

ANALYSIS OF ONLINE REVIEWS, CELEBRITY ENDORSEMENT, HALAL AWARENESS ON HALAL FASHION PURCHASES

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Abstract

With around 229 million Muslims, Indonesia is the largest Muslim-majority country. However, Indonesia is not in the number one position in every sector in the halal industry. This is contradictory to the reality in Indonesia because based on this data, Indonesia has the largest number of Muslims in 2023. This journal examines the influence of consumption behaviour on halal fashion among generation Z Muslims in Bandung. This study aims to determine whether online customer reviews, celebrity endorsement, and halal awareness have a significant effect on the purchase intention of halal fashion in the Shopee application. This study uses a quantitative approach with the Structural Equation Model (SEM) using SmartPLS 4 software. The number of samples obtained was 202 people according to the specified criteria, who are Muslim, aged 10-28 years, domiciled in Bandung, and have bought halal fashion products at Shopee. The results of the study indicate that each of the variables of online customer review, celebrity endorsement, and halal awareness has a positive and significant effect on the intention to buy halal fashion at Shopee for generation Z Muslims in Bandung

Keywords: Halal Fashion, Online Customer Reviews, Celebrity Endorsement, Halal Awareness

Introduction

With approximately 229 million Muslims, Indonesia is the largest Muslim-majority country by 2023. Muslims in Indonesia reflect a promising future for Halal products (Arifin et al., 2023). Halal means something that is allowed in Islamic law and haram is something that is prohibited in Islamic law (Kurniawati & Savitri, 2020). As a form of guarantee for a halal product to consumers, Indonesia provides halal certification which is regulated and supervised by the Indonesian Ulema Council (MUI) through the Halal Product Guarantee Organisation Agency (BPJPH). Based on the State of the Global Islamic Economy Report 2022, Indonesia is in fourth position for the score of the halal industry in the world. With a large Muslim population, it should be an opportunity for Indonesia to occupy the first position.

In its development, the halal industry is not only limited to halal products but also to halal lifestyles. Based on the State of the Global Islamic Economy Report 2022 which includes the halal industry including food and beverages (halal food), clothing (modest fashion), halal tourism, entertainment and media (halal digital), pharmaceuticals and cosmetics (halal pharmacy and cosmetics). According to the Indonesian Halal Industry Master Plan 2023-2029, the halal fashion or modest fashion industry is growing in Indonesia. This makes strengthening halal brand and awareness as one of the main strategies in order to accelerate the growth of the national halal industry. From Jakpat's report, most Shopee users are around 20-24 years old or generation Z. Generation Z itself is a generation born between 1995-2012 (Stillman & Stillman, 2017). In addition, according to BPS in 2020, the largest population of generation Z is in West Java with 26.86% of the total population. This is the basis for research taking generation Z respondents because generation Z can shape public perceptions due to its large population.

The consumption of halal fashion is also supported by the development of advanced technology. Rapidly developing technology makes it easier for users to make buying and selling transactions in this digital era. Many business accounts take advantage of technological advances by selling and promoting their products in e-commerce. The e-commerce that ranks first with the highest number of visits in Indonesia in the first quarter of 2023 is Shopee. During the January-March 2023 period, Shopee received around 157.9 million visits per month (Statista, 2023).

In this digital world, consumers' experience in making purchasing decisions is influenced by customer reviews on online platforms known as Online Customer Reviews (Chatterjee et al., 2022). In Online Customer Reviews, consumers write reviews about the products they buy and the reviews are shared in a place provided by the manufacturer on the online platform. These posts can motivate or deter other potential consumers from purchasing the product or service (Wang et al., 2020).

In addition, celebrity endorsement is also the most popular way of marketing in the digital era that has been done by several companies. Nowadays, celebrities are increasingly increasing their presence on social media and this is proof that social media or the internet creates awareness and interest in products and brands, and influences consumer attitudes and behaviour in purchasing because many consumers are willing to buy a product recommended by their favourite celebrity (Zhou et al., 2019).

