's	Ket
1	Product Quality	,822	Reliable
2	Halal Label	,869	Reliable
3	Interest in becoming a consumer	,813	Reliable

Classical Assumption Test

Normality test





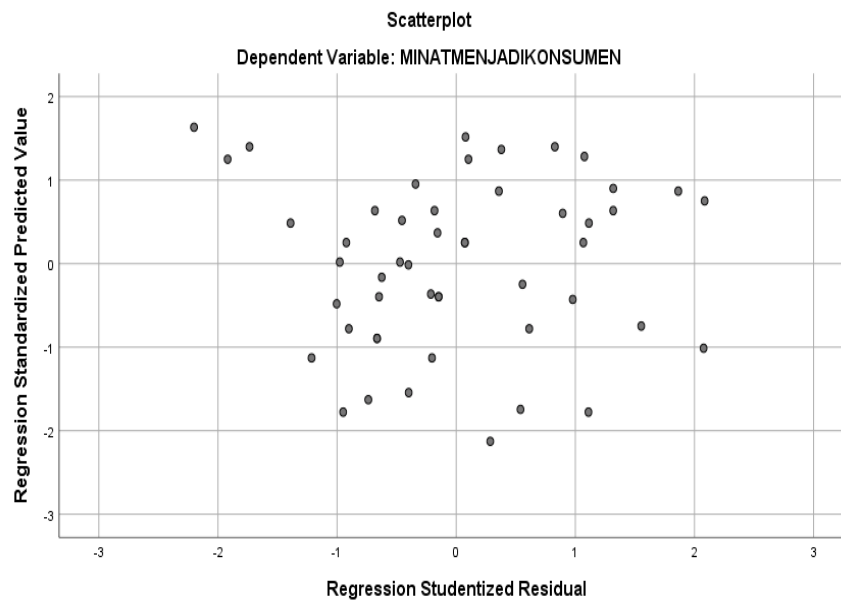
Multicolinearity test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Quality	,282	3,544
	Halal Label	,282	3,544

a. Dependent Variable: Interest in becoming a consumer

Heterosience test



Double Linear Regression Test

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	
1 (Constant)	2,508	1,554	
Product Quality	,461	,154	,370
Halal Label	1,049	,233	,557

a. Dependent Variable: Interest in becoming a consumer

Test the hypothesis

a. T-test

Model	T	Sig.
1 (Constant)	1,614	,113
Kualitas Produk	2,993	,004
Label Halal	4,503	,000

b. F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	763,567	2	381,784	92,279	,000 ^b
	Residual	194,453	47	4,137		
	Total	958,020	49			

Discourse

The impact of product quality on consumer interest

The present study entails an examination of the factors that may influence the quality of products in relation to consumer preferences within the beauty clinic Aira Bulukumba.

In this particular scenario, it is imperative for Aira Bulukumba Beauty Clinic to uphold and prioritize the quality and advantages of their products. This is essential in order to enhance consumer decision-making, as information dissemination in the current millennial era is effortlessly widespread through various online platforms such as Facebook, WhatsApp, Instagram, and others.

The Effect of Halal Label on Consumer Interest

This study conducted an observational analysis on a variable that aims to determine its impact on the X2 variable in relation to the decision-making process of becoming a consumer. The presence of the halal mark has a favorable impact on consumer interest in Aira Bulukumba beauty clinics. The second acceptable hypothesis, denoted as H₂, indicates a substantial impact on individuals' interest in becoming consumers. The presence of the halal label serves as a regulating factor in both product characteristics and consumer choices.

The influence of quality on products as well as halal labels on consumer interest

This study has conducted an observational analysis to examine individuals' inclination towards consumerism. The findings of this study support the acceptance of H₃, indicating that both dependent and independent variables have a significant influence on individuals' decision to become consumers at the Aira Bulukumba beauty clinic.

The findings of the study indicate that there is a discernible impact on product quality, with the halal label playing a significant role in consumer decision-making. In order to enhance consumer base and retain existing clients, it is imperative for Aira Bulukumba Beauty Clinic to uphold the quality of its products and ensure the validity of their labels.

CONCLUSION

The influence of product quality on the decision to become a client is both positive and significant. This implies that the higher the quality of a product or the product being used, the more likely consumers are to choose Aira Bulukumba Beauty Clinic as their preferred provider. The presence of a halal label has a noteworthy and favorable impact on the consumer's decision-making process, hence facilitating the conversion of potential customers into actual patrons. Consequently, the incorporation of a halal label on all products employed by Aira Bulukumba Beauty Clinic serves as a source of reassurance for Muslim individuals, thereby influencing their inclination to engage in consumer activities at the aforementioned establishment. The good and considerable impact of both product quality and the presence of a halal label on consumer decision-making at Aira Bulukumba Beauty Clinic is well-established.

Prospective researchers aspire to enhance this study by incorporating additional variables, such as service quality, promotional activities, and other pertinent factors, to assess consumer outcomes at Aira Bulukumba Beauty Clinic. The researchers proposed that Aira Clinic should enhance its clinical reputation by using promotional strategies on social media platforms and actively participating in beauty events, in order to gain insights into consumers' preferences and desires. The motivation for Aira's beauty clinic to provide extensive donations to its workforce is to incentivize optimal performance from the staff members.

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