Even so, it is difficult to assess how well Online Consumer Reviews, Celebrity Endorsement, and Halal Awareness in determining consumers to buy halal fashion products or not. This is because from several

previous studies there are differences in research results. From the research of Osei-Frimpong et al., (2019) celebrity endorsement has a positive influence on purchase intention. Meanwhile, from the results of research by Calvo-Porrall et al., (2023) celebrity endorsement provides different patterns of influence on consumer purchasing behaviour, depending on what product category they want to buy.

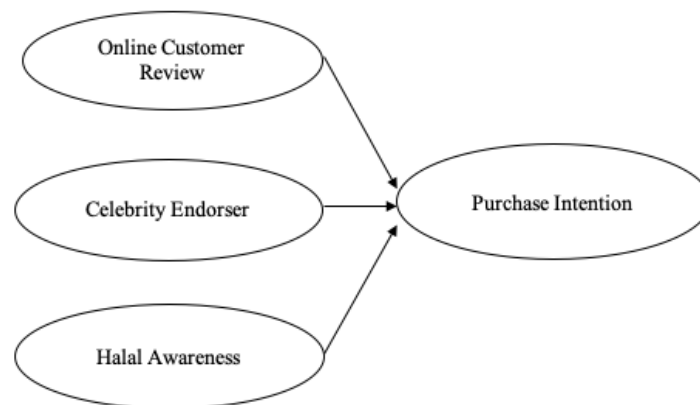


Figure 1. Conceptual Framework

Methods

In this study, the approach used is a quantitative approach with analysis through Partial Least Square (PLS). To collect data, a survey or questionnaire is used as the main instrument that will be distributed to generation Z in Bandung City through social media. The sample criteria in this study are Muslim, domiciled in Bandung, born in 1995 - 2012, and have purchased halal fashion products on the Shopee application. In this study, non-probability sampling was used along with purposive sampling techniques. In this study, a questionnaire was used as the primary data source. The type of questionnaire used is closed using a Likert Scale measurement of 1 - 5 with 1 being strongly disagree (STS) to 5 meaning strongly agree (SS). This study uses PLS-SEM with two types of tests that must be carried out, namely model testing and model estimation testing (Hair et al., 2022). Then proceed with the goodness of fit test and hypothesis testing.

Result and Discussion

The total data that has been collected is 202 respondents with the required criteria, namely generation Z Muslims in Bandung who have purchased halal fashion items on the Shopee application. The majority of respondents are women at 58.5% while men are 41.2% with the majority aged 21-28 years. This research is dominated by students. In addition, the majority who filled out this study live in Bandung City with a majority of monthly income of IDR 2,000,000 - IDR 3,999,999. The majority of respondents in this study have bought halal fashion products more than 2 times during the last 1 year, the majority of them have used halal fashion for 1-2 years. In this study, respondents were asked to name their favourite celebrities who have promoted halal fashion and halal fashion brands that have been purchased. The average cost incurred to buy halal fashion products, the majority of respondents answered Rp250,000 - Rp500,000.

Table 1. Respondent Demographic

Questions	Range	Frequency	Percentage (%)
Gender	Male	63	31,2
	Female	139	68,8
Age	10-17	8	4
	18-20	71	35,1
	21-28	123	60,9
Last Education	Elementary School	0	0
	Junior High School	8	4
	Senior High School	96	47,5
	Diploma	26	12,9
	Bachelor	68	33,7
	Master	4	2
Job	Student	67	33,2
	Public Servants	21	10,4
	Employee	64	31,7
	Freelancer	18	8,9
	Entrepreneur	22	10,9
	Unemployed	10	5

Domicile	Bandung	89	44,1
	Cimahi	39	19,3
	Bandung District	47	23,3
	West Bandung	27	13,4
Wage	< Rp2.000.000	56	27,7
	Rp2.000.000 - Rp3.999.999	70	34,7
	Rp4.000.000 - Rp5.999.999	47	23,3
	> Rp6.000.000	29	14,4
Frequency of Purchase	1	41	20,3
	2	77	38,1
	> 2	84	41,6
Length of Using Halal Fashion	< 1 year	38	18,8
	1 - 2 years	93	46
	> 2 years	71	35,1
Favorite Influencer	Ria Ricis	39	19,3
	Zaskia Sungkar	36	17,8
	Fadil Jaidi	31	15,3
Halal Fashion Merk	Rabbani	69	34,1
	El-Zatta	68	33,6
	Zoya	64	311,6
Cost for Purchasing Halal Fashion	< Rp250.000	41	20,3
	Rp250.000 - Rp500.000	101	50
	Rp501.000 - Rp750.000	43	21,3
	Rp751.000 - Rp1.000.000	9	4,5
	> Rp1.000.000	8	4

Source: Processed data by researcher (2024)

Measurement Model Test

Convergent validity test is used to test how far the positive relationship between indicators used for measurement on the same variable. In this study using the Loading Factor test to see convergent validity (Hair et al., 2022).

Table 2. Result of Loading Factor

Item Variables	Loading Factor	R Value	Criteria (>0,70)
OCR1	0.739	0.70	Valid
OCR2	0.782	0.70	
OCR3	0.860	0.70	
OCR4	0.846	0.70	
OCR5	0.774	0.70	
OCR6	0.700	0.70	
OCR7	0.804	0.70	
OCR8	0.787	0.70	
OCR9	0.771	0.70	
CE1	0.807	0.70	Valid
CE2	0.762	0.70	
CE3	0.785	0.70	
CE4	0.776	0.70	
CE5	0.779	0.70	
CE6	0.729	0.70	
CE7	0.821	0.70	
CE8	0.798	0.70	
CE9	0.810	0.70	
CE10	0.781	0.70	
CE11	0.795	0.70	Valid
CE12	0.815	0.70	
CE13	0.822	0.70	
HA1	0.893	0.70	
HA2	0.880	0.70	Valid
HA3	0.891	0.70	
HA4	0.872	0.70	

HA5	0.873	0.70	
HA6	0.883	0.70	
HA7	0.875	0.70	
HA8	0.854	0.70	
HA9	0.832	0.70	
HA10	0.893	0.70	
HA11	0.872	0.70	
PI1	0.877	0.70	
PI2	0.821	0.70	Valid
PI3	0.882	0.70	

Source: Processed data by SmartPLS (2024)

Based on table 2, it can be concluded that the results of loading factor testing on all indicators are convergently valid or acceptable. This is because all indicators or statement items have a score ≥ 0.70 (Hair et al., 2022).

Discriminant validity is used to test the indicators used in the study whether they have differences with indicators in other constructs measured in the study (Cooper & Schindler, 2014). In testing discriminant validity using the Square Root AVE measurement and also the HTMT test. In this study using the HTMT test results.

Table 3. Result of HTMT

	Online Customer Review	Celebrity Endorsement	Halal Awareness	Purchase Intention
Online Customer Review				
Celebrity Endorsement	0.153			
Halal Awareness	0.180	0.148		
Purchase Intention	0.184	0.192	0.185	

Source: Processed data by SmartPLS (2024)

Based on table 3, it can be concluded that the results of the HTMT test on all constructs in this study are discriminantly valid. This is because all values are below 0.90 (Hair et al., 2022).

Reliability test is used to see whether or not the indicators used from each variable are consistent (Cooper & Schindler, 2014). In testing reliability, two measurements are used which are assisted through SmartPLS 4 software, namely Cronbach Alpha (CA) and Composite Reliability (CR).

Table 4. Result of Reliability Test

Variabel	Cronbach Alpha (CA)	Composite Reliability (CR)	Criteria
Online Customer Review	0.926	0.936	Reliability
Celebrity Endorsement	0.952	0.956	Reliability
Halal Awareness	0.969	0.937	Reliability
Purchase Intention	0.828	0.895	Reliability

Source: Processed data by SmartPLS (2024)

Based on table 4, the results of all Cronbach Alpha measurements show a value above 0.70, which means that all variables are reliable. In addition, the results of the Composite Reliability measurement have a value above 0.70 on all variables studied. This shows that all variables used in the study have a good level of reliability.

Table 5. Result of R-Square

	R-Square	R-Square Adjusted	Description
Purchase Intention	0.086	0.072	Weak

Source: Processed data by SmartPLS (2024)

Based on table 5, the results of the R-Square value for the purchase intention variable show that the influence on each variable in the model, namely online customer reviews, celebrity endorsement, and halal awareness, is weak.

Table 6. Result of F-Square (Effect Size)

Path Diagram	Effect Size	Description
Online Customer Review → Purchase Intention	0.025	Small
Celebrity Endorsement → Purchase Intention	0.025	Small
Halal Awareness → Purchase Intention	0.018	Small

Source: Processed data by SmartPLS (2024)

The results of the F-Square value or effect size show that online customer reviews, celebrity endorsement, and halal awareness have a small relationship in predicting purchase intention.

Table 7. Result of Q-Square

Q-Square	
Purchase Intention	0.051

Source: Processed data by SmartPLS (2024)

The results of the Q-Square value indicate that the research model used is predictive because it obtains a value greater than (>0) which is in accordance with the rule of thumb according to (Hair et al., 2022).

Table 8. Result of Goodness of Fit

Variabel	AVE	R-Square
Online Customer Review	0.618	
Celebrity Endorsement	0.626	
Halal Awareness	0.765	
Purchase Intention	0.741	0.086
Avarage	0.687	0.086

Source: Processed data by SmartPLS (2024)

Table 9. Result of Hypothesis Test

	Path Coefficients	T- Statistics	P-Values	Description
Online Customer Review → Purchase Intention	0.154	2.181	0.029	Positive and significant
Celebrity Endorsement → Purchase Intention	0.155	2.778	0.005	Positive and significant
Halal Awareness → Purchase Intention	0.131	2.091	0.037	Positive and significant

Source: Processed data by SmartPLS (2024)

Based on the analysis that has been carried out, the online customer review variable has a positive and significant influence on the intention to buy halal fashion products. The results of this study are in accordance with those presented by Cheong et al., (2020) that the indicator of providing recommendations in the review valence dimension has a significant effect on purchase intention. As for previous research by Macheke et al., (2023) which explains that a recognised and credible source of reviews in terms of information dissemination increases the likelihood of willingness to buy. Thus, this shows that online customer reviews influence consumer purchasing decisions because the more products advertised by consumers in the media, the more people are aware of the product and have the opportunity to assess and evaluate the product which will influence other consumers to make conclusions and recommend the product to others.

Based on the analysis that has been carried out, the celebrity endorsement variable has a positive and significant influence on the intention to buy halal fashion products. The results of this study are in line with the research of Oteh et al., (2023) which explains that consumers see celebrities as role models, so there is a tendency for consumers to be influenced by products endorsed by their role model celebrities. In addition, previous research conducted by Osei-Frimpong et al., (2019) states that a celebrity endorser who is seen by consumers as a familiar, attractive, and trustworthy figure is very effective in encouraging consumer buying intentions.

Based on the analysis that has been done, the halal awareness variable has a positive and significant influence on the intention to buy halal fashion products. This research is in line with research conducted by Kurniawati & Savitri, (2020) that the halal logo indicator affects consumer intention to buy halal products. This is because the halal logo has become a keyword and is becoming an increasingly important role in the global market. In addition, this study is also in line with previous research by (Aslan, 2023) which shows halal awareness has a significant effect on purchase intention. The study states that religious consumers indicate that the more halal products consumed will increase Muslim awareness.

Conclusion

Based on the results of the tests that have been carried out, online customer reviews have a positive and significant effect on the purchase intention variable. This means that the more products reviewed by buyers, the higher the purchase intention of generation Z to buy halal fashion products at Shopee. Furthermore, celebrity endorsement has a positive and significant influence on the purchase intention variable. This means that consumer celebrity attractiveness, celebrity popularity, and consumer trust in celebrities increase generation Z's purchase intention to buy halal fashion products at Shopee. Then, halal awareness or halal awareness has a positive and significant effect on the purchase intention variable. This means that being more religious shows that it will increase the awareness of Muslims so that the desire to buy halal products increases.

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